NOW!

Shift to any speed on the GO!

More than new, more than different, also better!

You've never had it so easy before! Now, tractor hydraulic power does the shifting for you – easily, positively, instantly! With Ford Select-O-Speed, you shift on-the-go to any speed—with no interruption of power! Now, you can take most of the stop-and-start out of farming. With Ford Select-O-Speed, you go!

Ford's new Independent Power Take-Off with finger-tip control is engaged or disengaged by hydraulic power. Never before have there been tractors so easy to handle, so convenient to operate, so quickly responsive to the decisions of the operator.

Power is transmitted through gears. Select-O-Speed provides "solid-drive" in all speeds and at all times. There is no power loss or wasted fuel through slippage. You control your gear ratios; you shift down for plus power when you need it; you shift up to save fuel and time whenever conditions permit. No compromise, ever!

Ten speeds forward make it easy for you to select the right combination of speed and power for your job.

Choose the size and type you need. Ford Select-O-Speed tractors are available in 2-3 and 4-plow power; row crop, all purpose and industrial types; with gasoline, diesel or LP-gas engines. So look 'em over. Convenient, confidential terms can be arranged – take up to four crop years to pay. Your old tractor should more than cover the down payment.

GET ALL THE FACTS FROM YOUR FORD TRACTOR DEALER

FORD

SELECT-O-SPEED TRACTORS

TRY T

Could you find your

Check this list and s

BY LANE M. PAL

Managing Editor

A FEW years ago, I helped settle the of a brother who, along with his wi small daughter, had been killed auto accident.

It was a somber, yet eye-opening expe

They had been a typical young couple under 30 years of age, married four or five had bought a home and car. Yet we were a at the number of legal "loose ends" that a d like this leaves.

There were insurance claims to settle; ing and savings accounts to close out; a agreement to terminate; a home and car t not to mention collecting Social Security an eran's burial benefits.

And all of them required papers—ins policies, bank books, deeds, ownership t Army discharge papers, cancelled checks, l us several days and some real detective w find them all.

Like so many young people (and quite older ones) they had just never got arou putting these valuable papers in one place.

How would it be with you? Are yo uable papers in a safe place? Can you pu hands on them readily if you need to? Coul wife do it, if something happened to you? Co executor if something happened to both of y

Well, Cornell University has published letin (Extension Bulletin No. 963, "Do You Your Valuable Papers?" by Ruth Deaco C. A. Bratton) that can solve the problem thing to do is send for the complete form.

Or next best, fill out the blanks They'll give you a useful record, besides sh you how you "rate" in your business housek

See how many of these blanks you c out now. Then find the missing papers, w the answers you lack and keep this record

Where Are They?

The deed and title abstract to your farm_____

Receipts or cancelled checks for mortgage payments_____

Cancelled checks from checking account_____

Bank book for savings account_____

Fire insurance policies on buildings_____

Key to safety deposit box_____

RD
EED

er does *all* the
down with no

any speed you
finger. Now, for
xactly, instantly,
ou have *complete*
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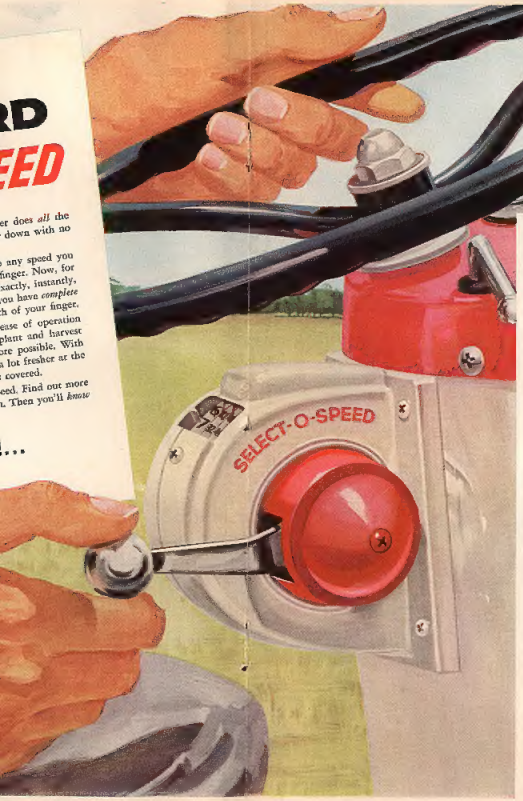
ease of operation
plant and harvest
ore possible. With
a lot fresher at the
covered.
eed. Find out more
. Then you'll *know*

...



Greatest tractor advantage since hydraulics!

10 SPEEDS FORWARD
2 REVERSE

Plow up to 27% more—by eliminating stops, by plowing at a higher speed, by making better time on the headlands. The tougher or more variable the conditions, the more Select-O-Speed pays off. Shift up or down under load to fit any situation.

Pull heavier loads at higher speeds. You can start the load in a low speed, shift up gradually as you "get rolling" to the speed you want. You can downshift for grades or rough ground, and up again *on-the-go*. Save time, increase comfort and safety.

INDEPENDENT
POWER TAKE-OFF

Non-stop harvesting. Now you can engage or disengage the PTO on-the-go! Just push or pull the control knob—hydraulic power does the work! You can maintain the correct PTO speed at all times—change ground speeds on-the-go to match crop and field conditions.

Faster harvesting with a lot less fuel, too. What's more, it'll be a lot less work for you. Only Ford Select-O-Speed offers you the convenience of clutchless shifting, independent PTO and six ground speeds of 4 MPH or less at PTO engine speed!

FORD

SELECT-O-SPEED TRACTORS

Win an exciting trip for two to Europe, or one of 299 other fine prizes. Ask your Ford tractor dealer how you can enter this contest. Entries must be in by May 31, 1959.

CATCHERS MITTS C

Wilson—Red Wilson Model

Selected good grade leather with one-piece, grease-formed grip-tite palm pocket. Snap-action lacing for flexible control. Shearling padded, fully adjustable wrist strap. Full welted, leather laced crotch. Large two-piece web for sure stops. Adjustable leather thumb and finger loops help cushion ball impact. Flat style binding, felt padding and leather laced edges.

No. **A2552** ..... Each **$16.00**

(A)	IBM	05239	(17)	oen

One in a Box

Wilson—Frank House Model

Large size one piece palm and good selection of tanned cowhide leather. Jute felt pad, plastic binding and edge lacing and full greased palm.

No. **A2570** ..... Each **$13.50**

(A)	IBM	05242	(11)	tcn

One in a Box

Wilson—Bob Schmidt

Medium sized designed for the young catcher. Made of good grade cowhide, with one-piece palm. Grease-set, grip-tite pocket cradles the ball. Leather wrist strap with end lacing. Welted crotch area, three-finger style back, flat style binding with cushioning, felt padding.

No. **A2576** ..... Each **$7.95**

(D)	IBM	05249	One	(16)	rtn
(A)	IBM	05249	2 or More	(24)	ren

One in a Box

CATCHERS MASKS C

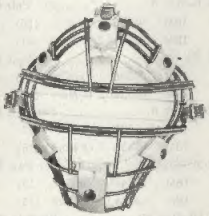
Wilson—Professional Model

Lightweight magnesium frame, finished in black to reduce glare, provides all around protection and complete visibility. Leather covered Orlon-Nylon padding detaches easily for cleaning. Cradle type head straps are fully adjustable. Recommended for Little League play.

No. **A3022** ..... Each **$15.00**

(A)	IBM	05253	(18)	onn

One in a Box



Wilson—Clear Vision Model

With special ear protector, extensions, special curved spitter, one-piece leather pad hair filled laced to frame. Adjustable elastic head straps.

No. **A-3052** ..... Each **$11.95**

(A)	IBM	05256	(11)	shn

One in a Box

Wilson — Youth's Model

Electrically welded, open vision. Padded with curled hair, chin piece.

No. **A-3080** ..... Each **$5.95**

(L)	IBM	05257	One	(19)	rnn
(A)	IBM	05257	2 or More	(27)	aon

One in a Box

CATCHERS PROTECTORS C

Short style, covered with durable navy and orange material and nylon cloth binding. Kapoc padding, harness made of leather and webbing and easily adjusted for size. Three section front.

No. **A3216** ..... Each **$9.95**

(D)	IBM	05277	One	(17)	ecl
(A)	IBM	05277	2 or More	(25)	ltl

One in a Bundle

LITTLE LEAGUE

Cloth bound short style with adjustable harness. Navy and orange covering. Three section front.

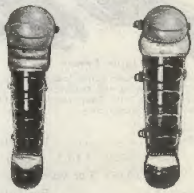
No. **A3224** ..... Each **$5.95**

(L)	IBM	05289	One	(12)	rnn
(A)	IBM	05289	2 or More	(20)	aon

One Pair in a Package

SHIN OR LEG GUARDS

WILSON



No. A-3416 No. A-3424

Designed for style, comfort and protection. Made of heavy black leg fibers in a corrugated pattern plus orange color knee fibers. Leg straps with fasteners that are fully adjustable. White felt padding and brown vinyl plastic binding.

No. **A-3416** ..... Per Pair **$16.00**

(A)	IBM	05291		(18)	oen

One Pair in a Package

LITTLE LEAGUE

Orange color knee fibers and black leg fibers. Padded with white felt and have adjustable leg straps. Built strong and sturdy.

No. **A-3424** ..... Per Pair **$9.25**

(D)	IBM	05295	One	(19)	lll
(A)	IBM	05295	2 or More	(27)	lrn

One in a Bundle

The W Bingham Co

HEAD PROTECTORS C

Fibre protector bound with imitation leather. Vinyl padding. Elastic head band; one size fits all heads.

No.
A-5484.....Each **$3.95**

(L) IBM 05290 1 to 5 (10) hes
(A) IBM 05290 6 or More (28) hln

Packed as Ordered

Little League

Made over regular spike lasts. Sturdy uppers, full leather midsole and leather counter pockets. Full rubber sole with long wearing moulded rubber cleats. Full sizes only.

Nos.
5555-3–Size 3.....Per Pair **$4.95**
(L) IBM 05357 1 to 2 (17) aan
(A) IBM 05357 3 or More (25) ann
5555-4–Size 4.....Per Pair **$4.95**
(L) IBM 05360 1 to 2 (11) aan
(A) IBM 05360 3 or More (29) ann
5555-5–Size 5.....Per Pair **$4.95**
(L) IBM 05361 1 to 2 (19) aan
(A) IBM 05361 3 or More (27) ann
5555-6–Size 6.....Per Pair **$4.95**
(L) IBM 05375 1 to 2 (19) aan
(A) IBM 05375 3 or More (27) ann
5555-7–Size 7.....Per Pair **$4.95**
(L) IBM 05377 1 to 2 (15) aan
(A) IBM 05377 3 or More (23) ann
5555-8–Size 8.....Per Pair **$4.95**
(L) IBM 05381 1 to 2 (17) aan
(A) IBM 05381 3 or More (25) ann

One Pair in a Box

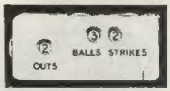
BASEBALL SHOES C

A very economical shoe with good grade uppers and Drilite one-piece weather resistant outsole. Has strong Littleway lockstitch construction details. Metal cleats and rivets of high grade.

Nos.
6062-6–Size 6.....Per Pair **$5.95**
(D) IBM 05300 One (17) aol
(A) IBM 05300 2 or More (25) aen
6062-6½–Size 6½.....Per Pair **$5.95**
(D) IBM 05303 One (11) aol
(A) IBM 05303 2 or More (29) aen
6062-7–Size 7.....Per Pair **$5.95**
(D) IBM 05306 One (14) aol
(A) IBM 05306 2 or More (22) aen
6062-7½–Size 7½.....Per Pair **$5.95**
(D) IBM 05310 One (16) aol
(A) IBM 05310 2 or More (24) aen
6062-8–Size 8.....Per Pair **$5.95**
(D) IBM 05335 One (13) aol
(A) IBM 05335 2 or More (21) aen
6062-8½–Size 8½.....Per Pair **$5.95**
(D) IBM 05336 One (11) aol
(A) IBM 05336 2 or More (29) aen
6062-9–Size 9.....Per Pair **$5.95**
(D) IBM 05338 One (17) aol
(A) IBM 05338 2 or More (25) aen
6062-9½–Size 9½.....Per Pair **$5.95**
(D) IBM 05344 One (15) aol
(A) IBM 05344 2 or More (23) aen
6062-10–Size 10.....Per Pair **$5.95**
(D) IBM 05345 One (12) aol
(A) IBM 05345 2 or More (20) aen
6062-10½–Size 10½.....Per Pair **$5.95**
(D) IBM 05349 One (14) aol
(A) IBM 05349 2 or More (22) aen
6062-11–Size 11.....Per Pair **$5.95**
(D) IBM 05355 One (11) aol
(A) IBM 05355 2 or More (29) aen
6062-11½–Size 11½.....Per Pair **$5.95**
(D) IBM 36344 One (18) aol
(A) IBM 36344 2 or More (26) aen
6062-12–Size 12.....Per Pair **$5.95**
(D) IBM 36346 One (13) aol
(A) IBM 36346 2 or More (21) aen

One Pair in a Box

UMPIRE INDICATORS C



Endorsed and used by all umpires for recording balls, strikes and outs.

No.
A-6980.....Each **$1.75**
(L) IBM 05383 (13) col

Twelve in a Carton

PITCHERS TOE PLATES

Excellent protection and an aid in pitching. Right or left. Polished aluminum. Corrugated bottom.

Nos.
A-6104—Right foot.....Each **$0.90**
(L) IBM 05387 (14) lr
A-6106—Left foot.....Each **$0.90**
(L) IBM 05388 (12) lr

Packed as Ordered

BASEBALL SHOE SPIKES

League

Best quality forged steel, sharpened points. Guaranteed not to bend or break.

Packed two each toe and heel plates in a box.

No.
A-61246.....Per Set(4) **$0.90**
(L) IBM 05396 (15) lr

Packed as Ordered

HOME PLATES

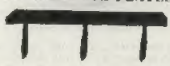
Wilson

White rubber. In accordance with league specifications. Removable spikes.

No.
A6430.....Each **$19.95**
(A) IBM 05401 (13) chnn

One in a Shipping Container

PITCHERS BOX PLATES



Wilson

White rubber. In exact accordance with league regulations. Removable spikes.

No.
A6450.....Each **$14.95**
(D) IBM 05405 (14) onn

One in a Shipping Container

FIELDERS GLOVES C

Wilson—Early Wynn Autograph

Two section pro-lok web. Large, grease-set pocket. Snap-action leather palm lacing. Top grade leather crafted in "big scoop" style extended palm design. Full leather lining. Roll leather binding. Welted, streamlined back fingers. Durability and flexibility increased with leather laced wrist, crotch and finger tips. Adjustable hold-tite wrist strap.

Nos.
A2910.....Each **$19.95**

(A)	IBM	05715	(16)	ccos

A2912—Full Right.....Each **$19.95**

(A)	IBM	05723	(10)	ccos

One in a Box

FIELDERS GLOVES C

Wilson—Ernie Banks—Fieldmaster

Autographed by shortstop Ernie Banks. Ball gripping, three X tie-down lock-tite web. Large, deep, grease-set pocket. Fine glove leather. Snap-action leather palm lacing for greater glove control. Fully lined with comfortable leather. Durable roll leather binding. Leather laced wrist and finger tips shrug off the hard knocks of play. Full welted, streamlined, back fingers shaped ready for play. Adjustable, hold-tite wrist strap.

Nos.
A2934.....Each **$13.50**

(A)	IBM	05849	(13)	tcn

A2936—Full right.....Each **$13.50**

(A)	IBM	05852	(17)	tcn

One in a Box

FIELDERS GLOVES C

Wilson—Nelson Fox Model

Has large, tie-down web designed for fast action. Deep, grease-set pocket. Fine grade glove leather. Snap-action leather lacing increases flexibility. Lined with leather throughout. Flat leather binding with fully welted seams. Welted, streamlined back fingers perfectly shaped for play. Leather finger tip and wrist lacing for added strength. Button-down wrist strap.

Nos.
A2954.....Each **$9.95**

(D)	IBM	05874 One	(11)	ehn
(A)	IBM	05874 2 or More	(29)	lon

A2956—Full Right.....Each **$9.95**

(D)	IBM	05875 One	(18)	ehn
(A)	IBM	05875 2 or More	(26)	lon

One in a Box

Wilson—Al Kaline Pro Style

Large, lock-tite, two-piece double X tie-down foldover web. Deep, grease-set pocket. Select leather. Comfortable, full leather lining. Tough, roll leather binding that lasts. Welted, streamlined back fingers shaped permanently for play. Leather laced wrist, palm, thumb, crotch and little finger insures long life of hard service. Comfortable hold-tite wrist strap is adjustable.

Nos.
A2930.....Each **$15.95**

(A)	IBM	05784	(12)	ols

A2932—Full Right.....Each **$15.95**

(A)	IBM	05793	(13)	ols

One in a Box

Wilson—Ball Hawk-Six Finger

Grease-set pocket. Willow cowhide leather. Snap-action palm lacing allows complete glove control. Durable, one-piece palm and thumb construction. Full leather lining for complete comfort. Flat leather binding. Fully welted and streamlined back fingers for lasting shape. X style finger tip lacing, plus leather laced wrist. Wide, adjustable tie-down wrist strap—firm, but adjustable.

Nos.
A2941.....Each **$12.50**

(A)	IBM	05869	(11)	sln

A2943—Full right.....Each **$12.50**

(A)	IBM	05873	(13)	sln

One in a Box

Wilson—Ryne Duren—Pro Model

Personally autographed by Yankee relief specialist. Overlap tie-down web for fast action. grease-set pocket. Willow cowhide leather. Palm and thumb lined. Durable flat style binding. Fully welted seams for greatest strength. Streamlined back fingers are shaped to play smoothly. Leather palm and finger tip lacing. Button down wrist strap.

Nos.
A2964.....Each **$6.50**

(D)	IBM	05876 One	(16)	rhn
(A)	IBM	05876 2 or More	(24)	aon

A2966—Full Right.....Each **$6.50**

(D)	IBM	05877 One	(14)	rhn
(A)	IBM	05877 2 or More	(22)	aon

One in a Box

The W Bingham Co

SOFTBALL GLOVES C

Wilson

Grease-set pocket. Good quality glove leather. Snap-action palm sewing gives the added flexibility needed to make the hardest plays. Leather-lined palm and thumb for comfortable "feel". Long lasting, fully welted seams. Leather finger tip lacing increases fast playing glove action. Button down wrist strap.

Nos.

A9844 ..... Each **$7.95**

(D)	IBM	05880	One	(18)	r t n
(A)	IBM	05880	2 or More	(26)	r e n

A9846—Full Right ..... Each **$7.95**

(D)	IBM	05882	One	(14)	r t n
(A)	IBM	05882	2 or More	(22)	r e n

One in a Box

BASEMENS MITTS C

Wilson — Tru Trap — Pro Style

Has deep, grease-set grip-tite pocket. Durable, prime mitt leather. Snap action leather palm lacing increases flexibility for faster playing action. Comfortable, full leather lining. Thumb and little finger loops afford greater maneuverability. Finger stall permits greater ball control. Fibre stiffeners in thumb and finger sections. Long lasting, flat leather binding. Fully adjustable and comfortable shearing lined wrist strap.

Nos.

A2770 ..... Each **$19.95**

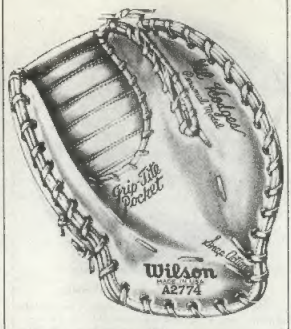
(A)	IBM	05883		(12)	c c o s

A2772—Full Right ..... Each **$19.95**

(A)	IBM	05885		(17)	c c o s

One in a Box

BASEMENS MITTS C



Wilson — Gil Hodges — Tru-Trap

Fast trapping web and deep grease-set pocket work together as a unit. Snap-action leather palm lacing provides the added bonus of greater flexibility. Durable high grade mitt leather. Thumb and finger loops give exceptional mitt control and maneuverability. Fibre stiffeners in thumb and palm sections. Fully adjustable shearling lined wrist strap for game-long comfort.

Nos.

A2774 ..... Each **$15.95**

(A)	IBM	05886		(15)	o l s

A2776—Full Right ..... Each **$15.95**

(A)	IBM	05894		(19)	o l s

One in a Box

Wilson — Jim Gentile — Tru-Trap

Feathers web perfectly shaped for fast action. Deep, grease-set grip-tite pocket. Mitt leather selected for lasting quality. Palm lined with leather for greater durability where is counts most. Thumb and finger loops provide more control and instant mitt response. Fibre inserts reinforced thumb and finger sections. Adjustable wrist strap designed for steady comfort.

Nos.

A2784 ..... Each **$12.50**

(A)	IBM	05897		(12)	s l n

A2786—Full Right ..... Each **$12.50**

(A)	IBM	05899		(15)	s l n

One in a Box

BASEMENS MITTS C

Wilson — Norm Cash — Big Scoop

Web designed for easy ball handling. Grease-set, grip-tite pocket. Fine mitt leather. Palm section lined for long life of hard service. Thumb and little finger loops give an added boost to faster mitt-action with increased control. Fibre inserts locked in thumb and finger sections provide the right contour style for perfect mitt-action. Wrist strap is adjustable for steady comfort.

Nos.

A2874 ..... Each **$7.95**

(D)	IBM	05900	One	(14)	r t n
(A)	IBM	05900	2 or More	(22)	r e n

A2876—Full Right ..... Each **$7.95**

(D)	IBM	05906	One	(11)	r t n
(A)	IBM	05906	2 or More	(29)	r e n

One in a Box

CATCHERS MITTS C

Wilson — Hal Smith Model

Two-piece web anchored for greatest strength and dependable fast play. Grease-set, grip-tite pocket. Good grade mitt leather. Snap-action break provides more glove flexibility. Band type, three-piece, palm construction allows the same design features as top-of-the-line models. Strong welted crotch. Non-shifting felt padding. Thumb and little finger loops increase maneuverability. Adjustable and shearling lined wrist strap insures comfortable secure fit.

No.

A2556 ..... Each **$19.95**

(A)	IBM	05908		(17)	c c o s

One in a Box

CREEK CHUB — SNARK

Individual Colors

Nos.				Each
1201—Perch				**$1.25**
	IBM	04938	(15)	s l
1202—Red Head				**$1.25**
	IBM	04939	(13)	s l
1213—Black				**$1.25**
	IBM	04940	(11)	s l
1218—Silver Fish				**$1.25**
	IBM	04941	(19)	s l
1219—Frog				**$1.25**
	IBM	04942	(17)	s l
1230—Black, Orange Spots				**$1.25**
	IBM	04943	(15)	s l

One in a Box, Twelve in a Carton

UNCLE TOM MINNOW

For casting or spinning, molded of durable plastic, with all metal parts nickel plated. Wiggles like a live minnow. Floats when cast, normal retrieve will cause it to dive. Furnished in opaque and transparent colors, two each of six assorted patterns. Weight ½ oz., length 2½ in. Two No. 2 treble hooks, nickel plated. One in a plastic box.

No.				
690				**Each $0.69**
	IBM	04944	(13)	r c

Twelve in a Box

Full Boxes Only

CREEK CHUB-TOP-N-POP

Cast in weed beds, lily pads, near stumps and sunken logs. Let Top 'N' Pop lie motionless—twitch rod—retrieve slowly. In open water, very speed of retrieve. Walks on water with noisy sputtering. The perfect surface bait, day or night, for bass, trout, pike, muskie. 1/4 oz.

Nos.				
501—Perch				**Each $1.25**
	IBM	35553	(15)	s l
502—White & Red				**Each $1.25**
	IBM	35554	(13)	s l
518—Silver Flash				**Each $1.25**
	IBM	35555	(10)	s l

One in a Box

BROOK'S JOINTED REEFER

The slightest movement of the rod tip starts it working for slow trolling or casting and the jointed tail provides a wider action. To fish deep, attach a sinker about 12 in. from bait. Weight about 3/8 oz. Length 3 in. No. 2 hook.

Nos.				
J601—Orange				**Each $1.35**
	IBM	04948	(14)	t c
J602—Yellow				**Each $1.35**
	IBM	04949	(12)	t c
J604—Shiner				**Each $1.35**
	IBM	04950	(10)	t c
J605—Perch				**Each $1.35**
	IBM	08055	(14)	t c

One in a Box, Six in a Carton

BROOK'S BABY REEFER

A great lure for spinning or casting. Action all the way in from the moment it hits the water. Has a wriggling, crawling motion. For all pan fish, also excellent for deep walleye trolling. Weight 1/5 oz. Length 2¼ in. No. 6 hook.

Nos.				
B1—Orange				**Each $1.25**
	IBM	08080	(14)	s l
B2—Yellow				**Each $1.25**
	IBM	08092	(17)	s l
B4—Shiner				**Each $1.25**
	IBM	08094	(13)	s l
B5—Perch				**Each $1.25**
	IBM	08098	(14)	s l
B6—White with red head				**Each $1.25**
	IBM	08099	(12)	s l

One in a Box, Six in a Carton

BROOKS REEFER-N-WORM

Baby reefer, 2¼ in. long, with 6 in. worm rigged with 2 hooks.

Nos.				Per Card (5)
2WB1—Orange; black worm				**$7.50**
	IBM	03414	(18)	r l n
2WB2—Yellow; red worm				**$7.50**
	IBM	03415	(15)	r l n
2WB3—Frog; natural worm				**$7.50**
	IBM	03416	(13)	r l n
2WB7—Black; black worm				**$7.50**
	IBM	03417	(11)	r l n

Six on a Card

BROOK'S JOINTED BABY REEFER

For a spinning or casting lure it is considered one of the best fish getters. The jointed tail produces a wider rolling action and has a tantalizing wriggling crawl. Weight 1/5 oz. Length 3 1/8 in. No. 6 hook.

Nos.				
BJ1—Orange				**Each $1.35**
	IBM	08103	(12)	t c
BJ2—Yellow				**Each $1.35**
	IBM	08122	(12)	t c
BJ3—Frog				**Each $1.35**
	IBM	08124	(18)	t c
BJ5—Perch				**Each $1.35**
	IBM	08125	(15)	t c
BJ6—White with red head				**Each $1.35**
	IBM	08126	(13)	t c

One in a Box, Six in a Carton

The W Bingham Co

(B) BAITS (C)

PHILLIPS–MIDGET KILLER

Sinker

For spinning or light plug casting. A most effective small underwater bait that fishes deep but sinks slowly. Molded hollow of indestructible plastic with a chromium spinner mounted on front and rear. It has proved as a wonderful fish getter. Weight ¼ oz. Length 1-3/16 in. Size 2 treble hooks.

Nos.

P903–Pearl, red head.....Each **$1.35**
IBM 08142 (10) tc

P905–Yellow scale.....Each **$1.35**
IBM 08145 (13) tc

P907–Orange, black rib.....Each **$1.35**
IBM 08151 (11) tc

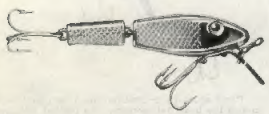
P910–Yellow perch.....Each **$1.35**
IBM 08152 (19) tc

P916–Green scale, red fin.....Each **$1.35**
IBM 08153 (17) tc

P917–Silver flash.....Each **$1.35**
IBM 08154 (15) tc

One in a Box, Twelve in a Carton

L & S MIRRO LURE



Jointed for casting. A fast sinker 3 to 8 ft. depth with two No. 2 treble hooks. Length 3 in. Weight ½ oz.

Nos.

15M11–White, red head.....Each **$1.40**
IBM 08201 (14) tr

15M18–White, green back.....Each **$1.40**
IBM 08202 (12) tr

15M21–White, black head.....Each **$1.40**
IBM 08203 (10) tr

15M23–Yellow, black back.....Each **$1.40**
IBM 08206 (13) tr

15M25–White, shad back.....Each **$1.40**
IBM 08207 (11) tr

One in a Box, Twelve in a Carton

L & S MIRRO LURE

Midget, jointed. A sinker bait, 2 to 6 ft. depth with two No. 10 treble hooks. Length 1½ in. Weight 3/16 oz.

Nos.

MM11–White, red head.....Each **$1.25**
IBM 08155 (12) sl

MM18–White, green back.....Each **$1.25**
IBM 08156 (10) sl

MM21–White, black back.....Each **$1.25**
IBM 08157 (18) sl

MM23–Yellow, black back.....Each **$1.25**
IBM 08158 (16) sl

MM25–White, shad back.....Each **$1.25**
IBM 08159 (14) sl

One in a Box, Twelve in a Carton

L. & S MIRRO LURES

A trailer-lure. A sinker bait, 2 to 4 ft. depth with two No. 8 treble hooks. Length 1½ in. Weight 1/16 oz.

Nos.

TM11–White, red head.....Each **$1.10**
IBM 08172 (17) ee

TM18–White, green back.....Each **$1.10**
IBM 08173 (15) ee

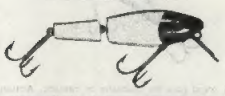
TM21–White, black back.....Each **$1.10**
IBM 08174 (13) ee

TM23–Yellow, black back.....Each **$1.10**
IBM 08175 (10) ee

TM25–White, shad back.....Each **$1.10**
IBM 08176 (18) ee

One in a Box, Twelve in a Carton

L. & S. PANFISH-MASTER



For casting or trolling. These lures have life-like fish eyes, plastic bodies and finest imported hooks. Jointed to give best natural minnow action. Weight ¼ oz. Length 2½ in. A sinker bait, 2 to 8 ft. in depth.

Nos.

0011–White, red head.....Each **$1.30**
IBM 08177 (16) st

0018–White flash.....Each **$1.30**
IBM 08178 (14) st

0021–Black and white.....Each **$1.30**
IBM 08179 (12) st

0023–Brown and yellow.....Each **$1.30**
IBM 08180 (10) st

0025–Shad.....Each **$1.30**
IBM 08181 (18) st

One in a Box, Twelve in a Carton

L. & S. BASS-MASTER

A jointed sinker lure that has real live minnow action. For trolling or casting it has proved itself to get all kinds of game fish. Weight 1/2 oz. Length 3 in.

Nos.

1511–White, red head.....Each **$1.35**
IBM 08182 (16) tc

1518–White flash.....Each **$1.35**
IBM 08183 (14) tc

1521–Black and white.....Each **$1.35**
IBM 08184 (12) tc

1523–Brown and yellow.....Each **$1.35**
IBM 08185 (19) tc

1525–Shad.....Each **$1.35**
IBM 08187 (15) tc

One in a Box, Twelve in a Carton

L & S MIRRO LURE

For spinning. A sinker bait, 2 to 6 ft. depth with two No. 8 treble hooks. Length 1½ in. Weight 1/8 oz.

Nos.

1M11–White, red head.....Each **$1.10**
IBM 08188 (13) ee

1M18–White, green back.....Each **$1.10**
IBM 08189 (11) ee

1M21–White, black back.....Each **$1.10**
IBM 08190 (19) ee

1M23–Yellow, black back.....Each **$1.10**
IBM 08191 (17) ee

1M25–White, shad back.....Each **$1.10**
IBM 08192 (15) ee

One in a Box, Twelve in a Carton

Jointed, for spinning. A sinker bait 2 to 8 ft. depth with two No. 4 treble hooks. Length 2½ in. Weight ¼ oz.

Nos.

00M11–White, red head.....Each **$1.35**
IBM 08193 (13) tc

00M18–White, green back.....Each **$1.35**
IBM 08195 (18) tc

00M21–White, black back.....Each **$1.35**
IBM 08196 (16) tc

00M23–Yellow, black back.....Each **$1.35**
IBM 08198 (12) tc

00M25–White, shad back.....Each **$1.35**
IBM 08199 (10) tc

One in a Box, Twelve in a Carton

AIR RIFLES C-2

DAISY TARGET SPECIAL

850 Shot — Repeater

A big, husky, 36½ in. rifle with brawny man-sized wooden stock and wooden beaver-tail forearm. Offers super-accurate BB shooting at official NRA 15 ft. range. Lever action. Thick top grain leather sling. Has hooded front sight and adjustable rear peep sight and match shooting trigger squeeze. Complete with cut-to-fit stock template, aperture sighting discs, targets, BB's, gun oil and 15 ft. range instruction booklet.

No. 99 ..... Each **$14.95**

(A)	IBM	02367	1 or 2	(19)	oos
(A)	IBM	02367	3 to 9	(27)	ors
(A)	IBM	02367	10 or More	(35)	tsn

One in a Carton, Ten in a Shipping Container — 58 Lbs.

DAISY EAGLE

850 Shot

Gun has smart, modern sporting rifle styling throughout, from amazing new 4 lens 2-power magnifying scope — with adjustable cross hairs and mount — to the genuine top grain leather sling. Gold decorative design on receiver and barrel. Full fashioned plastic stock and forepiece. Rifle metal parts are gun-blu, scope 2-tone black. Complete with BB Loader and two BB packs. Packed in carrying case carton, 37 in. long.

No. 98 ..... Each **$12.95**

(A)	IBM	20543	1 or 2	(13)	tel
(A)	IBM	20543	3 to 9	(21)	thn
(A)	IBM	20543	10 or More	(39)	sla

One in a Carton, Ten in a Shipping Container — 48 Lbs.

DAISY HUNTER

750 Shot — Repeater

Lever action rifle is a full 35 in. overall with a two-power scope factory mounted. Has adjustable sling. Adjustable double-notch rear sight. Plastic stock and forend. Complete with gun oil, scope book, lens caps and two BB packs.

No. 88 ..... Each **$10.95**

(A)	IBM	02366	1 or 2	(11)	saa
(A)	IBM	02366	3 to 9	(29)	eoa
(A)	IBM	02366	10 or More	(37)	eas

One in a Carton, Ten in a Shipping Container — 35 Lbs.

DAISY PUMP

Daisy 50 Shot Pump Action

Pump action repeater, operates by pulling the slide toward the stock. Fires rapidly from the shoulder, the magazine having a forced feed. Take-down model. Metal parts in gun blue. Plastic stock. Adjustable rear sight magazine holds 50 air rifle shot. Length 38 in. Weight 3¼ lbs.

No. 25 ..... Each **$9.95**

(D)	IBM	20544	1 or 2	(11)	eea
(A)	IBM	20544	3 to 9	(29)	ean
(A)	IBM	20544	10 or More	(37)	ltn

One in a Carton, Ten in a Shipping Container — 40 Lbs.

AIR RIFLES C-2

DAISY RICOCHET SADDLE GUN

850 Shot — Repeater

Lever action rifle shoots realistic ricochet bullet sound; with shooting tube removed makes an exciting toy for younger kids. Plastic stock and forend. Has carbine ring; genuine leather thong and butt hoot; realistic hammer; gun oil and two BB packs. 35 in. long.

No. 97 ..... Each **$9.95**

(D)	IBM	30628	1 or 2	(10)	eea
(A)	IBM	30628	3 to 9	(28)	ean
(A)	IBM	30628	10 or More	(36)	ltn

One in a Carton, Ten in a Shipping Container — 35 Lbs.

DAISY WESTERN CARBINE

Red Ryder — 1000 Shot Carbine

Lever action repeater with secondary barrel. Carbine type stock and forepiece with checkering. Adjustable sight. Realistic bright finish hammer adds authentic western appearance. Genuine leather boot on stock butt, tied with thong. Swivels for attaching sling. Bright plated trigger, carbine ring and cocking lever. Blued steel barrel. Red Ryder design on stock in gold. Length overall 35 in.

No. 94 ..... Each **$7.95**

(D)	IBM	20545	1 or 2	(18)	lan
(A)	IBM	20545	3 to 9	(26)	lna
(A)	IBM	20545	10 or More	(34)	rea

One in a Carton, Ten in a Shipping Container — 38 Lbs.

DAISY SLIDE ACTION

1000 Shot Slide Action Repeater

Cocks by sliding forearm straight back. Ramp-type front sight; double-notch rear sight. Checkered plastic stock; grooved non-slip forearm. Gold design on receiver. Length overall 36 in.

No. 107 ..... Each **$7.95**

(D)	IBM	20546	1 or 2	(16)	lan
(A)	IBM	20546	3 to 9	(24)	lna
(A)	IBM	20546	10 or More	(32)	rea

One in a Carton, Ten in a Shipping Container — 30 Lbs.

DAISY CUB

500 Shot — Repeater

Lever action, plastic stock. All metal parts in nickel finish, highly polished. Length overall 32 in.

No. 102 ..... Each **$5.95**

(D)	IBM	20548	1 to 3	(12)	aos
(A)	IBM	20548	4 to 9	(20)	ass
(A)	IBM	20548	10 or More	(38)	are

One in a Carton, Ten in a Shipping Container — 30 Lbs.

The W Bingham Co

(A) HEIN-WERNER HYDRAULIC JACKS 6

SPECIAL HEIN-WERNER FEATURES

The Heinite piston is " the heart of the jack "—an exclusive Hein-Werner engineering achievement accomplished through years of concentrated attention to one one product. Proven by actual tests to withstand ten times the wear of conventional cups or packings. Completely engineered and manufactured in their own plant to assure positive accuracy and uniformity, it guarantees maximum operating efficiency.

Precision Built

All machined parts for Hein-Werner Hydraulic Jacks are made in their own plant with the most modern equipment. Each part must meet exacting tolerances and pass thorough, rigid inspection. Established over a quarter century ago, Hein-Werner has acquired the know-how for precision accuracy through the exclusive manufacture of hydraulic jacks.

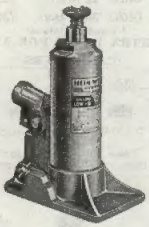
Bumper-Lift

Raises all cars with a rigidly attached bumper. Its wide tapered hook grips bumper or bumper bracket firmly, safely and securely. Fits conventional bumper slots on late model cars. Convenient to position and operate. Hook pulls up snug against bumper to seat in proper notch on swivel top. A few easy strokes of jack handle clears car of road or floor. Positive release valve lowers car without jar or strain. No need to crawl under car—motorist stands up to operate this hydraulic jack.

Capacity lbs. 3000
Low, in. ..... 3 7/8 to 14 3/8
Hydraulic lift, in. 16 3/4
Extreme height, in. 31 1/8
Min. over-all height, in. 20
Base size, in. ..... 3 1/4 to 5 1/2
Width of hook 1 7/8
Weight lbs. 19
Lgth. of handle, in. 44

No.
V1-20 ..... Each **$25.00**

IBM 04029 (13) c t s n



Light Truck

Lifts all light trucks rapidly and easily. Large pressure tested malleable base gives added assurance of safe lifting and permits inclusion of pump chamber for greater operating efficiency. Rugged malleable center balanced handle socket facilitates positioning carrying and operation of jack. Pressure by-pass is provided in all 3 to 100 ton models to prevent over-travel of ram.

Capacity tons 3
Low, in. 9
Hydr. lift, in. 6 9/16
Extreme screw, in. 2
Height, in. 17 9/16
Weight lbs. 20
Handle lgth., in. 20
Malleable base, in. ..... 6 7/8 x 4 x 1/4

No.
E3-9A ..... Each **$27.25**

IBM 04037 (16) c o n l

Heavy Truck

This standard truck jack is frequently used as the power unit for light presses, lift trucks, and material handling equipment for industrial purposes. Its compact, sturdy pressure tested malleable base and built-in quality assures long dependable service. Like all Hein-Werner 3, 5, 12 and 20 ton jacks it can be drilled for the installation of pressure gauges and operated in any position from vertical to horizontal.

Capacity tons 8
Low, in. 9
Hydr. lift, in. 6 7/16
Extreme screw, in. 4 9/16
Height, in. 20
Weight, lbs. 27
Handle lgth., in. 20
Malleable base, in. ..... 8 x 5 1/8 x 3/8

No.
E8-9A ..... Each **$39.45**

IBM 04039 (12) h s e n

Passenger Car

Especially designed to offer all the features of larger jacks in a size economical for passenger cars. Sled-type base and handle socket affords extra strength at points of greatest strain. Conveniently positioned with long 28 in. pin locked handle fitting into balance centered socket. No awkward tilting of jack when being positioned or removed. Easy operating, positive release valve.

Capacity lbs. 3000
Low, in. 7
Hydr. lift, in. 5 1/4
Extreme screw, in. 2
Height, in. 14 1/4
Weight lbs. 9
Handle lgth., in. 28
Malleable base, in. ..... 5 1/2 x 3 1/4 x 3/16

No.
E1-7F ..... Each **$16.35**

IBM 04036 (18) c c r l

Medium Truck

Especially designed for medium trucks and general farm and industrial applications. It lifts maximum loads smoothly and easily with one hand pressure. Jack cannot lower accidentally as handle must be removed from pump to open release valve. Operates in vertical or horizontal position, has center balanced malleable handle socket, pressure tested malleable sled base, and famous Heinite pump piston.

Capacity tons 5
Low, in. 9
Hydr. lift, in. 6 1/2
Extreme screw, in. 3
Height, in. 18 1/2
Weight lbs. 23
Handle lgth., in. 20
Malleable base, in. ..... 7 5/8 x 4 7/8 x 5/16

No.
E5-9A ..... Each **$33.35**

IBM 04038 (14) h a a l

Heavy Truck and Bus

Rugged construction for industrial use and for lifting heavy trucks and busses. Guaranteed at 1 1/4 times its rated capacity, it lifts maximum loads safely and easily. By-pass prevents over-travel of ram. Positive release valve permits accurate control of speed when lowering load. Center balanced malleable handle socket facilitates easy carrying, positioning and operation of the jack. Like all H-W hydraulic jacks it operates with equal efficiency in vertical or horizontal position.

Capacity tons 12
Low in. 9
Hydr. lift, in. 6 1/16
Extreme screw, in. 3
Height, in. 18 1/16
Weight lbs. 35
Handle lgth., in. 20
Malleable base, in. ..... 8 3/8 x 5 13/16 x 3/8

No.
12-9A ..... Each **$51.25**

IBM 04040 (10) a l t l

All Above, One in a Shipping Container

All Above, One in a Shipping Container

All Above, One in a Shipping Container

The W Bingham Co

SILICONE SHOE SAVER C

DOW–CORNING

Penetrates leather to form a durable water repellent. Keeps feet dry. Lets air in — keeps water out. Keeps leather goods of all types soft and pliable. Does not discolor and will make your favorite polish shine even better. Works well on canvas goods of all types, including tennis shoes 4 oz. bottle

No
60 ..... Each **$1.00**

(L)	IBM	03851	2 to 5	(11) s l
(D)	IBM	03851	6 to 11	(29) e l
(D)	IBM	03851	12 or More	(37) e n

Twelve in a Display Carton

WEATHERPROOF SPRAY

GARD

Keeps water out — lets air in. Can't see it, feel it or smell it. Weatherproofs all fabrics and leather A must for children's clothing, sportsmen; makes every coat a raincoat and eliminates need for rubbers 11 oz. aerosol can

No
195 ..... Each **$1.95**

(L)	IBM	03852	2 to 5	(19) c r n
(B)	IBM	03852	6 to 11	(27) c a n
(B)	IBM	03852	12 or More	(35) c h n

Twelve in a Display Carton

OUTDOOR KNIVES C

IMPERIAL

High carbon cutlery steel blade, mirror polished. Stamped handle is simulated aluminum and leather washer type. Simulated leather sheath. Overall length 8¼ in.; blade length 4 in.

No.
H37 ..... Per Card (6) **$6.00**

(L)	IBM	35190	(16) r n n	
(B)	IBM	35190	2 Cards or More	(24) a e n

Six on a Card

IMPERIAL

Moulded plastic handle in brown and ivory tones. Blades are of high carbon cutlery steel, tempered and hand edged. Full tang and large brass compression rivets. Genuine leather sheath. Serrated fish scaler on back edge of blade. 9 in. overall; 5 in. blade.

No.
H51 ..... Each **$1.49**

(L)	IBM	03854	2 to 5	(15) c n n
(A)	IBM	03854	6 or More	(23) c n

Twelve in a Carton

BBB

3 5/8 in. medium pattern blade Genuine bone stag handle, securely held by four brass rivets, with aluminum knob and brass leather trim. Length overall 7½ in Complete with embossed leather sheath

No.
611 ..... Each **$2.75**

(A)	IBM	03862	2 to 5	(18) c l l
(A)	IBM	03862	6 or More	(26) c h l

Six in a Carton

KINFOLKS

3 in. full polished blade made from high carbon chrome vanadium steel, hand ground to a sharp edge. Laminated leather handle with brass and colored fiber trim, drop knob and shaped to fit the hand Recommended for hunters, trappers, campers and others. Length overall 8½ in. Embossed leather sheath.

No.
333-3 ..... Each **$2.95**

(D)	IBM	03856	2 to 5	(10) c o n
(A)	IBM	03856	6 or More	(28) c s s

Six in a Carton

OUTDOOR KNIVES C

KINFOLKS

Full polished 3½ in saber blade of high carbon chrome vanadium steel. Leather handle with brass and colored fibre trim Solid aluminum knob and shaped to fit hand. Beautiful tooled heavy leather sheath strongly stitched. Length overall 7 in.

No.
331-3½ ..... Each **$3.25**

(D)	IBM	03857	2 to 5	(18) h n l
(A)	IBM	03857	6 or More	(26) c o l

Six in a Carton

KINFOLKS

Trapper

Streamlined pattern for all kinds of outdoor use Saber blade of hardened and tempered steel, full polished. Leather handle with brass and colored fibre trim. Solid aluminum knob and shaped to fit hand Complete with leather sheath

4½ in blade. length overall 8½ in.

No
330-4½ ..... Each **$3.95**

(D)	IBM	04083	2 to 5	(10) h a s
(A)	IBM	04083	6 or More	(28) h h l

4 in. blade, length overall 8 in.

No.
330-4 ..... Each **$3.75**

(D)	IBM	03859	2 to 5	(14) h a n
(A)	IBM	03859	6 or More	(22) h c l

5 in. blade, fluted edge, length overall 9 in.

No
332F-5 ..... Each **$3.75**

(D)	IBM	03860	2 to 5	(12) h a n
(A)	IBM	03860	6 or More	(20) h c l

Six in a Carton

Tungsten Carbide

The dark edge on the blade is not steel, but tungsten carbide, hardest metal known to man. Available exclusively on this knife due to a revolutionary cutlery process developed by Union Carbide, originally for jet engine nozzles, heavy industrial drills, etc. Holds its edge so long you can dress out a half-ton moose without resharpening. India stag handle black leather sheath with white lacing and leg thongs. 5½ in. blade.

No
568 ..... Each **$10.00**

(D)	IBM	34907	(14) e n n	
(A)	IBM	34907	2 or More	(22) i t l

Same blade as No. 568: leather handle, heavy, leather sheath. 4½ in. blade.

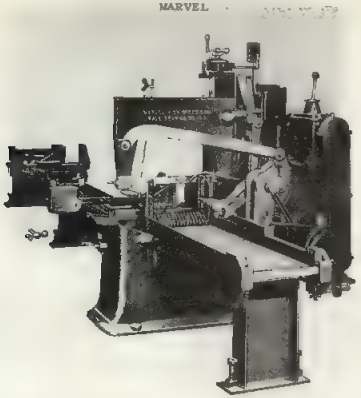
No.
330TC ..... Each **$8.00**

(D)	IBM	04094	(17) r o l	
(A)	IBM	04094	2 or More	(25) r s l

One in a Box

(D) ***POWER HACK SAWS**

MARVEL



MOTOR DRIVEN — MEDIUM SERVICE

An ideal saw for the tool room, where accurate and fast but normally intermittent service is required. Equipped with length gauge, built in coolant system standard motor and controls. 126 strokes per minute. 14 in. blade. 1 H P motor 220 440 volts A C 60 cycle

Single Speed — Open Leg Model

Nos.

***4B**—Capacity 6x6 in. Weight 925 lbs .....Each **F.O.A.**

Single Speed — Cabinet Base Model

***4B**—Capacity 6x6 in. Weight 1325 lbs. .....Each **F.O.A.**

4 Speed and Bar Feed Machines Available

MOTOR DRIVEN — HEAVY DUTY

A complete motor driven machine equipped with length gauge 4 speed ball bearing transmission, standard motor and controls, including automatic motor starter with push button station in cover and limit switch for automatic stop

Saw frame automatically raises to any height after piece has been cut off, when the motor is automatically stopped Combination push button and limit or stop switch provides convenient jogging switch

With 4-Speed Transmission

220, 440 or 550 volt A.C , 60 cycle, 3 or 2 phase motor.

Nos.

***6**—Capacity 6x6 in Weight crated 2100 lbs. .....Each **F O A.**

***9**—Capacity 10x10 in. Weight, crated 2425 lbs. .....Each **F.O.A.**

With Full Automatic Bar Feed — 4-Speed Transmission

220, 440 or 550 volt A C , 60 cycle, 3 or 2 phase motor

Equipped with heavy duty bar feed and I beam type work track

Nos.

***6A**—Capacity 6x6 in. Weight, crated 3050 lbs. .....Each **F O.A.**

***9A**—Capacity 10x10 in. Weight crated, 3400 lbs .....Each **F.O.A.**

NOTE: Any other circuit will be furnished on special orders at additional cost

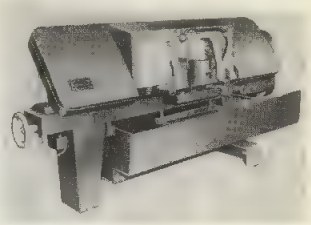
No. 6 Machines Have 1½ H.P Motors

No 9 Machines Have 2 H.P Motors

*Direct Shipment, F.O.B Chicago, Ill.

(B) ***BAND SAW MACHINES**

KALAMAZOO



Model 1220

Model 1220 embodies all the latest improvements and refinements of the entire Kalamazoo line. It has greater power, greater capacity, larger and heavier band blade, permitting increased tooth pressure.

Specifications:

Capacity	Motor	Blades	Blade Speeds FPM	Floor Space Inches	Hght., In. to Bed
12" Round 20" Flat 12" Pipe	1 H.P.	13'-11" x1"	61, 108, 165, 259	87 x 26	25½

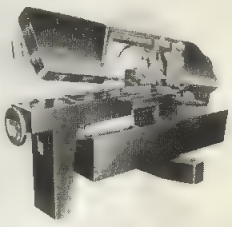
220/440 Volt, 60 Cycle, 3 Phase

Nos.

***1220D**—Dry Cutting.....Each **$1060.00**

***1220W**—Wet Cutting Each **$1225.00**

Shipping Weights: No. 1220D—1220 Lbs., No. 1220W—1275 Lbs.



Model 8C

Model 8C gives performance never before available in an 8-in. metal cutting band saw. Rugged strength throughout, without cumbersome weight. Precision hydraulic control functions with smooth positiveness. Maximum operator safety assured by enclosed moving parts.

Specifications:

Capacity	Motor	Blades	Blade Speeds FPM	Floor Space Inches	Hght., In. to Bed
8" Round 16" Flat 8" Pipe	¾ H.P.	10'-10¼" x ¾"	53, 98, 180, 266	65½ x 25	25¼

110/220 Volt, 60 Cycle, 1 Phase, 220/440 Volt, 60 Cycle, 3 Phase

Nos.

***8CD**—Dry Cutting . Each **$680.00**

110/220 Volt, 60 Cycle, 1 Phase

***8CW**—Wet Cutting Each **$790.00**

220/440 Volt, 60 Cycle, 3 Phase

***8CW**—Wet Cutting.....Each **$805.00**

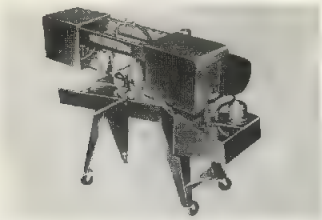
Shipping Weights: No. 8CD—692 Lbs., No. 8CW—714 Lbs.

*Direct Shipment, F.O.B Kalamazoo, Mich.

The W Bingham Co

(B) *BAND SAW MACHINES

KALAMAZOO



Model 610

Light and portable, easy to move around. For low cost intermittent or light duty work, here is a machine that can't be beat. Designed to give maximum capacity at minimum cost, light weight without sacrificing accuracy and dependability. All the features of the larger Kalamazoo models are included in Model 610.

Specifications

Capacity	Motor	Blades	Blade Speeds FPM	Floor Space Inches	Hght., in. to Bed
6" Round 10" Flat	1/3 H.P.	7'-6" x ½"	53, 98, 160	45 x 19	22

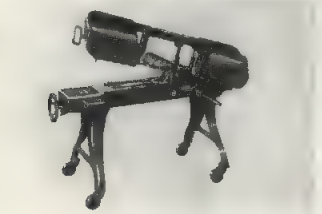
110 Volt, 60 Cycle, 1 Phase

Nos.

*610D—Dry Cutting ..... Each $362.00
aehnn

*610W—Wet Cutting ..... Each $467.00
resnn

Shipping Weights: No. 610D—225 Lbs., No. 610W—265 Lbs.



Model 824

Ideal for cutting odd shapes such as kitchen counter tops, steel mats and other special shapes. Embodies the original rugged Kalamazoo design. A ¾ H.P. motor provides ample power. Heavy rib-reinforced guide arm and smooth running ball bearing roller guides insure cutting accuracy. When equipped with casters, Model 824 becomes an even more versatile unit.

Specifications

Capacity	Motor	Blades	Blade Speeds FPM	Floor Space Inches	Hght., in. to Bed
8" Round 24" Flat	¾ H.P.	12'-1" x ½"	53, 98, 150, 266	77 x 25	28

110/220 Volt, 60 Cycle, 1 Phase. 220/440 Volt, 60 Cycle, 3 Phase

Nos

*824D—Dry Cutting ..... Each $800.00
tnnnn

110/220 Volt, 60 Cycle, 1 Phase

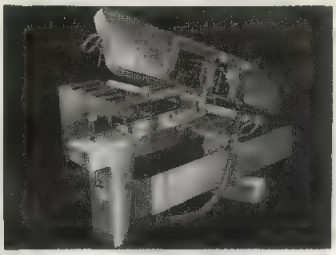
*824W—Wet Cutting ..... Each $940.00
ornnn

220/440 Volt, 60 Cycle, 3 Phase

*824W—Wet Cutting ..... Each $956.00
olenn

Shipping Weights: No. 824D—725 Lbs., No. 824W—785 Lbs.
Direct Shipment, F.O.B. Kalamazoo, Mich.

(B) *KALAMATIC MACHINE



Automatic Bar Feed Attachment

Automatically feeds rounds, flats, hex, pipe, tubing, etc. any length from 3/16 in. to 30 in. For Kalamazoo metal cutting band saws, Model 8C - Model 618 - Model 824 - Model 1220. Kalamatic raises the saw frame to the correct height, opens the vise, feeds the stock to the desired cut-off length, clamps the vise when stock is in correct position, lowers the saw frame at a controlled rate. The cycle is repeated, all automatically, until the stock being fed has been completely sawed into the desired lengths. Fully automatic, Kalamatic eliminates the need for constant attendance by the operator.

No.

*MODEL B 12 Flat $755.00
sllnn

Direct Shipment, F.O.B. Kalamazoo, Mich.

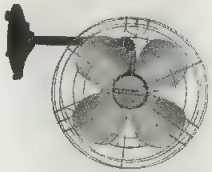
(D) ELECTRIC FANS 6

ROBBINS & MYERS AIR CIRCULATORS

Pedestal Model

Bench or Counter Model

Ceiling Model



Side Wall Model

The specially designed blades deliver a large volume of air with an amazing quietness. The motors are mounted in rubber to absorb vibration. Polished aluminum blades, motor in black japan finish with brightly finished guards and columns. Pedestal model adjustable in height 5 to 8 ft. All models for A.C. current only, 60 cycle, 110-120 volts. Two speed capacitor type totally enclosed ball bearing motor.

24 In. Non-Oscillating

Have two speeds; first, 1125 R.P.M.; second, 790 R.P.M.; C.F.M. at 2 ft. from fan 5250 cu. ft.

No. 2458P—24 in., pedestal ..... 97 Lbs. ..... Each $139.50
IBM 44387 L/3 (17) cars
IBM 44387 3 or more (25) toht

*No. 2458B—24 in., bench ..... 61 Lbs. ..... Each 118.00

*No. 2458C—24 in., ceiling ..... 44 Lbs. ..... Each 111.50

*No. 2458W—24 in., wall ..... 59 Lbs. ..... Each 118.00

30 In. Non-Oscillating

Have two speeds; first 1090 R.P.M.; second, 650 R.P.M.; C.F.M. at 2 ft. from fan to 6600 cu. ft.

*No. G3058P—30 in., pedestal ..... 103 Lbs. ..... Each $149.50

*No. G3058B—30 in., bench ..... 68 Lbs. ..... Each 128.00

*No. G3058C—30 in., ceiling ..... 50 Lbs. ..... Each 121.50

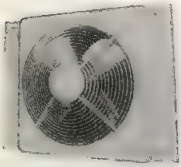
*No. G3058W 30 in., wall ..... 65 Lbs. ..... Each 128.00

(Packed Complete in Three Shipping Containers—Motor Blade and Guard, and Stand)

*Direct Shipment, F.O.B. Factory, List Less a l %

(D) ELECTRIC WINDOW VENTILATING FANS 6

ROBBINS & MYERS



15 and 22 In.

These attractive fans finished in ivory are ideally suited for small homes and apartments. Equipped with two speeds, reversible capacitor type motors allows users to exhaust stale air from room or bring in fresh breezes with a simple flick of a switch. Thermostatically controlled, 115 volts, 60 cycles, A.C.

Adjustable for windows 27 to 35 in. wide. Overall dimensions of fan body: 24 in. high, 9¾ in. deep.

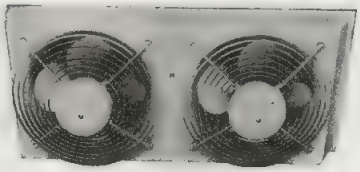
	Size In.	Speed, R.P.M. 1	2	Watts	C.F.M. High	Low	Each
No. W18158	18	1000	800	185	2500	1900	$64.95
		IBM 44388			(15!		rhct

One in a Shipping Container—40 Lbs.

Adjustable for windows 30 to 39 in. wide. Overall dimensions of fan body: 27¾ in. high, 10 in. deep.

	Size In.	Speed, R.P.M. 1	2	Watts	C.F.M. High	Low	Each
No. W22158	22	840	740	220	3400	3000	$84.95
		IBM 44389			(18)		l l c e

One in a Shipping Container—52 Lbs.



For Casement Windows

Twin fans (12 in.) for use in standard 3 light casement windows. Can be mounted with and without screen. Has two speeds and is electrically (not manually) reversible for day or night cooling. Motors are reversed by the flip of a toggle switch. Dimensions—16⅝ in. width, 36⅛ in. height.

Panels available to fit 4 light casement windows—F.O.A.

	Blades 12 in.	C.F.M. High	Low	R.P.M. High	Low	
No. W1258		2000	1500	1500	1300	Each $79.95
		IBM 44390		(11)		l c o h

One in a Shipping Container—38 Lbs.

(D) **ELECTRIC FANS** 6
ROBBINS & MYERS

12 and 16 In. Quiet Oscillating

All oscillating mechanism completely enclosed. Powerful motor delivers large volume of air with low current consumption. Two speed switch conveniently located on base. Clutch stem instantly adjusts fan from stationary to oscillating service, or vice versa. Gun metal enameled finish. Can be used on desk or mounted on the wall. Complete with 8 ft. cord and plug.

A.C. current only, 60 cycle, 100-120 volts.

Nos.	Size In.	Speeds	Watts High Speeds	C.F.M. Nema	Each
B1258	**12**	**2**	**53**	**320**	**$29.95**
IBM	44365		L/6	(13)	hnat
IBM	44365		6 or more	(21)	corl
CG1657	**16**	**3**	**75**	**1500**	**46.95**
IBM	44366		L/6	(11)	acte
IBM	44366		6 or more	(29)	apro

One in a Shipping Container—12 in., 10 Lbs.; 16 in., 21 Lbs.

16 In. Quiet Deluxe Oscillating

Large patented overlapping blades for unusually quiet—maximum air delivery. Enclosed oscillating mechanism is adjustable for oscillating or non-oscillating operation. Finished in black satin enamel. Three speed switch conveniently located on base. Large knurled thumb nuts at hinge joint provide easy tilting upward or downward. All models are easily adjusted for sidewall mounting. Complete with 8 ft. cord and plug.

A.C. current only, 60 cycle, 110-120 volts.

Nos.	Size In.	Speeds—R.P.M. 1	2	3	Each
C1657	**16**	**1060**	**850**	**700**	**$39.95**
IBM	44367		L/6	(19)	rnet
IBM	44367		6 or more	(37)	atoa

One in a Shipping Container—23 Lbs.

(D) **ELECTRIC FANS** 6
WESTINGHOUSE LIVELYAIRE

Streamlined construction for maximum air flow. Modern styling with chrome plated guard and baked enamel finish. Wide adjustable oscillating arc. Westinghouse safety blades. For desk or wall mounting.

Specifications

Nos.	Speeds	Blades	Height, In.	Each
10LA5	**1700**	**10**	**14**	**$19.95**
IBM	44368	L/6	(17)	caas
IBM	44368	6 or more	(25)	chss
12LA5	**(H) 1460 (L) 1060**	**12**	**16**	**29.95**
IBM	44369	L/6	(15)	ccss
IBM	44369	6 or more	(23)	cocs

One in a Shipping Container—10 in., 7 Lbs.; 12 in., 11 Lbs.

WESTINGHOUSE SUPER POWERAIRE

Extra high capacity, quiet in operation, safe micarta blades. This is the work horse of the fan line for office or commercial applications. Wide oscillating arc, three speeds.

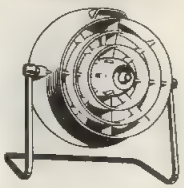
Specifications

Speeds	Watts	Wt., Lbs.
(H) 1480		
(M) 1210	95	20
(L) 1025		

No.	16SD4—16 in. blade			Each $54.95
IBM	44370	L/6	(13)	aehs
IBM	44370	6 or more	(21)	alcs

One in a Shipping Container—20 Lbs.

(D) **ELECTRIC FANS** 6
ROBBINS & MYERS



Greater velocity and penetration with deep pitch blades and newly designed forward baffle. Strong, light weight base allows fan to tilt at any angle and operate from floor, table or wall mounting. Guaranteed for five years.

Specifications

Two speed motor, 12 in. blade, 1450 RPM-3500 CFM; 1200 RPM - 2625 CFM. Overall dimensions 17 in. wide, 18 in. high, 9¾ in. deep.

No.	V1257			Each $39.95
IBM	44371	L/3	(11)	hscc
IBM	44371	3 or more	(29)	hlor

One in a Shipping Container—13 Lbs.

The Robbins & Myers high velocity fan with sturdy tripod base. Window high support allows use of this fan like a window fan. Light weight and portable. Two speed motor, high pitched blades, 360° adjustable tilt.

Specifications

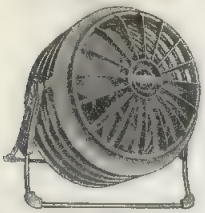
Same as V1257 except overall height 40 in.

No.	PV1258			Each $49.95
IBM	44372	L/3	(19)	ason
IBM	44372	3 or more	(27)	ahrr

One in a Shipping Container—16 Lbs.

(D) **ELECTRIC FANS** 6

WESTINGHOUSE RIVIERA



Specifications

New all purpose fan incorporating two Westinghouse exclusives—air injector rings and air jet vanes. This increases air movement and penetration up to 50%. Quiet operation, safety blades, smart styling, high and low speeds are features that make this the best of the field in residential and commercial fans.

Can be tilted to any angle. Use as a table fan, hassock type or wall fan with precise control of the air stream.

Nos.	Watts	Wt., Lbs.	CEM-NEMA	Height, In.
R-1	70	10	(H) 650 (L) 560	10¼
R2022	135	18	(H) 1300 (L) 900	14⅞

No. R-1—8 in. blade ..... **Each $24.95**

IBM	44373	L/6	(17)	cers
IBM	44373	6 or more	(25)	clos

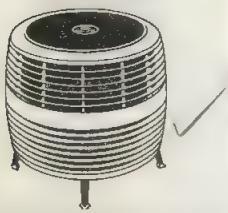
No. R2022—10 in. blade ..... **Each 39.95**

IBM	44374	L/6	(15)	beas
IBM	44374	6 or more	(23)	hlls

One in a Shipping Container
R-1—10 Lbs., R2022—18 Lbs.

ELECTRIC FLOOR FANS

ROBBINS & MYERS



12 In., Three Speed Sea-Foam Green Hassock Fan

Beautiful, new modern design. Smartly styled to blend with any decor. Full 360° air circulation. Doubles as a seat or low table. Circulates air from floor to ceiling. Compact, easily portable. Unusually quiet, 3-speed operation. Guaranteed 5 years. Operates on 115 volt, 60 cycle, A.C. circuit.

Specifications

Speeds—R.P.M. 1	2	3	Watts	NEMA C.F.M.
1550	1250	1000	160	3500

No. F1258—12 in. blade ..... **Each $54.95**

IBM	44375	L/6	(12)	asho
IBM	44375	6 or more	(20)	a¹let

One in a shipping Container —29 Lbs.

(D) **ELECTRIC FANS** 6

WESTINGHOUSE MOBILAIRE

Fan on wheels. Easily movable from room to room. Large air circulating capacity will cool four or five rooms at one time. Deep pitched blades and more powerful motors produce air movement giving more than twice the cooling power of the average 16 in. fan. Two speed, quiet operation, adjustable height. Deluxe model has 360° adjustment.

Specifications

Watts	C.F.M.	Raised Height, In.	Lowered Height, In.	Wt. Lbs.
250	(H) 4000 (L) 2800	54¼	37¾	45

No. DM1—17 in. blade ..... **Each $69.95**

IBM	44376	L/3	(10)	recs
IBM	44376	3 or more	(28)	rrss

One in a Shipping Container—45 Lbs.

SPECIAL MOBILAIRE "35"

High capacity mobile fan—will cool up to five rooms at a time. Powerful and efficient. Blade diam. 17 in., two speed, exhaust. C.F.M.: High 3500, Low 2500.

No. M1 ..... **Each $59.95**

IBM	44377	L/3	(18)	aols
IBM	44377	3 or more	(26)	atas

One in a Shipping Container—41 Lbs.

(D) **CONVERTIBLE WINDOW FANS** 6

WESTINGHOUSE AUTOMATIC CUSTOM

A most versatile all purpose fan. Reverses direction at the flip of a switch. For intake or exhaust when used in window, for diffused or directed air when used inside the room. High and low speeds for each direction of air flow. An adjustable thermostat automatically turns fan on when it's hot, off when it's cool.

Snaps easily in or out of window. Motor and blades rubber mounted for extra quiet operation.

Easy-grasp strap handle for convenient portability. Packed with adjustable window panels—easy to mount. Window can be operated with fan in position.

Specifications

Watts	Wt., Lbs.	Exhaust—C.F.M.
170	45	(H) 2900 (L) 2200

No. AC4022—20 in. blade ..... **Each $69.95**

IBM	44378	L/3	(16)	aoch
IBM	44378	3 or more	(24)	astn

One in a Shipping Container—45 Lbs.

WESTINGHOUSE

Reverses direction electrically for intake or exhaust cooling. High and low speeds for each direction of air flow. Lightweight, completely portable with an easy-grasp handle. Chrome plated grille front and back. Powerful motor, quiet operation. Packed with adjustable window panels.

Specifications

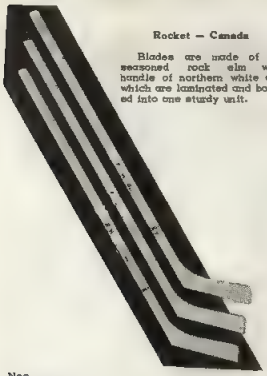
Watts	Wt., Lbs.	Exhaust—C.F.M.
200	41	(H) 2100 (L) 1500

No. CS3522—20 in. blade ..... **Each $46.90**

IBM	44379	L/3	(14)	hlhh
IBM	44379	3 or more	(22)	hras

One in a Shipping Container—41 Lbs.

HOCKEY STICKS 6



Rocket — Canada

Blades are made of air seasoned rock elm with handle of northern white ash which are laminated and bonded into one sturdy unit.

Nos.					
200—45 in. to 50 in. long					**Each $1.15**
(D)	IBM	24916	1 F/C	(17)	a h
(A)	IBM	24916	2 or More	(28)	e a
300—53 in. long					**Each $1.75**
(B)	IBM	24917	1 F/C	(15)	a n l
(A)	IBM	24917	2 or More	(23)	o l

Six in a Shipping Container—8 Lbs.
DO NOT BREAK

ROCKET—SPECIAL

Made of good quality stick-material; popular with amateur teams. Permabonded lamination. Nicely balanced Lacquered and finished with two green bands.

No.					
400—53 in. long					**Each $2.50**
(A)	IBM	24918	1 F/C	(13)	o r l
(A)	IBM	24918	2 or More F/C	(21)	c h t

Six in a Shipping Container—9 Lbs.

PUCKET—FIBER GLASS

Made from good quality stock, permabonded lamination. Reinforced with fiberglass for tremendous strength, durability and impact resistance.

No.					
500—53 in. long					**Each $2.95**
(A)	IBM	24919	1 F/C	(11)	o s n
(A)	IBM	24919	2 or More F/C	(28)	c l l

Six in a Shipping Container—9 Lbs.

ROCKET—GOALIE

A well made centered goal stick. Lacquered blade & built-up sections. All pinned.

No.					
600—53 in. long					**Each $3.50**
(A)	IBM	28442	1 F/C	(10)	h h l
(A)	IBM	28442	2 or More F/C	(28)	h c l

Six in a Shipping Container—14 Lbs.

HOCKEY PUCKS 60

Regulation

Hard rubber that will stand considerable play without splitting or chipping. Official size.

No.					
410					**Each $0.35**
(L)	IBM	24920	12 to 23	(19)	h a
(A)	IBM	24920	24 or More	(27)	h a

Twelve in a Box

(A) SKIS 3

BLACK HAWK

For children and teenagers. Made of top quality select Pennsylvania Ash. Same material used as in the famous "Louisville Slugger Bats." Toes are molded and are not steam bent, guaranteeing the retaining of curve. Finished with the hard wearing high lustre clear varnish with an attractive color decal and silk screen design. Fully equipped with sturdy handsome metal harness and shaped toe irons that eliminate the use of toe strap. With spring adjustment, and with cable adjustment for all boot sizes.

Completely assembled; set includes a pair of 40 in. poles.

Nos.					
SS4—4 ft.					**Per Set $9.95**
IBM	35703	1 or 2 Sets		(16)	e c n
IBM	35703	3 Sets or More		(24)	l t l
SS5—5 ft.					**Per Set $13.95**
IBM	35704	1 or 2 Sets		(14)	f t l
IBM	35704	3 Sets or More		(22)	t h l
SS6—5½ ft.					**Per Set $14.95**
IBM	35705	1 or 2 Sets		(11)	o h l
IBM	35705	3 Sets or More		(29)	t l l

One Set in a Shipping Container
Weight: 4 Ft. — 7 Lbs., 5 & 5¼ Ft. — 10 Lbs.

(B) SNO COASTERS 3

Aluminum

For new winter time thrills. Go straight as an arrow or spin like a top. This new all aluminum sno coaster creates new coasting pleasure for children and adults alike. It's safe, easy to carry, easy to store. Will not rust. Steers like a toboggan or can be pulled like a sled. Use it on grassy slopes, too. Safe, smooth, no sharp edges. Two holes for attaching pull rope Strong web strap loops for sure-grip attached by sturdy rivets. Diam. 26 in. Weight 3¼ lbs.

Nos					
A3589MT-3					**Each $4.95**
	IBM	24928		(12)	a c n

Three in a Shipping Container — 12¼ Lbs.

A3589MT-6					**Each $4.95**
	IBM	24929		(10)	a n n
	IBM	24929	12 or More	(28)	h o n

Six in a Shipping Container — 25 Lbs.
Full Cartons Only

FLYING DISCS

Fiber-Glass

Safe, colorful, moulded of fiber glass with polyester resin. Virtually indestructible Extremely hard and will resist abrasion and dents Surface is very smooth and slick. 26 in. diameter, 4 in. deep with handles and tow rope holes Wire reinforced rim Holly red color.

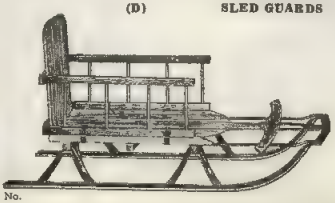
Nos.					
RR263					**Each $4.95**
	IBM	24933		(12)	a c n

Three in a Shipping Container — 11 Lbs.

RR266					**Each $4.95**
	IBM	24936		(15)	a n n
	IBM	24936	12 or More	(23)	h o n

Six in a Shipping Container — 22 Lbs.
Full Cartons Only

(D) SLED GUARDS 3



Made of selected hardwood, smoothly finished and natural varnished. Easy to attach, back is adjustable and fits any size sled. Back is 13 in. high, side rails 18 in. long and 7 in. high

No.					
100					**Each $2.50**
	IBM	28078	F/C Only	(12)	c l n

One in a Carton, Six in a Shipping Container — 21 Lbs.
Full S.C. Only

The W Bingham Co

(A) STEERING SLEDS 3

(Freight Excepted Item)

LIGHTNING GUIDER

High carbon grooved steel runners and all steel front. Streamlined white ash tops, natural finish varnished and decorated. Runners painted red enamel and other steel parts black enamel.

Turned Up Rear Runners

Nos.	Length, In.	Knees	Weight, Each	Each
122TR	40	4	10¾ lbs.	$6.50
		IBM 28082	(14)	ata
122½TR	45	4	11½ lbs.	$7.95
		IBM 28083	(12)	rsa
123½TR	52	6	13½ lbs.	$8.95
		IBM 28085	(17)	lrs
125TR	56	6	14 lbs.	$9.50
		IBM 28335	(16)	ltn

Two in a Shipping Bundle

Full Bundles Only

See Direct Shipment Bulletin For Prices On Shipments From Factory At Duncannon, Pa.

* STEERING SLEDS

(Freight Excepted Item)

LIGHTNING GUIDER

High carbon grooved steel runners and all steel front. Streamlined white ash tops, natural finish varnished and decorated. Runners painted red enamel and other steel parts black enamel.

Straight Runners

Nos.	Length, In.	Knees	Weight, Each	Each
122SR	40	4	8¾ lbs.	$5.50
122½SR	45	4	11 lbs.	$6.50
123½SR	52	6	12¾ lbs.	$7.50
125SR	56	6	13 1/3 lbs.	$8.50

Two in a Shipping Bundle

Full Bundles Only

See Direct Shipment Bulletin For Prices

***Direct Shipment, F.O.B. Duncannon, Pennsylvania**

(A) FLEXIBLE FLYER AIRLINE STEERING SLEDS 3

(Freight Excepted Item)

Bumper and front rail are black enameled and the steering bar is wood, natural finish. All sizes have the smartly curved steering bar, the oval seat, and the runners gracefully curved up in back — the safest runner construction ever offered. Also have the famous patented super-steering which doubles the ease and range of steering — and the safety of sledding.

All Numbers Have Chrome Plated Bumpers

Nos.	Name	Length In.	Knees	Wt. Lbs. Each	Each
37	Ace	37	4	9½	$9.95
		IBM 24943		(11)	los
41	Pilot	41	4	10½	$11.95
		IBM 24944		(19)	scs
44	Patrol	44	4	11	$13.50
		IBM 24945		(16)	tcn
47	Pursuit	47	4	12	$15.25
		IBM 24946		(14)	ocl
251	Junior	51	4	13	$16.25
		IBM 24947		(12)	osl
55	Chief	55	4	19	$17.25
		IBM 49001		(19)	cnsl
60	Racer	60	6	20	$19.50
		IBM 49006		(15)	ccsn
65	Cruiser	65	6	26	$31.75
		IBM 49018		(13)	conl

Two in a Shipping Bundle

Full Bundles Only Except Nos. 55, 60, 65.

*STEERING SLEDS

CHAMPION

Excels in speed, long coasting range and easy steering ability. Strongly constructed of select material, all wood parts carefully machined and sanded, sharp edges and rough surfaces eliminated. Streamline design, bright colors with a lustrous finish of spar varnish. Grooved alloy steel runners with Sof-T turned runners, extra heavy knee supports, large sloping top of selected hardwood and a patented steering principle, whereby the sled responds accurately and instantly to the slightest touch without any loss of forward motion.

Nos.	Length, In.	Knees	Each
31	37	4	$5.50
32	41	4	$6.50
33	46	4	$7.50
35	55	6	$8.50

Two in a Shipping Bundle

Full Bundles Only

See Direct Shipment Bulletin For Prices

***Direct Shipment, F.O.B. Kalamazoo, Mich.**

The W Bingham Co

(A) * CABLE REEL JACKS

For lifting and holding heavy reels on outdoor jobs. Weather-proof with non-rocking, solid oak "T" Frame Base. Furnished with single round sockets and steel operating lever 1¼" x 60" long. Standard with major utility companies throughout the country

Nos.	Cap. Tons	Ht. in.	Raise in.	Wt. Lbs.	Each
*1030-CR	10	30	14	112	$168.00 cctnn

(A) DUFF-NORTON JOURNAL JACKS 6

Powerful, low-height ball bearing screw jacks for inspecting and renewing journal brasses, for bridge and structural steel erection, machine and mill work, ship-building, etc. All models are furnished with solid steel operating levers with pinch bar ends which are useful as pry bars. Also available in aluminum models

Nos.	Cap. Tons	Ht. in.	Raise in.	Wt. Lbs.	Each
1507	15	7	2½	22	$99.00
		IBM	07859	(10)	eohl
*111	15	10	5	26	$100.00 srsl
*2509	25	9	4½	37	$125.00 ohhl
2510	25	10	5	38	$125.00
		IBM	24414	(13)	ohhl
3510	35	10	5	48	$147.00
		IBM	24417	(16)	cctsl
*5010	50	10	4½	64	$260.00 hnenn

*Direct Shipment, F.O.B. Pittsburgh, Pa.

(A) *HEAVY DUTY SCREW JACKS

For bridge and wrecking work, handling heavy machinery, rigging, on construction jobs, and for other rough outdoor lifting service. Furnished with steel operating lever. The 50-ton sizes have large head.

Nos.	Cap. Tons	Ht. in.	Raise in.	Foot Lift Ht. in.	Wt. Lbs.	Each
*B-1522	15	22	10	3	112	$202.00 cehsl
*B-2522	25	22	10¾	3½	137	$285.00 hhthl
*H-2526	25	26	14 3/8	3½	148	$290.00 haasl
*B-3522	35	22	10¾	3½	183	$410.00 ahehl
*B-3526	35	26	14¼	3½	207	$435.00 alnnn
*B-5024	50	24	10½	5¼	289	$510.00 rnssl
*B-5027	50	27	13½	5¼	300	$510.00 rnssl

*GOVERNOR-CONTROLLED JACKS

Durable, smooth-operating jacks for empty and loaded freight car repair work, for moving machinery, and for handling heavy materials in machine shops, mills, and factories. Governor-controlled, self-lowering—these jacks will not twist under load, will not exceed safe limit of raise. Furnished with steel operating lever.

Nos.	Cap. Tons	Ht. in.	Raise in.	Base Diam. in.	Wt. Lbs.	Each
*2825	25	28	15¾	12	175	$535.00 rhthl
*2835	35	28	15¾	12	190	$615.00 rohln
*2650	50	26	13½	14	238	$750.00 enehl
*2850	50	28	15½	14	240	$790.00 earnn

*Direct Shipment, F.O.B. Pittsburgh, Pa.

(A) *AIR MOTOR JACKS

Screw Jacks operated by rotary air motor—save time and labor—lower operating costs. Will not exceed safe limit of raise, lower automatically. One man can operate two jacks simultaneously by means of "Y" connection. The "Y" consists of two 20-ft. sections of ¾" hose with necessary ends, couplings, clamps and "Y" valves. Available at extra cost.

Nos.	Cap. Tons	Ht. in.	Raise in.	Base Diam. in.	Wt. Lbs	Each
*228-R	20	28	18	12	238	$830.00 eelnn
*326-R	35	26	14¾	14	258	$1100.00 telnn
*528-RX	50	28	17	14	370	$1485.00 cconnn
*536-RX	50	36	25	15	425	$1550.00 chrnnn
*126-RX	75-100	26	13¾	13	448	$1650.00 cacln n
*144-RX	75-100	44	18	18	530	$1925.00 clannn

(A) HY-POWER HYDRAULIC JACKS 6

For all industrial applications—in mines, mills, factories, oil fields, and shipyards, in railroad shops, and on repair tracks. All 3 to 12 ton models have extension screws which can be run up by hand to load height. 30-H-11, 50-H-12, and 100-H-12 models have Dual Pumps—which bring head quickly to load height.

Nos.	Tons	Closed Height in.	Power Total Raise Hgth. in.	Wt. Lbs.	Each
3-H-9	3	8½	6	13	$23.75 ctol
		IBM	24432	(15)	
5-H-9	5	9	6½	19	$29.00 haan
		IBM	24439	(10)	
8-H-9	8	9	6¼	22	$34.50 hsln
		IBM	24442	(14)	
12-H-9	12	9¼	5½	28	$44.00 alol
		IBM	24447	(13)	
20-H-11	20	10¾	7¾	40	$72.00 lsel
		IBM	24448	(11)	
*30-H-11	30	11	7	66	$142.00 ccahn
*50-H-12	50	12	7	123	$225.00 cstnn
*100-H-12	100	12	6 1/8	18-1/8 225	$445.00 alron

*Direct Shipment, F.O.B Pittsburgh, Pa.

(A) HEIN-WERNER HYDRAULIC JACKS 6

Special Hein-Werner Features

The Heinite piston is "the heart of the jack" — an exclusive Hein-Werner engineering achievement accomplished through years of concentrated attention to one product. Proven by actual tests to withstand ten times the wear of conventional cups or packings. Completely engineered and manufactured in their own plant to assure positive accuracy and uniformity, it guarantees maximum operating efficiency.

Precision Built

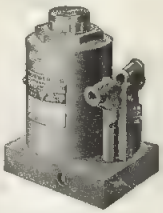
All machined parts for Hein-Werner hydraulic jacks are made in their own plant with the most modern equipment. Each part must meet exacting tolerances and pass thorough, rigid inspection. Established over a quarter century ago, Hein-Werner has acquired the know-how for precision accuracy through the exclusive manufacture of hydraulic jacks

20 Ton Industrial

Features a solid steel base of special analysis. Its broad flat surface assures security of operation and is adaptable to mounting on press frame or other equipment It can be drilled for pressure gauge upon special order From base to ram head, precision accuracy in machining and assembly assures powerful, dependable operation The Heinite piston and positive release valve provide efficient, safe control when raising or lowering load.

Capacity tons ..... 20 Weight lbs 45
Low, in. ..... 10 Handle ..gth., in 20
Hydr lift, in. ..... 6½ Steel base, in. .....
Height in 16½ 7x5½x1 5/8

No
20-10AA ..... Each **$86.25**
IBM 04041 (18) 1s1n



50 Ton Industrial

Offers smooth, powerful operation for heavy industrial use. Popular jack for filter presses shop conversion work, pressing gears, production line applications, or any job requiring a sturdy compact power unit. Steel base, already drilled to permit pressure gauge attachment, incorporates dual release valves—permitting release from either side of jack. Equipped with safety valves, oil filter and tandem pump

Capacity tons .....50 Weight ..bs 124
Low in. .....12 Handle ..gth , .n 20
Hydr. lift., in. ..... 7 Steel base .n ....
Extreme screw 0 10x7½x 2¼
Height, in. ..... 19 Effect. ram diam. .....3¾"

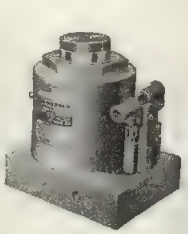
No
***50-12AA**. ..... Each **$267.00**
cs tnn

30 Ton Industrial

A versatile industrial performer. Its applications are unlimited for lifting heavy loads, moving machinery, bending rods, pressing bushings, and other tough jobs in any plant. The exclusive Hein-Werner tandem pump permits operator to contact load quickly and raise it easily Base is drilled and tapped to permit ready attachment of hydraulic pressure gauge

Capacity tons.....30 Weight lbs.....21
Low in. ..... ,," Handle, Lgth., in. .....20"
Hydr lift, in ..... 7 Steel base, in. .....
Height, in. ..... 8 ..... 8½ x 8 x 1 7/8

No
***30-11AA** .Each **$180 00**
ccahn



100 Ton Industrial

Fulfills the need for an extra heavy duty portable hydraulic jack. All the features noted on the 50 ton jacks also apply to this jack. Hein-Werner's vast experience as the world's largest exclusive builder of hydraulic jacks is embodied in this rugged industrial jack

Capacity tons.....00 Weight lbs. 225
Low, in. ..... 12 Handle ..ght, in 20
Hydr. lift in .....6 1/8 Steel base in ....
Height, in.....8 .⅞ .2 x 9½ x 3

No
***100-12AA**. .. .Each **$532 00**
a l r o n

All Above, One in a Shipping Container
*Direct Shipment, F O.B. Waukesha, Wis.

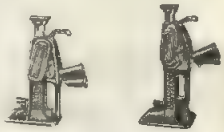
(A) DUFF-NORTON JACKS 6

TRACK JACKS

For railroad track maintenance mine and industrial service. All Genuine Barrett Track Jacks are furnished with single square socket without lining bar. Round socket and wooden operating lever may be furnished (2 7/16" x 48" long) at extra cost

Nos.	Cap. Tons	Ht. in.	Raise in.	Foot Lift Ht. in.	Wt. Lbs.	Each
*117	15	22	13	2	66	$68.00 ronn
*217	15	16½	7¼	2	52	$58 00 rah l

RATCHET LOWERING JACKS



For general shop service, such as lifting and moving, setting or bracing machinery, lifting or lowering loads All 5-ton models furnished with double round sockets and steel operating lever 1" x 30" long; 10-ton (right) and 15-ton models have lever 1¼" x 62" long; 20-ton jack has single round socket and steel operating lever 1¼" x 62" long

Nos.	Cap. Tons	Ht. in.	Raise in.	Foot Lift Ht. in.	Wt. Lbs.	Each
514	5	14	7½	1½	31	$45.00
		IBM	04046		(17)	aas l
516	5	16	9½	1½	34	$48 00
		IBM	04047		(15)	aes l
*521	5	21	14½	1½	41	$54.00 rcnn
*1017	10	17¼	9	2¼	55	$65 00 rsnn
1020	10	20	10½	2¼	59	$78.00
		IBM	04048		(13)	l ts l
1022	10	22	12½	2¼	65	$78 00
		IBM	04049		(11)	l ts l
*1522	15	22	11½	2½	82	$106.00 sonn
*1528	15	28	17½	2½	96	$110.00 tcs l
*2028	20	28	18	2½	103	$119.00 tos l

All Above, One in a Shipping Container
*Direct Shipment, F O B. Pittsburgh, Pa.

LAZY IKE

No. 1—Fly Casting or Spinner

Perfect live minnow action yet easily retrieved by any light tackle. Excellent for every kind of pan fish from crappies and trout to bass and pike. Also a very excellent spinning lure. Length 2 in., weight 1/8 oz. Two size 5 treble hooks.

Nos.

KL11—Red and White.....Each **$1.25**
IBM 08225 (13) s l

KL13—Perch.....Each **$1.25**
IBM 08226 (11) s l

KL14—Silver Scale.....Each **$1.25**
IBM 08227 (19) s l

KL15—Yellow Spot.....Each **$1.25**
IBM 08228 (17) s l

KL16—Frog.....Each **$1.25**
IBM 08232 (19) s l

One in a Box, Twelve in a Carton

No. 2—Perfect Spinning Lure

Throws beautifully, enters the water quietly and retrieves with real minnow action. Its size and weight get most out of spinning tackle. Also used for casting or trolling with standard tackle. Length 2¼ in. Weight ¼ oz. Two size 5 treble hooks

Nos.

KL21—Red and White.....Each **$1.35**
IBM 08233 (17) t c

KL23—Perch.....Each **$1.35**
IBM 08234 (15) t c

KL24—Silver Scale.....Each **$1.35**
IBM 08235 (12) t c

KL25—Yellow Spot.....Each **$1.35**
IBM 08236 (10) t c

KL26—Frog.....Each **$1.35**
IBM 08237 (18) t c

One in a Box, Twelve in a Carton

No. 3—Casting or Trolling

Perfect minnow swimming action at fast or slow speeds. It has no equal for bass and pike or any fish that feeds on minnows. Tops for casting or trolling. Length 3 in. Weight ½ oz. Two size 4 treble hooks

Nos.

KL31—Red and White.....Each **$1.35**
IBM 08238 (16) t c

KL32—Black Scale.....Each **$1.35**
IBM 08239 (14) t c

KL33—Perch.....Each **$1.35**
IBM 08240 (12) t c

KL34—Silver Scale.....Each **$1.35**
IBM 08241 (10) t c

KL35—Yellow Spot.....Each **$1.35**
IBM 08242 (18) t c

KL36—Frog.....Each **$1.35**
IBM 08243 (16) t c

One in a Box, Twelve in a Carton

SOUTH BEND—OPTIC

Vertical color bands jump back and forth giving a magic motion. Also has excellent sound producing qualities. Can be fished at any depth. Ideal for spin-casting, spinning, casting or trolling. For all types of fresh water and salt. Body length 2¼ in.; has two No. 6 treble hooks. Contains two each of six different colors

Nos

DB677.....Per Display (12) **$16.20**
IBM 02887 (16) o s h

One Display in a Carton

INDIVIDUAL COLORS

Nos

677RX—Red.....Each **$1.35**
IBM 02888 (14) t c

677XX—Gold.....Each **$1.35**
IBM 02889 (12) t c

677YX—Yellow.....Each **$1.35**
IBM 02967 (16) t c

677SX—Silver.....Each **$1.35**
IBM 04016 (10) t c

677GX—Green.....Each **$1.35**
IBM 04042 (16) t c

6770X—Orange.....Each **$1.35**
IBM 04795 (19) t c

One in a Plastic Box

SOUTH BEND BASS-ORENO

For casting or trolling for bass, northerns and many other fresh or salt water game fish. Three No. 1 treble hooks, 3-3/4 in. long; weight 5/8 oz

Red Arrowhead, White Body

Nos.

973RW.....Each **$1.35**
IBM 08512 (14) t c

Frog Finish; Yellow & Black Marking

973F.....Each **$1.35**
IBM 08513 (12) t c

Pike Scale Finish

973P.....Each **$1.35**
IBM 08518 (11) t c

One in a Box, Six in a Carton

SOUTH BEND SPIN-ORENO

For light and medium spinning tackle. Two No. 6 treble hooks; 2 in. long, weight 1/5 oz.

Red Arrowhead, White Hook

Nos.

967RW.....Each **$1.10**
IBM 08519 (19) e e

Orange With Green And Black Marking

9670S.....Each **$1.10**
IBM 08520 (17) e e

White Body; Red, Yellow And Blue Marking

967WS.....Each **$1.10**
IBM 08521 (15) e e

One in a Box, Six in a Carton

JITTERBUG—STANDARD

A busy killer, noisy, rollicking, wiggling surface danger that kills bass day or night. Self starter, you don't have to jerk to make it work. The big double-lobed spoon attachment not only makes the bait wobble but creates a loud paddling sound. Size 3 in. body, weight 5/8 oz., and two sets of treble hooks.

Nos.

650R—White & Red Head ..... Each **$1.35**
IBM 08281 (16) t c

651F—Frog ..... Each **$1.35**
IBM 08282 (14) t c

652B—Black ..... Each **$1.35**
IBM 08283 (12) t c

653Y—Yellow ..... Each **$1.35**
IBM 08284 (10) t c

655P—Perch ..... Each **$1.35**
IBM 08285 (17) t c

652K—Coach Dog ..... Each **$1.35**
IBM 08286 (15) t c

One in a Box, Six in a Carton

JITTERBUG—PEANUT SIZE

This bait sinks slowly when at rest and wobbles on the surface upon retrieve. Can be used with spinning outfits and is ideal for light tackle. Plastic body with two No. 2 treble hooks. Weight 3/8 oz., length 2¼ in

Nos

600R—Red Head ..... Each **$1.35**
IBM 08287 (13) t c

601F—Frog ..... Each **$1.35**
IBM 08288 (11) t c

602B—Black ..... Each **$1.35**
IBM 08289 (19) t c

603Y—Yellow ..... Each **$1.35**
IBM 08290 (17) t c

605P—Perch ..... Each **$1.35**
IBM 08292 (13) t c

612K—Coach Dog ..... Each **$1.35**
IBM 08293 (11) t c

One in a Box, Six in a Carton

JITTERBUG—ULTRA LIGHT

Plastic body equipped with double No. 8 Hook, length 1¼ in. weight 1/8 ounce.

Nos. Per Card of (12)

680R—Red Head **$13.20**
IBM 03419 (17) s o h

681F—Frog **$13.20**
IBM 03420 (15) s o h

682B—Black **$13.20**
IBM 03423 (19) s o h

Assorted Three Each Of Four Colors

Per Card of (12)

695A **$13.20**
IBM 03474 (12) s o h

Twelve on a Card

JITTERBUG—SPINNING LURE

Has the famous special action and fish-getting ability for fishermen. It's a surface feeding lure for small and large mouth bass and other pan fish because of the erratic wobbling action. Plastic body and two size 5 treble hooks. Weight ½ oz. Length 2 in.

Nos.

630R—Red Head ..... Each **$1.35**
IBM 08294 (19) t c

631F—Frog ..... Each **$1.35**
IBM 08296 (14) t c

632B—Black ..... Each **$1.35**
IBM 08324 (14) t c

633Y—Yellow ..... Each **$1.35**
IBM 08327 (17) t c

635P—Perch ..... Each **$1.35**
IBM 08340 (10) t c

642K—Coach Dog ..... Each **$1.35**
IBM 08373 (11) t c

One in a Box, Six in a Carton

ARBOGAST SPUTTERBUG

A floating lure with a large head spinner that creates a terrific surface commotion when reeled in fast. Gives a paddling sound when retrieved slowly. At rest the hula skirt curls and squirms, giving the bait a live action. Casting size is 5/8 oz. 4 in. overall and has two No. 1 treble hooks. Six assorted colors in a box.

No

1815A ..... Each **$1.35**
IBM 08382 (12) t c

Spinning size is ¼ oz. 4 in. overall and has two No. 5 Treble Hooks, six assorted colors in a box.

No.

1845A ..... Each **$1.35**
IBM 08387 (11) t c

Six in a Box
Full Boxes Only

Spinning Size—¼ Oz.

Nos.

1830R—Red Head ..... Each **$1.35**
IBM 08388 (19) t c

1831F—Frog ..... Each **$1.35**
IBM 08389 (17) t c

1832B—Black ..... Each **$1.35**
IBM 08395 (14) t c

1833Y—Yellow ..... Each **$1.35**
IBM 08402 (18) t c

One in a Box, Six in a Carton

ARBOGAST HULA POPPER

Can be plunked, popped, twitched or jerked to make noise or commotion on surface. Floats when at rest. Equipped with small skirt, No. 1 and No. 2 treble hooks. Length 2¼ in., weight 5/8 oz.

Nos.

750R—Red Head ..... Each **$1.35**
IBM 08405 (11) t c

751F—Frog ..... Each **$1.35**
IBM 08413 (15) t c

752B—Black ..... Each **$1.35**
IBM 08414 (13) t c

762K—Coach Dog ..... Each **$1.35**
IBM 08415 (10) t c

One in a Box, Six in a Carton

SPINNING HULAPOPPER

No. 3 treble hook, length 1⅝ in., weight ¼ oz.

Nos

770R—Red Head ..... Each **$1.35**
IBM 08416 (18) t c

771F—Frog ..... Each **$1.35**
IBM 08418 (14) t c

772B—Black ..... Each **$1.35**
IBM 08419 (12) t c

782K—Coach Dog ..... Each **$1.35**
IBM 08420 (10) t c

One in a Box, Six in a Carton

ARBOGAST — FLY ROD HULAPOPPER

Hula skirt curls and seems alive even when lure is at rest. No. 1/0 hook, length 1¼ in., weight 1/16 oz. Cork body.

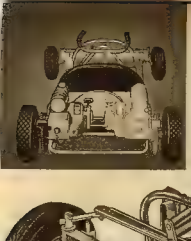
Nos. Per Card of (12)

1000R—Red Head **$9.00**
IBM 08421 (18) l r n

1001F—Frog **$9.00**
IBM 08423 (14) l r n

1002B—Black **$9.00**
IBM 08424 (12) l r n

Twelve on a Card
Full Cards Only



Adding second engine 32N09296K (shown in outline) results in a powerful 2-wheel drive that increases top speed, performance

DAVID db BRADLEY

Rugged, responsive Racer Kart

Clocked at 35 MPH with one engine—over 45 with two
Meets all current Go-Kart Club of America specifications

LOW AS **$204.95** $20.50 down

- ***Built for speed**** Powered by 3.5-HP, 2-cycle Power Products engine (4.7-cu. in. displacement) . . designed to mount a second, righthand drive engine (order extra at right and below) Driven direct by positive chain-and-sprocket drive . push kart to start. All four wheels equipped with high-speed Timken bearings, pneumatic tires

  *Up to 35 MPH at 5000 RPM with one engine, 10-in rear wheels; up to 45 MPH with two engines, 12-in. rear wheels.

- ***Built for safe, easy handling.*** Low center of gravity and wide treadwidth adds stability on straightaway and on turns. Knee-action front end keeps wheels solidly on ground over rough spots. Rugged automotype steering gives smooth, instant response. Foot pedals control positive V-belt friction brake, throttle. Safety ignition cut-off switch

- ***Built to take it.*** Pre-welded, bolted tubular steel frame and bracing with steel floor pan assure maximum strength. Quickly, easily assembled . . no welding required. 250 lb maximum load capacity

Complete Racer Kart (as shown above, minus seat cover). With 10x3.50 front, 12.4x4.10 rear tires. *For second engine, order 32 N 09252L below* Comes partly assembled. Shipping weight 133 pounds.
32 N M9297 —*$17.50 monthly*. . . . **$204.95**

Complete Racer Kart. Same as above except with 10x3.50 tires front and rear *For second engine, order 32 N 09296K at right.* Shipping weight 129 pounds
32 N M9298—*$16.00 monthly*. **$189.95**

Chassis only. Sprockets, chain, brake for left-hand drive. Less engine. With 10x3.50 tires front and rear Shpg. wt. 109 lbs.
32 N M9230— *$12.00 monthly*. . . . **$139.95**

Chassis only. Same as chassis at left but with 10x3.50 front tires, 12.4x10 rear Brake, sprockets, chain for *both* wheels included. Shipping weight 113 pounds.
32 N M9260—*$13.00 monthly*. **$154.95**

Right-hand Drive Engine and Wheel Drive. 3½ HP, 2-cycle, Power Products engine With drive, brake mechanism, throttle linkage *Use with Kart 32 N M9298 at left*
32 N 09298K—Shpg. wt 30 lbs. **$65.95**

Seat Cover and Cushion. Heavy black vinyl cover with foam rubber pad in seat.
32 N 9253—Shown above. Shpg. wt. 4 lbs. **$7.49**

NOTE: Hobby Karts are not intended for use on public thoroughfares

Custom-build your own Hobby Kart or golf cart with these Parts

1 Front Axle, Steering Assembly. 24-in. wide channel steel axle. Gear-type steering with automotype linkage. ¾-in. diam. spindles for 3¼ in hub
32N09218-Wheels, tires not incl. Shpg. wt. 16 lbs. **$23.95**

2 Frame Assembly. 2 main frame members of 1¼-in. tubing. Mounting flanges for 32N09218 above. Has lever control for clutching, shifting of complete transmission 32N M9216 sold below
32 M 09219—Shpg. wt. 20 lbs. **$17.50**

3 Complete Transmission with Differential. For horizontal shaft engines up to 4 HP. Single control for forward, neutral, reverse. 8-to-1 intermediate reduction ratio, infinitely variable to 16 to 1. ¾-in. diam. axle, 30⅝ in. long. Sprocket is 5 6/96-in. diam. Freight (rail or truck) or express.
32NM9216—Wheels, tires not incl. Shpg. wt. 41 lbs. **$50.95**

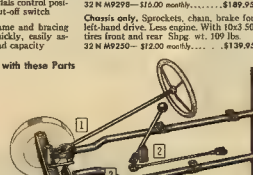
Differential and Axle (not shown), 30⅝ in. long. ¾ in. diam. ⅜x⅛-in. keyways with cotter-pin hole. Offset 34-tooth sprocket for No. 41 chain. 12¾x¼ in. and 18⅛x¼ in. to center of sprocket from ends.
32 N 09217—Shipping weight 11 pounds. **$12.50**

4 Wheel and Tire Assembly. Semi-pneumatic tire, 10-in. diam. (10x2.75), ball bearings, ¾ inch bore
32 N 9220—¾-inch hub length. 185 pound capacity. Shipping weight 5 pounds 8 ounces . . . . . Each **$4.19**
32 N 9221—¾-inch keyway. 2-inch hub length. 185 pound capacity. Shipping weight 5 lbs. 8 oz. . . . . Each **$4.19**

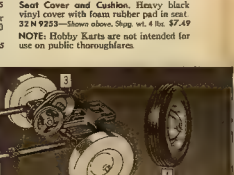
[5] - (6) Automatic Centrifugal Clutches

5 Sprocket-type Clutches for chain drive. 14 teeth. Fits No. 41 chain.
32 N 3031—For ½-in. drive shaft. Wt 2 lbs. 8 oz **$10.95**
32 N 3032—For ⅝-in. drive shaft Wt 2 lbs. 8 oz 10.95

6 Single-groove Clutches for V-belt drive. 3-in. diam. pulley takes A or B size V belt.
32 N 3016—For ½-in. drive shaft. Wt. 2 lbs. 6 oz.. **$6.95**
32 N 3017—For ⅝-in. drive shaft. Wt. 2 lbs. 8 oz. . 6.95



NOTE:
Components (1), (2) and (3) form complete Kart frameworK. Wheels sold separately



7 Pillow Block. *Specify ½, ⅝ or ¾* in. bore.
9 N 2750—Bronze bearings. Shpg. wt. 12 oz. **$1.37**

8 Wheel and Tire Assembly. Pneumatic tire, 12 in. diam. (12x4.10), tube, ball bearings, ¾-inch bore.
32 N 9210—3¼-inch hub length, 315-pound capacity Shipping weight 7 pounds. . . . . Each **$10.75**
32 N 9211—½-inch keyway, 2-inch hub length, 315 pound capacity. Shipping weight 7 pounds. . . . . Each **$10.25**

9 3½-HP, 2-cycle, Power Products Engine. Single cyl . horiz. shaft. ⅝-in. diam. shaft With recoil starter. Has 3 holes, tapped, on 3-in. bolt circle.
32 N 09251L—*Left-hand drive.* Shpg. wt. 20 lbs. **$57.95**
32 N 09252L Right-hand drive. Shpg. wt. 20 lbs. . . . 57.95

Hobby Karts
..fun for father and son

Roadster Kart Chassis only **$99.00** $10.00 down

Roadster Kart Complete with engine **$144.95** $14.50 down

DAVID BRADLEY db

NEW Runabout Kart with One-lever Control

Complete with engine **$89.95** $9.00 down

Easy for any youngster to drive—just push lever all the way down to go forward . . pull it halfway up for neutral . . all the way up to brake. Comes completely assembled. All you have to do is add gas and oil . . give the recoil starter a quick pull . . and you're off at speeds up to 7½ MPH.

Safety-engineered, too, with V-belt guard, two-wheel brakes and positive snap-on-and-off stop switch. Tires can be rotated for additional mileage. *See table below for specifications.* Shipping weight 72 pounds.

32 N M9225—*$7.50 monthly*. **$89.95**

Discover the joy of Karting

Have holiday fun all year round. Give your son a DAVID BRADLEY Hobby Kart for Christmas. Teach him the principles of mechanics and safe driving.

To add a sporting flavor to your fun, organize a Karting club in your community. Run race events, relay races, etc. Any approved hard-surfaced area at least 100x500 feet long can be used. Supervised vacant parking lots make ideal sites. Many communities are now sponsoring separate areas for a small track. Consult local authorities for regulations and approved Karting locations.

1 **Roadster Kart Chassis only.** Same as complete kart below except engine not included. Mount your own (up to 3-HP) 4-cycle engine or see Sears big catalog for a complete selection. Shipping weight 111 pounds.

32 N M9201—*$8.50 monthly* **$99.00**

2 **Roadster Kart complete with engine.** Twice the fun because two can ride on adjustable form-fitting plastic seats. Front axle pivots on main frame for traction over bumps and ruts. 2 foot pedals: left engages clutch, right operates brakes. Throttle is conveniently located on steering column. Top speed can be pre-set by parent. Partly assembled. *See specifications in table below.* Shpg. wt. 140 lbs.

32 N M9299—*$12.50 monthly*. **$144.95**

NOTE: Hobby Karts are not intended for use on public thoroughfares. Recommendations at left.

SPECIFICATIONS	Engine	Tread width	Wheel base	Main frame	Throttle control	Bearings	Tires	Final Drive	Steering	Clutch Belt	Brakes	Max. load capacity	Speed range	Starter
Runabout Kart	2.2-HP, 2-cycle Power Products	26 inches	45 inches	1-inch tubular, welded	Mechanical governor	lubricant-impregnated iron bushings	9x1.75 semi-pneumatic	V-belt	Auto-type	Belt-tightener, hand lever	Friction, 2-wheel, hand lever	100 pounds	Up to 8 MPH	Recoil
Roadster Kart	2-HP, 4-cycle Briggs & Stratton	29 inches	48 inches	2-inch tubular, bolted	hand operated	lubricant-impregnated iron bushings	10x2.50 semi-pneumatic	Chain and sprocket	Auto-type	Belt-tightener, foot pedal	Friction, 2-wheel foot pedal	250 pounds	5 to 13 MPH	Recoil

ONLY 10% DOWN buys any David Bradley Hobby Kart . . see page 294 for Sears Easy Terms

Hobby Kart Accessories . . help protect you and your Kart

3 **Set of 8 Racing Flags.** A must for safe racing events. Go Kart Club of America and F.I.A (Sports Car) Association approved.

32 N 9222—24x24-inch size. Shipping weight 3 lbs. 8 oz. **$9.75**

4 **Hobby Kart Covers.** Transparent plastic. Non-flammable. Shpg. wt. 12 oz.

32 M 9228 Also fits other makes of Karts. **$1.98**

5 **Danfa Safety Helmet.** Molded fiber glass; canvas webbing

28 N 7546—State size. 6½, 6¾, 7, 7¼, 7½. Wt. 4 lbs. 4 oz. **$9.85**

Do-it-yourself Gasoline Engine . . combines learning with fun

2½-HP, 2-cycle Power Products engine. Comes completely unassembled. Step-by-step instructions make assembly easy and fun . . help you learn *how* and *why* a gas engine works. Ideal for use with motor bikes, scooters, boats, etc.

Single cylinder, air cooled, horizontal shaft design with recoil starter. Die cast aluminum cylinder and crankcase dissipate heat faster for cooler running. Cylinder has long wearing cast iron sleeve, aluminum alloy connecting rod. Fully enclosed governor. Dual jet float-feed carburetor. Shipping weight 15 pounds.

32 N 09276—One-quart capacity fuel tank. **$44.95**

Famous Name Air Rifles

J. C. Higgins Air Rifle Outfit $6.78

Air Rifle, plus gun case, 50 paper targets, and 750 BB's. Rifle is 350-shot lever-action repeater with lightning-loader magazine. Sturdy metal frame and barrel have bronze-color finish. 32 inches long. Gun case is custom-made for rifle. Made of durable plastic, resists scratches and scrapes. Lined with cotton flannel. Pockets in case hold targets and extra BB's. Carrying sling. 50 animal bulls-eye targets, gun oil.

6 N 01923—Shpg. wt. 4 lbs. . . . . Outfit $6.78

Cactus Carbine, Scope Outfit $11.68

J. C. Higgins Air Rifle with scope, plus gun case, 50 paper targets, and 750 BB's 750-shot repeater rifle cocks with smooth lever action. 35 in long Full length, fast loading magazine tube. Adjustable rear sight. Leather butt-boot, sling. 4 lens 2-power scope with cross-hairs. Gun case is extra-large. Brown plastic with cotton flannel lining. Reinforced tip with hang tab; sturdy carrying handle. Includes 50 official NRA targets, gun oil.

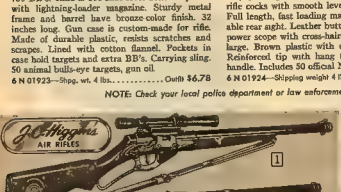
6 N 01924—Shipping weight 4 lbs. . . . . Outfit $11.68

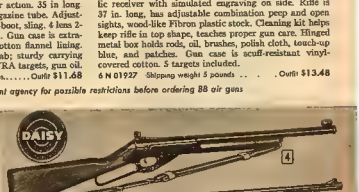
Daisy Pump-action Air Rifle Outfit $13.48

Air Rifle, plus cleaning kit, gun case, and 625 BB's. 50-shot repeater has dependable forced feed, strong metallic receiver with simulated engraving on side. Rifle is 37 in. long, has adjustable combination peep and open sights, wood-like Fibron plastic stock. Cleaning kit helps keep rifle in top shape, teaches proper gun care. Hinged metal box holds rods, oil, brushes, polish cloth, touch-up blue, and patches. Gun case is scuff-resistant vinyl-covered cotton. 5 targets included.

6 N 01927 Shipping weight 5 pounds . . . . Outfit $13.48

NOTE: Check your local police department or law enforcement agency for possible restrictions before ordering BB air guns





Lever-action Repeaters . . look, feel like guns of Old West

[1] **Golden Hunter** Air Rifle with 2-power Scope. *Save $2.68 on Combination.* Holds 850 BB's. 37 in. long. Lever action. Plastic, buckskin-tan pistol-grip stock, fore-end. Gun-blue barrel. Black butt-plate; leather sling. 4 lens scope with cross-hairs. Windage, elevation adjustment. 10 targets, oil, 250 BB's included with rifle.

6 N 01929—Rifle with Scope. Shpg wt. 5 lbs. *Sold separately* $12.55 . . . **$9.87**

6 N 01922—Rifle. Shpg. wt. 4 lbs. . . . **7.78**

6 N 2122—Scope only. Shpg. wt. 1 lb. **4.77**

[2] **Cactus Carbine.** 750 shot. Smooth action. 35 in. long. Plastic, buckskin-tan stock, fore-end . . checkering. Sights adjustable for elevation. Adjustable web sling. Loads easy, fast. Gun oil, 250 BB's.

6 N 01921—Shpg. wt. 3 lbs. **$5.98**

[3] **J. C. Higgins BB Gun.** 350 shot. Fast lever-action, easy to cock. Plastic, tan stock and fore-end, checkered. Silver-colored lever, fore-end band. Bronze-color finish on frame, barrel. Gun oil and 250 BB's.

6 N 01920 .32 in. Wt. 2 lbs. **$4.48**

It's a Daisy! . . lever, pump, or slide-action air rifles

[4] **New! Target Special.** Lever action. 850-shot repeater. 36¼ in. long. Man-size wooden stock, modified beavertail forearm. Quick lever action . . soft trigger squeeze. Adjustable rear peep sight; hooded 3-way front sight. Top grain leather sling completely adjustable. Gun oil, 250 BB's included.

6 N 01928—Shipping weight 3 pounds . . **$12.30**

[5] **Pump Action.** Holds 50 BB's. 37 in. long. Easy-to-work pump action and dependable forced feed.

Stock made of lustrous Fibron plastic—with woodlike grain. Checkered pistol grip. Grooved slide handle. Adjustable combination peep and open sights. 250 BB's included

6 N 0276—Shipping weight 4 pounds . . . **$9.45**

[6] **Slide-action.** Repeater-type. Holds 450 BB's. 36 inches long. Cocks by sliding forearm straight back. Ramp-type front sight, double-notch rear sight. Checkered stock; grooved "non-slip" forearm. Attractive gold-color design on receiver. 250 BB's included.

6 N 0293 Shipping wt. 4 lbs. **$7.65**

BB Firing Air Pistol Outfit . . easy to load and cock $7.68

Ideal for teaching youngsters the safe and correct way to handle a gun

Air Pistol shoots with remarkable accuracy. Sturdy black plastic pistol grip has modified over-size thumb-rest. Genuine gun-blue metal parts. Spring-type repeater is 10¾ in. long . . rugged, heavy and well balanced. Holds 150 BB's. Adjustable peep-and-open rear sight. Easy to load and cock.

Top Grade Leather Holster. Snap closing flap holds pistol snugly in place. Belt strap gives "hold tight" fit. Black with white leather thong.

Steel Target designed to hold official paper targets. Every perfect shot rings a bell. Instructions. 25 paper targets, 510 BB's, gun oil.

6 M M1926—Complete Outfit. Shipping weight 4 pounds. Shipped by express $7.68

Extra BB shot. Standard size . . will fit any BB gun. Approximately 800 in total. Packed in tubes for easy loading. Enjoy economical home target and plinking fun . . order early in time for Christmas.

6 N 306—Shipping weight 1 pound. 38c

Automatic-style Air Pistol Outfits

150-shot Repeater. Shoots BB's. Lots of shooting before reloading. Heavy, well balanced durable steel pistol with molded high-finish, checkered ebony thumb-groove grips, 10¼-in. long overall . . gives "real pistol" sighting. Slide action cocking mechanism. Fast, easy loading device. Genuine gun blue on all metal parts . . non-reflecting.

Adjustable combination peep and open rear sight—ramp-type front sight.

Includes 2 tubes of BB's (90 each tube), gun oil, and 25 paper targets. Shipped by express.

6 N M1925—Shpg. wt. 2 lbs.. . . $4.64

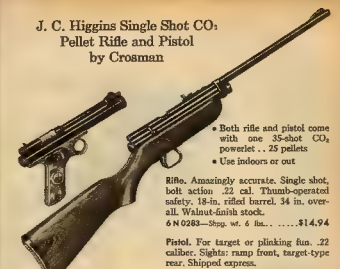
Marksman 20 shot BB Repeater. Shoots .177 caliber pellets and darts singly. Has the weight and feel of a real .45 caliber service automatic. All metal construction. Use BB's and soft lead pellets for outdoor plinking. Darts designed to stick when they hit the target. Includes 100 BB's, 30 pellets, 2 darts. Paper targets. *Prepaid.*

6 N M2045—Shpg. wt. 5 lbs. $8.95

6 N M2044—As above, but with Single-shot pistol. 50 BB's, 30 pellets, 2 darts. Express. *Prepaid.* Shpg. wt. 5 lbs. $6.95

6 N 2174—250 extra .177 caliber pellets. Shipping weight 1 pound. 89c

J. C. Higgins Single Shot CO_2 Pellet Rifle and Pistol by Crosman



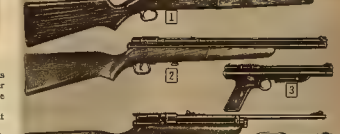
- Both rifle and pistol come with one 35-shot CO_2 powerlet . . 25 pellets
- Use indoors or out

Rifle. Amazingly accurate. Single shot, bolt action .22 cal. Thumb-operated safety. 18-in. rifled barrel. 34 in. overall. Walnut-finish stock.

6 N 0283—Shpg. wt. 6 lbs.. . . . . $14.94

Pistol. For target or plinking fun. .22 caliber. Sights: ramp front, target-type rear. Shipped express.

6 N M292—Shpg. wt. 2 lbs. $14.25



Pellet Rifles and Pistols . . Air (Pump) or Gas (CO_2) powered

1 **Sheridan Blue Streak Air Rifle.** .20 cal. Pump operation. 37 in. long. Blued barrel.

6 N 0288—*Postpaid.* (Wt. 6 lbs.) $23.95

2 **Crosman Model 140 Air Rifle.** .22 caliber. Pump operation. 35½-in. long. *Postpaid.*

6 N 0290—Shpg. wt. 6 lbs. . $20.42

3 **Crosman Model 130 Air Pistol.** Pump operation. Selective power. .22 caliber. Cross-lock safety. *Express prepaid.*

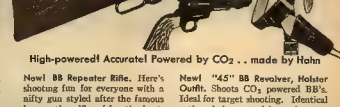
6 N M291—Shpg. wt. 3 lbs. . $14.95

4 **Crosman 400 Repeater Rifle.** 10-shot automatic . . powered by CO_2 powerlets. Odorless, no recoil. No need to pump. After each shot, slide bolt to cock . . then fire. Swing feed loading. Adjustable rear sights; ramp front. Walnut finish stock.

6 N 0299—*Postpaid.* (Wt. 6 lbs.) $25.50

5 **Crosman .22 caliber Pistol.** Fires CO_2-powered pellets. 6-shot single action. 10⅛-in. overall. Blue-black finish, staghorn grips. *Prepaid.*

6 N M277—Shpg. wt. 3 lbs. . . $17.08



High-powered! Accurate! Powered by CO_2 . . made by Hahn

New! BB Repeater Rifle. Here's shooting fun for everyone with a nifty gun styled after the famous lever action rifles of frontier bustling days.

Easy to load (automatic spring feed tubular magazine holds 30 BB's) . . Easy to cock (a short easy fingertip action stroke of the lever —the rifle is loaded and cocked. No jamming or spilling!) . Easy to shoot (CO_2 gas does the work). Amazingly accurate . . Ideal for plinking, target shooting. *Postpd.*

6 N 0295—Shpg. wt. 5 lbs. . $15.12

New! "45" BB Revolver, Holster Outfit. Shoots CO_2 powered BB's. Ideal for target shooting. Identical action, balance, weight and portability of famous Peacemaker of old West. Rips off 18 shots fast as you pull the trigger.

Authentic western-style black leather holster, Buscadero-style belt. Low slung for fast draw.

6 N M559 *-Prepaid* (Wt. 4 lbs.) $17.64

6 N M289—Gas only *Prepaid* (Shipping weight 3 pounds $15.12

6 N 762—Holster only. Wt. 1 lb.. . 4.87

Note—Pellet guns not express sold to minors. Refer to SEARS 307

UNBREAKABLE POLYETHYLENE TOYS

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The newest
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See this and
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the BIGGEST, BOLDEST line
in history.

AT THE TOY FAIR:
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HOTEL NEW YORKER

another Margon first...

MARGON proudly introduces another exciting innovation in dolls' eyes . . . beautiful moving eyes with long, lustrous, *curled* lashes! These amazingly life-like eyes will add a stimulating new selling dimension to your doll sales.

MARGON — the world's largest producer of dolls' eyes, has been a prime factor in the growth of the American Doll Industry. Through our creative research and engineering, we have, over the past 40 years, produced every important eye development that has resulted in the present high quality standards of American doll manufacturers.

MARGON'S devotion to perfection is your guarantee of the finest in dolls' eyes. If your dolls have MARGON eyes . . . they have life-like, appealing sparkle . . . guaranteed uniformity of quality. Yes, it pays to insist on "MARGON MOVING EYES."

In addition to the exciting new long curled lashes MARGON is the prime source for the doll industry of:

"27" SIZE EYES *for* **LARGER** *dolls* · **MOVING EYES** *for* **MINIATURE** *dolls*
MOVING EYES *for all character dolls* · **ROLLING EYES** *for vinyl heads* · **MOVING EYES** *for soft vinyl dolls' heads*

CURLED LASHES!

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at Vogue Dolls . . .
Everything's New!

New **Ginny's Costumes from Far-Away Lands!** Wonderful native costumes from every corner of the world. And a *world* of promotion for you!

New **18-inch Ginny Baby!** To give you a broader line from one manufacturer – two 18" baby dolls plus separate outfits!

New **Fashions for all Occasions!** New fashions for the entire Ginny Doll Family – from leisure-loving sportswear to a June-new bridal gown!

New **Direct Selling Force!** Your representative knows your business . . . knows what sells . . . and how to sell it . . . and he's at your service *fast!*

New **A Complete Ordering Handbook for You.** Color photos of all outfits . . . black and white photos of all accessories . . . and all have complete ordering information.

Ginny's Costumes from Far-Away Lands

Here's Ginny in seven costume wonders of the world! Colorful Highlander costume representing the *British Isles* . . . native *Scandinavian* costume . . . delightful little *Hollander* costume . . . exotic *Hawaiian* costume . . . traditional *Oriental* costume . . . an *Israelian* costume from the *Near East* . . . even a dramatic *Alaskan* costume in honor of our 49th state!

A World of Promotion for You! Here's new excitement — new drama — and *additional* sales for you. This idea is perfect for tie-in promotion - newspaper ads . . . window displays . . . counter set-ups. These new costumes are sales-appealing in every way and every little girl is a prospect because it's Ginny! Display them for sure and you'll sell them — *for sure!*

New 18" Ginny Baby!

Two new 18-inch dolls! Each sold dressed in one of six beautiful outfits! Two picture-pretty dolls with the exclusive, adorable features that have made Vogue Dolls famous. One has life-like rooted hair . . . the other realistic sculptured hair. And each in exquisitely detailed outfits that only Vogue Dolls could have fashioned! *What's more, every outfit is available for sale separately!*

It's a Big Selling Idea for You!

One Source for Everything! The new 18-inch Ginny Baby makes it easy to order large dolls, miniature dolls and their outfits all from one source

Same Vogue Doll Quality! You sell six beautiful outfits — outfits that prove again Vogue Dolls are *fashion leaders in doll society.* That means you sell more — faster!

New Direct Selling Force! Your Vogue representative can now expedite your order through direct contact with the factory.

Vogue's Proven Delivery — gets your orders back when you want them — where you want them — FAST!

Your Market's Waiting! Here's the doll, the outfits and the service to broaden your line. And because it's a Vogue Doll, that means true value, sure quality.

If you can't make Toy Fair, write to: Rooms 654-656, 200 Fifth Ave. New York 10, New York

Vogue Dolls INC

106759

We of Swiss Music Corp. cordially invite you to visit us at the TOY FAIR-HOTEL NEW YORKER ROOMS 733-734 to see our sensational new lines of MUSICAL ANIMATED PLUSH ANIMALS, MUSICAL TOYS and MUSICAL NOVELTIES.

In addition to staple merchandise we will offer you many promotional items including the NEW SATELLITE CLOCK-TALK OF THE TOY INDUSTRY which will be the hottest promotional item for this year. Join the band wagon for a higher sales volume and profit in 1959.

SWISS MUSIC CORP.

1210 Paterson Plank Road · North Bergen, N. J. · UNion 6-1660

HOTEL NEW YORKER
ROOMS 733-734

SATELLITE-CLOCK

SWISS MUSIC CORP.

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p.367

SILVER SALES

PLAYWELL PRODUCTS, INC.

Jamaica, L.I., N.Y.

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BANKS
BOATS
FULL ACTION TRUCKS
FULL ACTION PULL TOYS
DO-IT-YOURSELF KITS
AUTHENTIC SPORTS CARS
RACERS
CONVERTIBLES

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ZORRO ITEMS
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BIKE STREAMERS
SWING-A-TING
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INDIAN BEADS
VACUUM FORMED GAMES

national sales representatwes: **SILVER SALES**

TV 'N KUSAN TOYS

The right combination to make Toy Buyers happy . . . a great toy line and a proven media that produces volume sales. In April and May Kusan toys will be featured on highly rated children's programs in Philadelphia, Portland, Indianapolis, Dallas, Memphis, Atlanta, St. Louis and Denver. Summer and fall TV promotions are planned for 30 other marketing areas from coast to coast. Write for complete details, or see any "Red Coat" in the Red Room at the Sheraton-McAlpin during the Show.

KUSAN, INC. — NASHVILLE, TENNESSEE

What's New? The Red Room will be plum' full of NEW toys, NEW packaging and NEW promotional ideas. Make Kusan your first stop.

presents for 1959!

PLASTIC INJECTO CORP.
Subsidiary of Wm. Kratt Co.
Union, New Jersey

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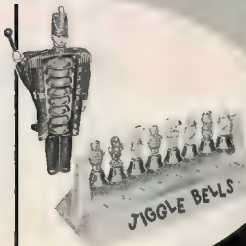
MUSIC MAN
COMPOSE-A-TUNE
PLASTIC HARMONICAS
METAL HARMONICAS
HOT POTATO ACCORDIONS
CALYPSO DRUMS
BLOW ACCORDIONS
MELODY BELLS
GLOCKENSPIELS
SPELL-IT GAMES



New items... old reliable factories!

MERCURY PLASTICS CORP.
Des Moines, Iowa

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WATER-GUNS
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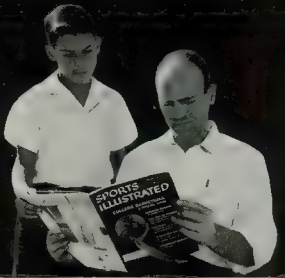
World's Largest Manufacturer of Power Models, Engines, Accessories

National Consumer Advertising In:



Sports Illustrated
Boys' Life
Popular Mechanics
Mechanix Illustrated
American Modeler
Model Airplane News
Flying Models

Announcing 3 new sport and contest engines by

Thimble-Drome

Builder of World's Champions

Olympic .15

A super hot contest engine, surpassing engines of much greater cu. in. displacement in power, performance, and endurance. Equipped with precision ball bearings both front and rear. Extra precise fitting of piston and cylinder to top contest requirements. See complete specifications below.

12.98

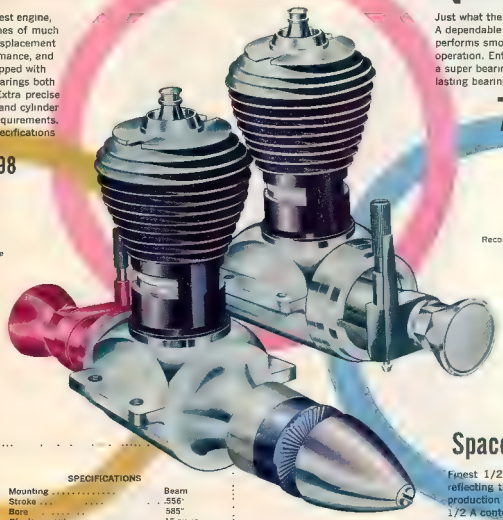
Recommended where guts count—for F.A.I., free flight, and speed

Sportsman .15

Just what the name implies. A dependable and steady engine that performs smoothly in 4-cycle or 2-cycle operation. Entire crankcase made of a super bearing-alloy which assures lasting bearing life.

7.98

Recommended for control line, radio control, and scale free flight



SPECIFICATIONS

Mounting	Beam
Stroke	.556"
Bore	.585"
Displacement	.15 cu in.
Length	2¾"
Width	1-7/16"

FEATURES

• Integral Glow Head with Spherical Combustion Chamber • Hardened and Ground Counter-balanced Crankshaft • Reed Valving • Triple Periphery Jets • Rear Carburetion • Ball and Socket Piston and Rod Assembly

Space Hopper .049

Finest 1/2 A engine money can buy, reflecting the benefits of several years production of the undisputed leaders in 1/2 A contest work, the Space Bug and **Thermal Hopper.**

FEATURES. Lighter Weight—only 1.3 oz. • Improved Main Bearings • Superfine Crankshaft Finish • Less Crankcase Volume • Better Intake Valving • Triple Periphery Carburetor Jet System • Rear Needle Valve Location • Adjustable Needle Valve Position • Beam Mounts, with Firewall Adapters • New Super TEM-TROL Pistons, for longer life and minimum blow by

6.98

L. M. COX MANUFACTURING CO., INC. SANTA ANA, CALIFORNIA

National Sales: Milt Grey Sales 8693 Wilshire Boulevard Beverly Hills, California

THE YEAR'S

MAJOR ITEM ! *in ready-to-fly powered models*

NEW

SCALE FLYING MODEL

Full 20" wingspan, 15" fuselage

Special Nylon and Vinyl fittings

From the point of the prop spinner to the rudder, from the wheels to the cockpit canopy, this richly detailed model is truly a FLYING TIGER P-40—every inch of it. It is powered by a Super Bee Thimble-Drome engine which was made especially for this plane and cannot be purchased otherwise. The extra power allows performance of graceful and accurate loops, wingovers and other maneuvers.

JUST 10.00

P-40 FLYING TIGER

A richly detailed model of the most famous airplane of the past quarter century

Everything you need for a runaway hit with the kids, including the Thimble-Drome motor.

Thimble-Drome

HANDI-CRAFT'S
"OLD TIMER"

A SCALE MODEL OF THE FIRST DIAL TELEPHONE

A Bit of NOSTALGIA for MOM and DAD

Something BRAND NEW for the YOUNGSTER

Authentic SCALE MODEL of the First Dial Phone

No. 1000

Size
9¼ x 5½ x 4½
2 Dozen
to Shipper
Weight 16 lbs.

98c

Now with Crystal Dial

It's Big — ¾ Actual Size

Molded in Unbreakable Polyethylene

Adjustable Mouthpiece

Bell Rings When Dial is Turned

Dial Returns

Individually Boxed

Comes in Flame and Aqua

Assorted to Shipper

Fond Memories for the Old Folks — New Thrills for the Youngsters

79c

Now with Crystal Dial

No. 800
In Poly Bag

Packed 4 Dozen to Shipper — Weight 16 lbs.

A BEAUTIFUL PHONE AT A NEW LOW PRICE

- A Full-Sized Phone
- Beautifully Styled
- With All the Sales Advantages of Polyethylene
- Bell Rings When Dial Turns
- Has Cardboard Bottom
- Beautiful Pastel Coral and Turquoise
- Size 3½ x 6 x 6¾

Handi-craft COMPANY

3207 CHIPPEWA, ST. LOUIS

NOTE NEW LOCATION: ROOM 1247, HOTEL NEW YORKER

OUR NEW MINIATURE BABY PHONE for 1959

THIS IS ACTUALLY A 50% SCALE MODEL REPRODUCTION TAKEN DIRECTLY FROM THE LATEST MODEL TELEPHONE

No. 490

- New Style
- Correct in Every Detail and Every Dimension
- Exactly ½ the size of Authentic Phone
- New Improved Ringing Mechanism
- Bell Rings when Dial is Turned
- Molded in Soft Polyethylene
- Comes in Pink and Blue Combinations
- Packed 1 Dozen Assorted Colors to Box 2 Gross to Shipper — Weight 35 lbs.

29c

Full Discount

No. 400
MINIATURE PHONE

Size 4½ x 4⅛ x 2⅜

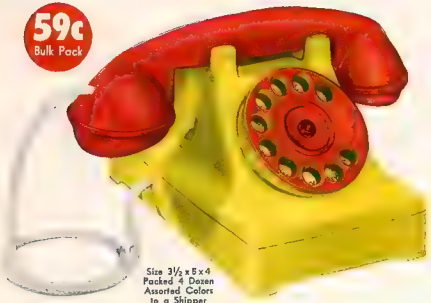
Our NEW No. 490 Miniature Phone in a poly bag.

A perfect toy for racks and peg boards.

Comes in pink and blue — Packed 1 dozen assorted colors to box — 2 gross to shipper —weight 35 lbs.

39c

59c Bulk Pack



Size 3½ x 5 x 4
Packed 4 Dozen Assorted Colors to a Shipper
Weight 14 lbs.

No. 790 LEADER

A BIG value at a Popular price.

Check this value with any toy telephone on the market.

CHECK THESE FEATURES:

- Molded in Unbreakable Polyethylene
- A full size telephone 3½"x5"x4"
- A POSITIVE and STURDY ringing action
- Bell rings when dial is turned
- Comes in Red and Yellow
- Non-Toxic — Washable — Harmless — No sharp edges
- A staple seller the year round

Handi-craft COMPANY

3207 CHIPPEWA, ST. LOUIS

NOTE NEW LOCATION: ROOM 1247, HOTEL NEW YORKER

IT'S BIGGER...IT'S BETTER...IT'S BRAND NEW

THE MOST REALISTIC TOY PHONE EVER MADE . . .

THIS IS AN **EXACT** SCALE MODEL REPRODUCTION OF THE LATEST OFFICIAL TELEPHONE

Sensationally Priced at **98c**

- ACTUALLY 9/10* SIZE OF REAL PHONE
  *One dimension slightly smaller.
- Every Detail Taken Directly From Official Phone
- Molded in POLYETHYLENE
- Now in a CRYSTAL Dial
- METAL Dial Plate
- New IMPROVED Ringing Mechanism
- Bell Rings When Dial is Turned
- Comes in Red and Yellow
- Assorted to Shipper

Now with Crystal Dial

No. 159

Size 8⅛ x 7⅝ x 4
Packed 2 Dozen to Shipper
Weight 15 lbs.

THEY SAID IT COULDN'T BE DONE . . . BUT HERE IT IS!

A MUSICAL PHONE

$1.49

- OUR BRAND NEW Jumbo Phone with a Music Box. Turn the crank and it plays a happy tune.
- It Rings TOO - - - When Dial is Turned.
- Comes in Aqua and Coral — Individually Boxed.
- Packed One Dozen in — Weight 11 lbs.

No. 200

Handi-craft COMPANY
3207 CHIPPEWA, ST. LOUIS

NOTE NEW LOCATION: ROOM 1247, HOTEL NEW YORKER

Junior wheel

PLAY VALUE = SALES VALUE

AMF ROADMASTER JR. SIDEWALK BIKE
(WITH COASTER BRAKE)

A genuine *coaster brake* is typical of the advantages of this bike that give you more to sell. The tank swings down to convert the boy's model to a girl's model. Gay new saddle fabric. Two luggage carriers. Front carrier is chrome plated. Heavy gauge steel fork. Ball bearing hubs. Semi-pneumatic, puncture-proof 16" tires. Chrome-plated, adjustable handle bars with knuckle-guard grips and streamers. Bicycle-type pedals with red plastic treads. A handsome, well-made bike.

MODEL 726

TYPICAL SELECTIONS

AMF VELOCIPEDE (THREE SIZES)

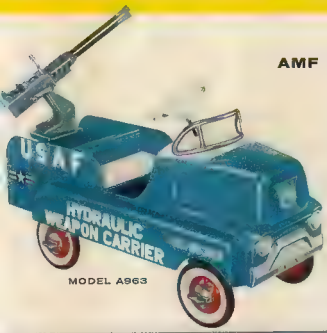
From the pirate's cutlass knuckle guards to the satellite front fender design and the sports car type rear spinner hub caps, this is a trike to stimulate a child's imagination—and your sales. Also note the redesigned front fender truss rods, new interlocking plastic pedals and new extra-wide, heavy-duty rear step. Heavy gauge steel fork. Ball bearing front and rear wheels. Semi-pneumatic, puncture-proof molded rubber tires. Saddle is de luxe padded vinyl in gay new pattern with chrome-plated springs and scuff rail.

MODEL 855

Junior TOY DIVISION

goods for '59!

The play value built into AMF wheel goods has a sales value to you. Just demonstrate their features to customers and your sales will take off! To see the entire AMF line of popular bikes, trikes, cars and tractors, send today for our new free catalog.



MODEL A963

AMF HYDRAULIC WEAPONS CARRIER

The realistic action of the swivel-mounted anti-aircraft twin pom-pom cannon gives this truck unusual appeal. Turning the crank produces a loud "pom-pom" sound, and the dual barrels recoil with each shot. The mounting rides flat on the truck bed until the release lever is pressed, which permits the hydraulic-spring mechanism to raise the gun slowly to firing position.

The truck itself features new safety steering wheel, massive cab-over-engine design and extra easy pedaling. Child sits higher than in any other car. Pedal drive is adjustable to three positions. It's new for '59! Let it help you spur sales.

FROM OUR EXTENSIVE LINE

MODEL T920

AMF CHAIN-DRIVE TRACTOR

Driving this tractor gives a child a realistic thrill. Simulated gear shift has a Play Tone noise maker. Heavy gauge steel motor block with real-looking spark plugs. Rear tires are heavy duty, semi-pneumatic type with tractor tread. Well built, too. Bicycle-type chain drive with ball bearings. Massive front fork has exclusive Knee Action shock absorber design. Heavy gauge steel rear frame provides step for second rider. These features sell.

American Machine & Foundry Company
215 Marble Street
Hammond, Indiana

ALSO FROM AMF FOR 59—THE CLASSIEST ROADMASTER BIKES EVER!

ROADMASTER bikes for '59

Chrome fenders on the entire Roadmaster line lead the list of extra features that sell Roadmaster. Boys and girls love these popular middleweight bikes. Stock up for profits. Order your Roadmaster line and your juvenile wheel goods from AMF at the same time. Send for our catalog now.

MODEL J1674

ROADMASTER SKY KING

New achievement in Roadmaster's Speed-Sweep Styling gives the Sky King the flash and dash that make a youngster want a new bike. New cantilever frame and redesigned streamlined front fork are extra strong. New star cut sprocket. New futuristic tank containing electric horn. New chain guard design. Battery-powered headlight. Front and rear luggage carriers. Matching white pedals and handle grips. Dependable coaster brake. White sidewall tires.

ROADMASTER FLYING FALCON

The finest and speediest of all the Roadmaster line, a bike you're proud to sell! Sturmey-Archer TCW 3-speed gear transmission and coaster brake for speed and versatility. Front caliper brake. New cantilever frame and extra strong redesigned streamlined front fork. Chromed expandable spring clip luggage carriers front and rear. Streamlined chrome battery headlight. Matching white pedals and handle grips. Chain guard restyled with extra chrome. White sidewall tires.

MODEL J1659

Ask to see our entire Roadmaster line of 35 models in all sizes. And don't forget our famous imported English Hercules bicycles.

Remember, May is American Bicycle Month — the BIA's safety check-up program means more traffic for you!

CYCLE DIVISION

AMERICAN MACHINE & FOUNDRY CO.
W. 65th and PATTERSON
LITTLE ROCK, ARKANSAS

Get your sales rolling!

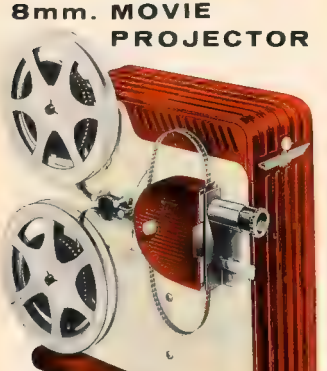
See the AMF line for '59...

New York Showroom: Room 814, 200 Fifth Avenue

THUNDERBIRD

150 Watt — Blower Cooled

8mm. MOVIE PROJECTOR



Projects brilliantly clear pictures!

A BRUMBERGER Exclusive in a class by itself
The perfect gift for all ages! More than a toy it's a full-size (9" x 5" x 10") Projector with a ruggedly built metal housing. Compares only with units costing many, many dollars more. Precious home movies in color or black-and-white can be brilliantly shown with absolute safety. U/L and CSA approved

MODEL 1500

THUNDERBIRD

$29.95 retail

$30.00 LIST

Attractively packaged in a sturdy corrugated carrying case

Packed 3 to the master carton. Shipping wt. 25 lbs.

LOOK AT THESE FEATURES:
Handles 200 ft. of film • Blower cooled • Easy threading mechanism • Rapid motor rewind • Vertical tilt device • Manual framer • 200 ft take-up reel • On-off switch • 150-watt projection lamp • Rugged, precise, all-metal construction • Can be easily taken apart for cleaning

A-C only 110 Volts, 60 Cycles

Write for separate catalog listing hundreds of exciting, low-cost films for the entire family's enjoyment ..comedies, carteons, westerns, etc.

MODEL #1500 P

PROMOTION PACKAGE

$35.95 carton

$36.00 LIST PRICE

--consists of

#1500 MOVIE PROJECTOR

3 Exciting Films and Screen.

Packed 3 to the master carton. Shipping wt. 24 lbs

#395 BATTERY OPERATED

"CODE MASTER" TELEGRAPH SIGNAL SET

3 types of code communication . . . all combined in a single instrument. It BUZZES . . . It FLASHES . . . It CLICKS. "Code-Master" is molded of high-impact styrene with the complete international code permanently molded into the top of the housing.

IT BUZZES
IT FLASHES
IT CLICKS

Set consists of 2 transmitter-receiver units, communication wire, 4 standard Size D – flashlight batteries, instruction sheet, operators manual. Attractively packaged in a self-selling, corrugated display carton.

$3.95 retail

$4.00 LIST

Packed 12 sets to the master carton. Shipping wt. 25 lbs.

THE ORIGINAL WESTERN UNION MORSE CODE SIGNAL SETS

#200 DELUXE WESTERN UNION Amateur Editions can send code messages by wireless-type BUZZ, night-signal FLASH, or telegraphic CLICKS International code is permanently lithographed on transmitter-receiver. Item includes 2 signal sets, 4 standard "D" batteries, hookup wire, instruction sheet, operator's manual and miniature Western Union blanks. Attractively packaged.

Packed 12 to the master carton
Shipping wt. 25 lbs.

$3.50 LIST

#165 DOUBLE UNIT For all types of stores where batteries and wire are handled as separate items

$1.95 retail

$2.00 LIST

Packed 2 doz. to the master carton
Shipping wt. 20 lbs

#164 SINGLE UNIT Excellent for premiums and as a practice unit for amateurs

98¢ retail

$1.00 LIST

Packed 4 doz. to the master carton
Shipping wt. 20 lbs

BRUMBERGER

Battery Operated!

HAND PHONE SET

Priced for Volume Sales!

A practical communications system, power packed with electronic features. Perfect not only for play but also for utility in houses, offices, farms and factories. Transmits voices strongly and clearly. Set includes two phones with loud, attention-calling buzzers . . . two wall hangers . . . plug-in communications wire. All attractively packaged in a colorful, self-selling corrugated container. Housings, molded of high-impact styrene, withstand roughest treatment. Powered by two "C" batteries (not included). Fully guaranteed! . . . Popularly priced for volume sales.

#250 HAND PHONE SET

$4.95 retail

$8.00 - $7

Packed 12 to master carton
Shipping wt. 17 lbs.

LOUD SPEAKER INTERCOM

BATTERY OPERATED

#255 INTERCOM

$9.95 retail

$10.00 LIST

Big sound, full-size intercoms. Can be heard plainly anywhere in an average room . . . thanks to the large 4" alnico speaker-amplifier in each station! Self-contained battery power means no dependence on electricity . . . use anywhere!

Handsome housings of high impact styrene are practically unbreakable. COLOR. Red. Guarantee and installation instructions included.

Complete with 2 stations, wire and 4 standard Size D flashlight batteries. Colorfully packaged in self-selling display carton.

Packed 12 to the master carton . . Shipping wt. 43 lbs.

BATTERY OPERATED

MASTER PHONES

An outstanding toy and an outstanding value. They buzz for attention . . . and transmit voices loud and clear in both directions. Engineered to be used either as a wall or desk phone. Abuse-resistant housings are molded of high-impact styrene and powered by two standard "C" batteries (not included). Handsome, colorful, self-selling corrugated display cartons contain two buzzer-equipped phones, two wall or desk phone cradles and plug-in communications wire.

#260 MASTER PHONE SET

$5.95 retail

$8.00 LIST

Packed 12 to master carton
Shipping wt. 23 lbs.

Electronic BABY SITTER and TWO-WAY . . . AC-DC INTERCOM

A MUST for juvenile departments. These BRUMBERGER intercoms are professional instruments. They are so sensitive that you can hear a pin drop in a baby's room. As an automatic baby sitter, sick room communications system—or when used between any two points in the home, office, factory or farm . . . they have no equal. Saves time and thousands of strength-consuming steps each day.

#299 AC-DC Intercom Set—includes Master, Remote, 50 feet of wire

#299 ES — Extra Remote Station with 50 feet of wire and special "T" connector

#299 XW 50 50 ft. intercom extension wire with plugs

THE STANDARD OF QUALITY AND VALUE SINCE 1904

Nationally Advertised in PARENTS MAGAZINE, ESQUIRE, CORONET, etc.

BRUMBERGER

NOT JUST **TOYS!** EACH ITEM HAS A PRACTICAL USE

New! Exciting!...Entertaining

Battery powered...Hand operated

=280

8mm. MOVIE PROJECTOR

Imagine! A handsome, completely encased, portable projector with self-contained screen...an operational item, produced with BRUMBERGER's experience and engineering know-how to guarantee its picture projecting quality...at an amazingly low price! Easy to thread, project, focus and rewind. A child can do it!

Fully molded of high-impact styrene, the cover of which opens to act as a separate viewing screen. Precision lens. Powered by 2 "D" batteries (not included). Size: 3½" x 7" x 7".

One roll of exciting film and a take-up reel supplied with each projector.

A wonderful NEW toy, sure to be an outstanding seller for years to come!

$7.95 ea. or $8.00 LIST

Packed 12 to the master carton. Shipping weight 18 lbs.

Write for separate catalog listing hundreds of exciting, low-cost films for the entire family's enjoyment...comedies, cartoons, westerns, etc

FASTEST SELLING, ALL-TIME FAVORITE

Full SIZE! Battery Operated! #212 DIAL PHONE SET

$7.95 retail $8.00 LIST

Packaged 12 sets to the master carton . . . 6 black, 2 red and 2 yellow. Shipping wt. 33 lbs.

Nothing delights children more and teaches them to talk sooner and better than a phone . . . and nobody—but nobody—builds them as well as BRUMBERGER!

Brumberger DIAL PHONES are the clearest, loudest, battery-operated voice transmitters available . . . and they're fully guaranteed to work both indoors and outdoors . . . and from the cellar to the attic. They're molded of tough high-impact styrene.

Attractively packaged in a sales-stimulating display carton – complete with 2 dial phones, communication wire, guarantee and installation instructions. Sets are powered by 4 standard Size D flashlight batteries (not included).

BRUMBERGER

34 Thirty-Fourth Street, Brooklyn 32, N. Y.

BRUMBERGER

presents the

NEW!

MOSLER JUNIOR

SAFE VAULT

with BURGLAR ALARM and real COMBINATION LOCK

#495
#496 *

#494

The world's largest builder of safes and vaults, including the U. S. Gold Storage Vaults at Fort Knox—the Mosler Safe Company — has enthusiastically granted to BRUMBERGER the exclusive use of its name for this outstanding item.

Constructed of heavy gauge steel with a sturdy piano-type hinge . . . this safe is Jimmy-proof (against pint-size borrowers). Each vault is fitted with its own, secret 2-number combination lock . and supplied with 2 drawstring money bags for storing coins and bills.

3 Models and 2 sizes are available. Model #496 has a battery-operated alarm with a secret shut-off A REAL SALES CLINCHER! All vaults are individually packaged in attractive, self-selling corrugated containers. Informative booklet about safes and savings included with each safe

MODEL	SIZE	RETAIL	LIST
#494	4" x 4¾" x 6"	$2.95	$3.00
#495	6" x 7" x 9"	$4.95	$5.00
#496*	6" x 7" x 9"	$5.95	$6.00

*with battery operated alarm. (Battery not included.)

PACKED 12 TO THE MASTER CARTON
Shipping Wt. #494—17 lbs.
#495—38 lbs
#496 40 lbs.

#300

King Size

Mail Box Bank

Heavy-gauge steel replica of the real thing accepts bills in the package drop, coins in the letter slot. Can be emptied through a removable front panel, fitted with a strong lock and key, just like Uncle Sam's own street-corner facilities. Front is decorated with realistic mail pickup notice.

Individually packaged in colorful display carton that can serve as a self-mailer.

Packed 12 to master carton in assorted colors . . . red, blue, post office green. Shipping wt. 22 lbs.

$1.95 retail
$2.00 LIST

BRUMBERGER
34—34th Street • Brooklyn 32, N. Y.

THE VERY BEST!

Telephone AND Bank!

#305

A talk-and-save double purpose toy! Full-size dial turns . . . bell rings . . . hollow handle carries voice to ear.

Molded of tough high-impact styrene. Base contains steel plate with strong steel door, lock and key.

Not the cheapest . . . but the very best! Tops in quality and value! Attractively packaged in a self-mailing carton.

Packed 12 to the master carton in asst. colors . . . red, yellow and black. SHIPPING WT: 16 lbs.

$1.95 retail
$2.00 LIST

FULL 8½" x 7" x 4½" SIZE

NEW PROFITS...NEW EXCITEMENT...NEW BEAUTY...

IN DOLL BODIES'

GREAT LINE FOR '59!

6" to 20" dolls

- UNDRESSED
- DRESSED
- BOXED
- CELLO-PACKED FOR SELF-SERVICE

Most advertised and publicized doll bodies in America!

DOLL BODIES COMPANY

Room 218, 200 Fifth Avenue, New York 10, N. Y.
ALgonquin 5-7206

Doll Bodies on Parade
at the TOY FAIR
FIFTH AVENUE BUILDING
Room #218

Creators of the Doll Body Beautiful

BEAUTIFUL JO-ANN AND HER OVERNIGHT CASE
No. 370

7½" doll with movable arms, legs, sleeping eyes and genuine mohair wig. Removable bra and panty set and her formal dress and raincape. Packed in smart pastel luggage box, 8¼" x 8¼" x 1½", with 6 authentic travel stickers and luggage handle. Packed- 3 doz. to carton

Suggested retail **$1.00**

Pageant of Doll Bodies Beautiful!

#290 - 8" High heel moving eye acetate doll. Mohair wig with rib stand curlized, packed in a heat sealed 15 cc. cello window. Packed 2-3-6-12 doz. to carton

#1120 - 11" tall doll, with moving eyes, molded in virgin acetate and ready to dress. Beautiful mohair wig, styled and set. Movable head, arms and legs. Individually packed in heat sealed cellophane envelope, 2-6 doz. to carton. Durable, pastel doll stand included

#270 - Beautiful 12" teenage doll, with Dorothy wig that can be combed, brushed, curled and set her own favorite way. Has a clear or pink plastic pearl earrings in her right ear. High heel shoes, packed in a colorful 2 color window box. 1 dozen to carton

JO-ANN AND MARY LOU DOLL AND WARDROBE

MARY LOU AND HER COMPLETE WARDROBE KIT
No. 470

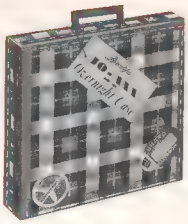
7½" doll with head that turns, arms that move and big blue eyes that blink, eyelashes and genuine mohair wig. Dressed in her own bra and panty set, Mary Lou comes with 5 complete outfits, including some of the following pieces:

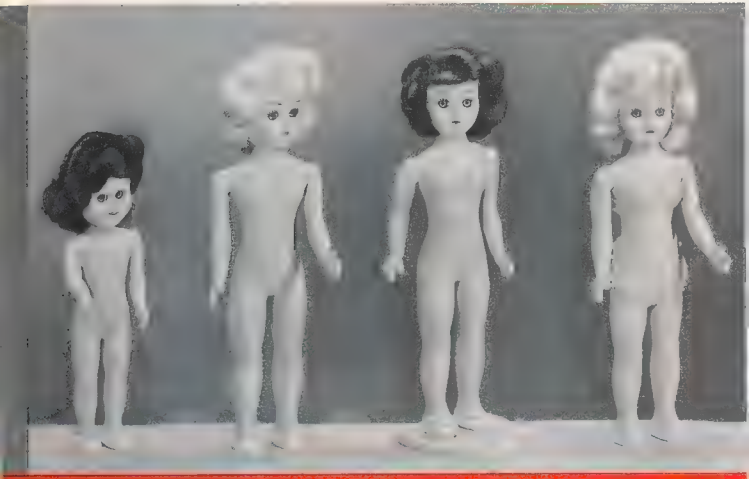
- Blouse changes • Halters
- Bermuda shorts • Nightgown
- Pedal pushers • Rain cape
- TV Lounging pajamas
- Party dresses and other ensembles
- Removable bra and panty set

Packaged in smart plaid luggage box 11½" x 12" x 8¼", with 6 authentic travel stickers and luggage handle. Packed 3 doz. to carton

Suggested retail **$2.00**

#570 — Also available in a Deluxe set at $3.98 retail. Comprised of a slim 12" teen-age doll dressed in a colorful leotard, Dyan, wig, earrings, high heel shoes and 6 complete outfits.





#57 — 6" high, marked in isolation, with moving eyes and genuine mohair wig. Packed in cellophane bag 3 doz. to carton

#75 — 7½" of loveliness with moving eyes, head and arms, complete with a stand made molding permit to dress for your child's room or end. Packed in sealed cellophane envelop. Packed 1 2 5 or 12 dozen to carton

#80 — 7½" tall, with moving eyes, genuine mohair wig. Modern in metallic. Durable pedestal plastic to stand included. Packed in heat-sealed cellophane envelope 3 6 doz. to carton

#200 — 7½" tall, moving blue eyes, genuine mohair wig with her own colorful removable bra and panty set. Modern in metallic. Individually packed in sealed cellophane envelope 3 3 6 doz. to carton

#85 ...7½" tall, with moving eyes and grow-in lashes. Wig. Molded in acetate. Two easy to sew patterns included with a complete 28-page booklet of picture sewing instructions. Packed 3 6 doz. to carton

...ch doll individually carded for self service or packed 2 dozen ...ssorted in each carton. Packed 2 9-12 doz. assortment

#2082 — THE DOLL BODY OF THE YEAR! Beautiful, slim 20" walker with vinyl rooted head, painted toenails and finger nails, has knee action, can s.t, stand and walk. Latest style high heeled doll shoes. Also available in 18" size with flat-heeled shoes, with vinyl rooted head and plastic arms. Packed 1 dozen to carton.

PAINT-A-DOLL KIT

32 DOLLS OF FARAWAY LANDS — ready to paint.

Includes:

- 32 dolls
- 24 stands
- 6 jars of paint
- brush
- glue

#725 Each doll is molded in durable plastic to show all the minute details of the native costumes. It's different! It's exciting! — It's fun! — for Girls and Boys. They'll love creating and painting the colors for the native costumes. An educational instructive kit for the young and adult hobbyist. Colorful plastic bases are included for mounting the painted dolls. Boxed in beautiful full color box, 1 doz. to carton, shipping weight 23 lbs

Suggested retail **$2.98**

DOLL BODIES COMPANY
Room 218, 200 Fifth Avenue, New York 10, N. Y.
Algonquin 5-7206

Check page one of HENRY KATZ section . . .

Tune in . . .

THE NEW BUDDY L *"POLYSTEEL"* TRUCKS AND SCALE MODEL MISSILES

"Polysteel," a combination of moulded plastic and auto-fender steel to create a blend of lightweight, sturdy, authentic true scale model Trucks . . . . . a first by the leader . . . Buddy L.

Plastic

MISSILES

Our engineers have designed a line of operating . . .

- NIKE LAUNCHERS
- BOMARC MISSILES
- RADAR CONTROL PANELS
- DOUBLE NIKE LAUNCHERS

. . . exact in detail, safe and thrilling in operation.

Presented as individual items . . . also combined with Trucks and Combination Sets to make the most exciting Buddy L line ever.

Buddy L

BUDDY L

THE HENRY KATZ ORGANIZATION
Suite 540
200 FIFTH AVE., N.Y., N.Y.

BUDDY 'L' TOYS *Moline Pressed Steel Corp.* EAST MOLINE, ILL.

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WORCESTER

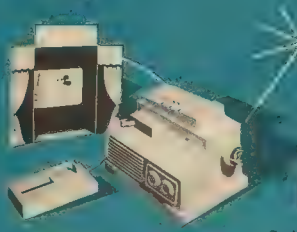
WORCESTER'S POPULAR

CARAFE SETS

★ The HIT of 1958

Now in '59 Worcester offers an even greater line of "Unbreakable Polyethylene" CARAFE SETS to meet your sales demand . . . we have also added the following sets to make Worcester a bigger line than ever . . . *Walt Disney's*

- SLEEPING BEAUTY TEA SET
- CASSEROLE SETS
- BREAKFAST SETS
- PERCOLATOR SETS



WORCESTER'S NEW PROJECTOR

Designed with the realism of top name slide projectors! Equipped with its own film and screen too! A sure sales creator, has appeal on sight.

See our new diversified lines of plastic . . .
• TEA SETS • TOY TELEPHONES • BOWLING SETS
and our newest innovation . . . • MUSICAL INSTRUMENTS

EXCLUSIVE DISTRIBUTION
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DURABLE

UNCLE SAM'S

3 COIN

Register Bank

One of the good "Old Line" toys . . . Has been selling the year around to young and old alike for over 50 years . . .

★ IT RINGS ★ IT ADDS
★ IT LOCKS AND UNLOCKS AUTOMATICALLY EVERY $10

SALES REPRESENTATION
THE HENRY KATZ ORGANIZATION
Suite 540
200 FIFTH AVE., N.Y., N.Y.
INTERNATIONAL

DURABLE TOY & NOVELTY CO., INC.
DIVISION OF WESTERN STAMPING CO. JACKSON, MICH.

* For Catalogs: Check page one of HENRY KATZ section . . .

TOM THUMB

An entirely new concept in styling and engineering . . . .

typewriters

Handy styled with quality features of any adult machine . . . finger-tip spacer, standard keyboards, shift keys, ball-bearing carriage . . . takes standard ½" ribbon . . . see our complete line.

cash registers

New PUSH BUTTON operation, just like professional models . . . Complete new mechanism for better than ever performance . . . plus many other new features.

WESTERN STAMPING CO. JACKSON, MICH.

SALES REPRESENTATION
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WESTERN

INTERNATIONAL
SALES
representation
THE HENRY KATZ ORGANIZATION
SUITE
540
IN THE TOY CENTER
200 FIFTH AVENUE • NEW YORK 10, N. Y.

BAR ZIM

BAR ZIM

the leader in . . .
MUSICAL TOYS
EDUCATIONAL TOYS
ELECTRONIC TOYS

TAP-A-SONG CALLIOPE

CAVALCADE OF SPORTS

ELECTRIC SHUFFLEBOARD

since 1958

we gave
you these
tremendous
hits!

GAME CHEST

HICKORY DICKORY TARGET CLOCK

in 1959

we have an even more
exciting line of hits . . .

ATOMIC SUBMARINE
SATELLITE RACE
TIGER HUNT
ELECTRIC BOWLING
HALLOWEEN TOY
IMAGINEERY

We can't reveal anymore now . . . see the entire line at the toy show.

ALSO AT THE HOTEL NEW YORKER ROOMS 511-512

SALES REPRESENTATION
THE
HENRY KATZ
ORGANIZATION
Suite 540
200 FIFTH AVE., N.Y., N.Y.

BAR ZIM TOY MFG. CO., INC., 930 Newark Ave., Jersey City 6, N. J.

Check page one of HENRY KATZ section . . .

BUDDY L

Functional

PACKAGING

The keynote to successful merchandising is offered to you by Buddy L Steel Toys. One of the country's foremost package designers has collaborated with our engineers to give you the most functional line of toys ever before presented.

BUDDY L WAREHOUSE SET
one of our many newly designed—newly packaged sets. New ideas—great design—see Buddy L in '59.

Buddy L

GMC AUTHORIZED SCALE MODEL TRUCK REPRODUCTIONS

ALL REPRESENTATION
THE HENRY KATZ ORGANIZATION
Suite 540
200 FIFTH AVE., N.Y., N.Y.
INTERNATIONAL

BUDDY 'L' TOYS *Moline Pressed Steel Corp* EAST MOLINE, ILL.

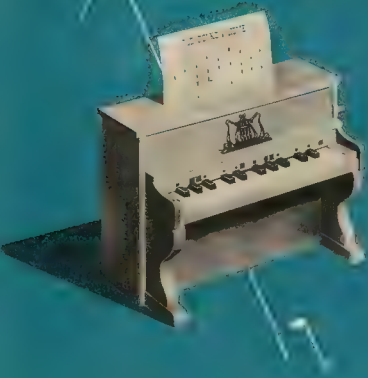
Check page one of HENRY KATZ section . . .

Mello-tone

CHIME PIANOS

ELY

LEADS WITH
2 SENSATIONALLY
DIFFERENT PIANOS
FOR HOURS OF
MUSICAL JOY . . .



PLAYER PIANO

PAT. APPLIED FOR

Two pianos in one . . . a conventional 25 Key Table Model Piano . . . plus a Player Piano operated by a simple crank and punched sheet music

CHORDETTE

PAT. APPLIED FOR

An amazing instrument . . . delightful melody with the right hand . . . harmonious chords with the left hand.

ELY *features in their great line, two new Genuine Philippine Mahogany Pianos — new Toy Chests and Ely's famous "Eye-Ease" Green Chalk Boards with aluminum framing.*

THEO. J. ELY

EXCLUSIVE REPRESENTATION
THE
HENRY KATZ
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Suite 540
200 FIFTH AVE., N.Y., N.Y.

THEO. J. ELY MANUFACTURING COMPANY
GIRARD, ERIE COUNTY, PENNSYLVANIA

Check page one of HENRY KATZ section . . .

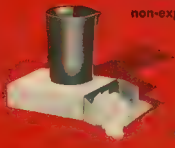
WOODHAVEN

Woodhaven

TAKES TO SPACE

ICBM MISSILE

This Hi-impact Polystyrene Missile will be the rage of Jr. spacemen. Energy pellets send missile 200 to 300 feet from launcher . . . of course it's harmless, non-explosive.



Don't overlook our popular and intriguing **Electronic Twin Train Set.** Beautifully lithographed and mysteriously alluring.

East or West our **Chinese Checker Game and Checkerboard** offers 2 in 1— to play the game, just turn it over.

Another reversible is our **Shuffle Board and Bowling Alley.** A flip-over and "presto" you can play a new game.

THE HENRY KATZ ORGANIZATION
Suite 540
280 FIFTH AVE., N. Y., N.Y.

WOODHAVEN METAL STAMPING CO., Inc.
234 CHESTNUT ST. BROOKLYN 8, N. Y.

For Catalogs: Check page one of HENRY KATZ section . . .

"TOYS THAT MOLD CHARACTER"

SUSY GOOSE

No. 190 — NEW SUSY GOOSE PLASTIC HOUSEKEEPING SET

A pastel beauty of Unbreakable Polyethylene. Streamlined design in blue and pink decor. Completely equipped for the young homemaker — safe — won't mar or damage.

Comes in beautiful new pastel package completely wrapped in sparkling transparent film . . . . *order early!*

ANOTHER FIRST BY

Susy Goose

KIDDIE BRUSH & TOY COMPANY · JONESVILLE, MICHIGAN

THE HENRY KATZ ORGANIZATION
Suite 540
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of HENRY KATZ
section . . .

NEW QUIET RIDER

Springfield®

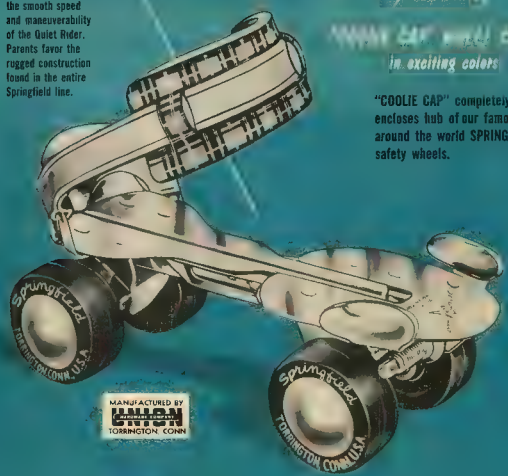
Youngsters like the smooth speed and maneuverability of the Quiet Rider. Parents favor the rugged construction found in the entire Springfield line.

Features

[illegible] CAP [illegible] CAPS

in exciting colors

"COOLIE CAP" completely encloses hub of our famous around the world SPRINGFLITE* safety wheels.



*SPRINGFLITE — an exclusive plastic rubber compound. By far the most advanced non-metal safety wheeled roller skate on the market.

This is one of the many new Springfield roller skates designed for all ages . . . from tiny tots to teen-agers. Ask to see them.

UNION HARDWARE Sealand inc TORRINGTON, CONN.

SPRINGFIELD

SALES REPRESENTATION

INTERNATIONAL

THE HENRY KATZ ORGANIZATION

Suite 540

200 FIFTH AVE., N.Y., N.Y.

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6 FOOT
7 FOOT
8 FOOT

GREATEST LINE EVER

ALL SIZES

PROMOTIONAL POOL TABLES

C. G. Wood has a tremendous line of full standard size, deluxe quality pool tables to fit into any promotional plan.

Fascinating

BUMPER POOL TABLE

Young pool enthusiasts take to this unusual sport of skill—a sure fire sales getter.

A must to see

Our "Modern Miss" laundry sets are greater than ever this season . . .

C. G. WOOD CO. GIRARD, PA.

THE HENRY KATZ ORGANIZATION
Suite 540
200 FIFTH AVE., N. Y., N. Y.

C. G. WOOD

It all happened 50 YEARS AGO

This year, 1959, marks the Golden Anniversary of The A. C. Gilbert Company. Just fifty years ago A. C. Gilbert, newly graduated from Yale's Medical School and holding an Olympic pole vaulting championship, established a small magic manufacturing business in Westville, Conn., a suburb of New Haven. Half-a-century later the business was to become one of the largest toy companies in the world and the leader in producing science sets and electric trains.

What kind of a year was this memorable one, 1909? Certainly an interesting and historic one. That was the year Peary discovered the North Pole and Orville Wright flew 40 mph at Ft. Myer, Va., carrying two persons. (Later that year he was to climb to 1,637 feet and establish a new record.) A Mora 1909 light 4-cylinder car which (according to an ad) "supplies distinctive demand" could be had for $1,850.00 while men's fancy overcoats went for $14.75 each. A Premier "45" 6-cylinder car ("Good as it Looks and it Looks Mighty Good") sold for $3,500. Pearl Harbor was chosen as the U.S. Pacific Naval Base and an 81-day cruise to South America cost $350.00. Notre Dame continued its 42 game win streak and scored 209 points to opponents' zero. Ty Cobb, Honus Wagner, Eddie Collins and Frank Chance were tearing the baseball diamond apart and the World Series was only 5 years old. Women's hosiery cost 15¢ (regularly 25¢), the S. S. Mauretania crossed the Atlantic in 4 days, 18 hours and the 3rd Avenue El in New York installed nickel turnstiles.

1909 Flying a fragile machine of wood and fabric, Frenchman Blériot crosses English Channel, a feat never before attempted.

1909 One of the world's wonders, this mammoth span of steel connecting Brooklyn to New York City, nears completion.

1909 Horsepower 30. Top speed 50 mph. And all for $1,250. No charge for fitting

Of like a thoroughbred as soon as you open the throttle. Quiet, smooth-running, powerful—in every way (except price-higness) the equal of the most costly c
Four-Cylinder REO
That sounds a little strong, but we mean it exactly that. An easily handled car requiring little repairs, less—the light weight and simple construction of the Reo are of enormous advantage

1909 In this modest building was started The A. C. Gilbert Company, then called the Mysto Manufacturing Company, in Westville, Conn

1909 "Ladies Only" subway car proved unpopular—probably with the men—when it was tried out on New York's Hudson & Manhattan line.

PULL-MOR POWER!

AMERICAN FLYER

"Hotshot"

No. 20505

$24.98

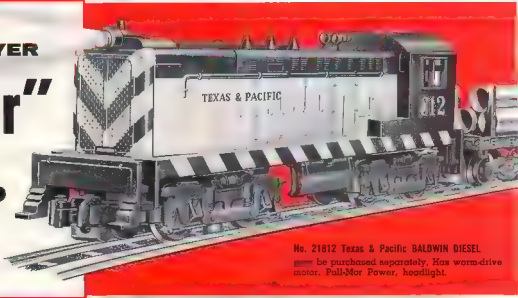
No. 21156 "DOCKSIDER"
Locomotive may be bought separately, if desired.

AMERICAN FLYER

"Rambler"

No. 20510

$29.98



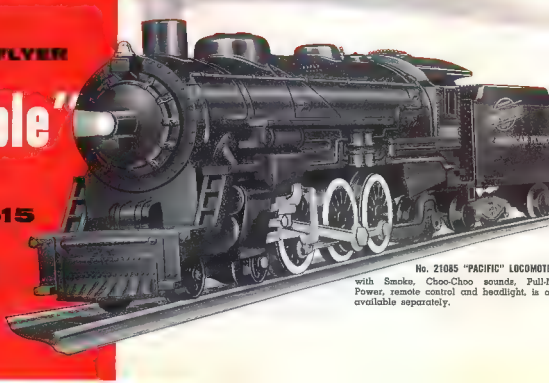
No. 21812 Texas & Pacific BALDWIN DIESEL
may be purchased separately. Has worm-drive motor. Pull-Mor Power, headlight.

AMERICAN FLYER

"Reliable"

No. 20515

$37.50



No. 21085 "PACIFIC" LOCOMOTI
with Smoke, Choo-Choo sounds, Pull-
Power, remote control and headlight, is a
available separately.

"The Bankers"

American Flyer's Authen

No. 20520

$44.98

PANTOGRAPHS
Lower and Raise!

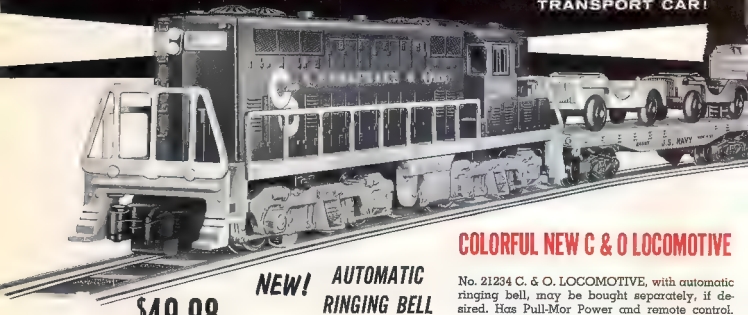
No. 21573 NEW HAVEN ELECTRIC LOCOMOTIVE, with operating pantographs, Pull-Mor Power, remote control and headlight, may also be purchased separately, if desired.

"The Defender"

No. 20525

America's Train of Tomorrow!

NEW! **JEEP TRANSPORT CAR!**



$49.98

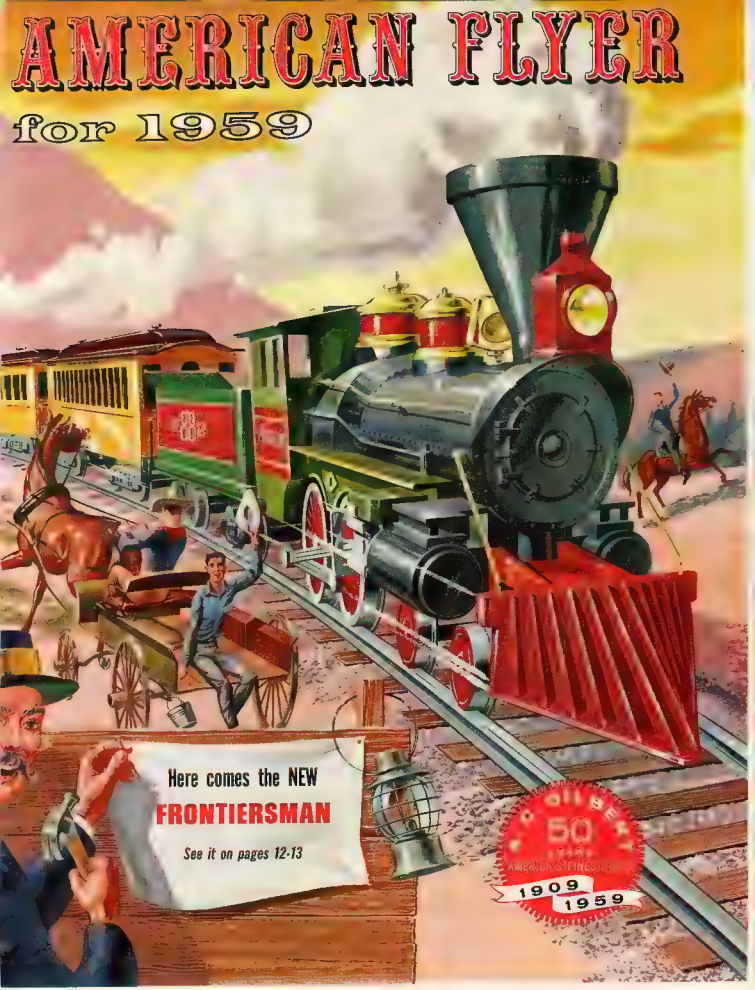
NEW! ***AUTOMATIC RINGING BELL***

COLORFUL NEW C & O LOCOMOTIVE

No. 21234 C. & O. LOCOMOTIVE, with automatic ringing bell, may be bought separately, if desired. Has Pull-Mor Power and remote control.

AMERICAN FLYER

for 1959



REAL SMOKE and CHOO-CHOO SOUNDS!

No. 21130 "HUDSON" LOCOMOTIVE, with real Smoke, Choo-Choo sounds and Pull-Mar Power, can be bought separately, if desired.

$57.50

AMERICAN FLYER No. 20530

"Night Hawk"

NEW! DIESEL BELL RINGS AUTOMATICALLY WHEN TRAIN ENTERS OR LEAVES STATION!

No. 21925 UNION PACIFIC DIESEL LOCOMOTIVE, with automatic ringing bell and Pull-Mar Power, is packed with the "Pony Express" outfit, but may be purchased separately, if desired.

TWO MOTORS!

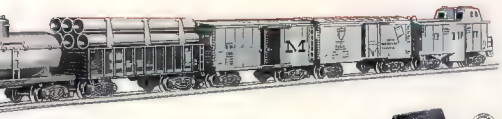
AMERICAN FLYER No. 20535

"Pony Express"

$67.50

THE ALL-NEW TRAIN

PULL-MOR POWER . . . REMOTE CONTROL!



No. 20530 "NIGHT HAWK" FREIGHT

One of the mightiest steam locomotives in the American Flyer roundhouse is this giant New York Central "Hudson" steamer that puffs real Smoke, has Choo-Choo sound effects and Pull-Mor Power. Trailing behind are six colorful, scale model freights: new Christmas tree car, Mobilgas Tank car, Pipe Car, B&M Box Car, American Reefer and de luxe Caboose. 16 track sections and 50-watt UL transformer complete this great train outfit.

50-WATT TRANSFORMER, with built-in Circuit Breaker to guard against shorts and burn-outs, is included with the "Night Hawk" train. UL and CSA approved.

'Night Hawk' Freight Includes:

	LIST PRICE
Hudson Locomotive & Tender	$35.00
Christmas Tree Car	4.98
Mobilgas Car	4.50
C & O Pipe Car	3.98
B & M Box	4.98
American Reefer	4.98
Deluxe Caboose—Illum.	5.98
Remote Control Uncoupler	3.98
50 Watt Transformer	8.98
12 Sec. Curve Track @ .30	3.60
4 Sec. Straight Track @ .30	1.20
Track Terminal	.25
If purchased separately	**$82.41**
CATALOG PRICE	**$57.50**

Powered by the Massive N. Y. Central "Hudson" Locomotive!

A. C. GILBERT 50 YEARS AMERICA'S FINEST TOYS 1909 1959

All Cars with Interior Lighting!

No. 20535 "PONY EXPRESS" LIMITED

Way back when the West was wild and men carried six shooters, the famous mail-toting Pony Express piled up a reputation for unparalleled speed. This rugged American Flyer passenger limited carries on the great tradition. With its worm-drive motor and rugged Pull-Mor Power, the big yellow-red-and-gray Union Pacific Alco Diesel that hauls this combine climbs grades like a streak. All cars illuminated. Set has 18 track sections and 100-watt transformer.

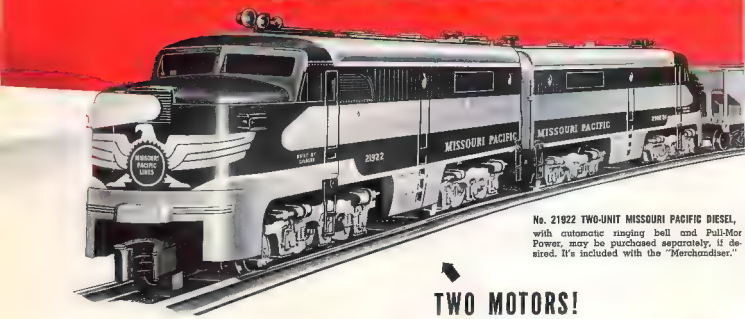
100-WATT TRANSFORMER, with built-in circuit breaker to protect against shorts, burn-outs and over-loads, is included with the "Pony Express."

'Pony Express' Limited Includes:

	LIST PRICE
Union Pacific— 2 Unit Locomotive	$40.00
U.P. Baggage Car—Illum.	6.98
U.P. Coach Car—Illum.	6.98
U.P. Vista Dome—Illum.	7.98
U.P. Observation—Illum.	7.98
Remote Control Uncoupler	3.98
100 Watt Transformer	11.98
12 Sec. Curve Track @ .30	3.60
6 Sec. Straight Track @ .30	1.80
Track Terminal	.25
If purchased separately	**$91.53**
CATALOG PRICE	**$67.50**

in Union Pacific Yellow-Red-Gray!

Two Spectacular AMERICAN FLYE



No. 21922 TWO-UNIT MISSOURI PACIFIC DIESEL, with automatic ringing bell and Pull-Mor Power, may be purchased separately, if desired. It's included with the "Merchandiser."

TWO MOTORS!

$67.50 **AMERICAN FLYER No. 20540** **"Merchandiser"**

No. 21140 UNION PACIFIC LOCOMOTIVE, with Smoke and Choo-Choo sound effects, may be purchased separately, if desired.

$72.50 **AMERICAN FLYER No. 20545** **"Pathfinder"**

AMERICAN FLYER

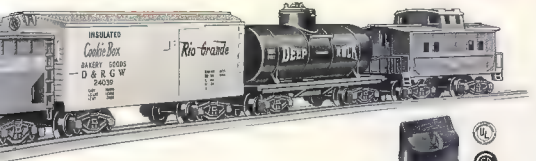
Puffing and Rumbling Down the Rails
of Western History Comes the . . .

"FRONTIERSMAN"

REMOTE CONTROL!

COUPLERS FRONT AND REAR!

NEW DEEP ROCK TANK CAR!



No. 20505 AMERICAN FLYER "HOTSHOT"

The mighty little powerhouse that heads up this freight set has plenty of what it takes to handle any assignment — with speed and dispatch. Highly detailed 0-6-0 loco has Pull-Mor Power for long hauls and steep climbs. Cars include new Deep Rock Tank, Western Maryland Hopper, Rio Grande Box and red Caboose. Set has 40-watt Transformer and 12 track sections with uncoupler.

40-WATT TRANSFORMER,
approved by UL and CSA, is included with the Dockside freight.

Dockside Freight Includes:

	LIST PRICE
Dockside Switcher Locomotive	$15.00
Western Maryland Hopper	3.50
D&R GW Cookie Box	4.50
Deep Rock Tank Car	4.98
Caboose	4.98
Uncoupler	2.00
40 Watt Transformer	6.98
12 Sec. Curve Track @ .30	3.60
Track Terminal	.25
If purchased separately	**$45.79**
CATALOG PRICE	**$24.98**

No. 20510 "RAMBLER" FREIGHT SET

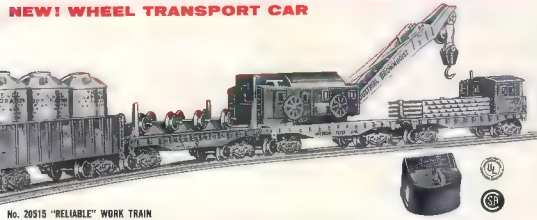
Brand new freight set, with a striking new design for the rugged Baldwin Diesel that powers it. Bold orange-and-black colors are patterned after Texas & Pacific R.R. markings to provide authentic appearance. Loco has headlight, Pull-Mor Power, front-and-rear couplers; rolling stock includes Pipe Car, new Great Northern Box, Gulf Tank and "radio equipped" Caboose with yellow and silver markings. Has 12 track sections and 40-watt Transformer.

40-WATT TRANSFORMER,
with both fixed and variable voltages, is packed with The Rambler.

Rambler Freight Includes:

	LIST PRICE
Baldwin Diesel Locomotive	$17.50
NH Pipe Car	3.50
Great Northern Box	4.50
Gulf Tank	4.50
Caboose	4.98
Uncoupler	2.00
12 Sec. Curve Track @ .30	3.60
40 Watt Transformer	6.98
Track Terminal	.25
If purchased separately	**$47.81**
CATALOG PRICE	**$29.98**

NEW! WHEEL TRANSPORT CAR



No. 20515 "RELIABLE" WORK TRAIN

Loaded with play value and big-selling features! 4-6-2 Locomotive puffs real Smoke and gives off Choo-Choo sounds. Worm drive motor and Pull-Mor Power provide extra speed and grade-climbing ability. Cars include Container Gondola, Rock Island Wheel Transport car, action Crane Car and Work & Boom Car. Outfit has 14 track sections and powerful transformer.

TRANSFORMER,
with 40-watt rating, is included with the Reliable train outfit. UL and CSA approved.

Reliable' Work Train Includes:

	LIST PRICE
Pacific Locomotive & Tender	$22.50
D & H Container Car	3.98
Wheel Transport Car	4.98
Crane Car	6.98
Work & Boom	4.98
Uncoupler	2.00
40 Watt Transformer	6.98
12 Sec. Curve Track @ .30	3.60
2 Sec. Straight Track @ .30	.60
Track Terminal	.25
If purchased separately	**$56.85**
CATALOG PRICE	**$37.50**

A. C. GILBERT
AMERICA'S FINEST TOYS
1909 1959

eplica of a Crack Express Train!

ALL CARS ILLUMINATED!

'Bankers' Passenger Express Includes:

	LIST PRICE
NH Electric Locomotive	$25.00
NH Baggage—Illum.	6.98
NH Vista Dome—Illum.	7.98
NH Observation—Illum.	7.98
Uncoupler	2.00
50 Watt Transformer	8.98
12 Sec. Curve Track @ .30	3.60
2 Sec. Straight Track @ .30	.60
Track Terminal	.25
If purchased separately	**$63.37**
CATALOG PRICE	**$44.98**

No. 20520 "BANKERS" PASSENGER EXPRESS

Watch the excitement when this colorful streamlined beauty flashes by, pulling its brightly-lighted cars up grades and along straightaways with ease. New Haven R.R. electric locomotive has real operating pantographs, headlight and remote control starting, stopping and reversing. Passenger cars include scale model Baggage & Club, Vista Dome and Observation. Outfit packed with 14 track sections and 50-watt Transformer.

PULL-MOR POWER

REMOTE CONTROL

50-WATT TRANSFORMER, with built-in circuit breaker to protect against shorts and burn-outs, is packed with The Bankers. UL and CSA approved.

NEW! COMBINATION ROCKET LAUNCHER AND DETONATOR CARS!

HERE'S THE COUNT-DOWN SEQUENCE:

4. Load detonator cans.
3. Secure detonator cables.
2. Prepare rocket for firing.
1. Check electronic controls.

Zero — Fire!

A. C. GILBERT 50 YEARS AMERICA'S FINEST TOYS 1909 1959

The 'Defender' Train Includes:

	LIST PRICE
GP-7 Locomotive	$25.00
Jeep Transport	4.98
Detonator Car	8.98
Rocket Launcher Car	7.98
Floodlight Car	5.98
Caboose	4.98
Remote Control Uncoupler	3.98
50 Watt Transformer	8.98
12 Sec. Curve Track @ .30	3.60
4 Sec. Straight Track @ .30	1.20
Track Terminal	.25
If purchased separately	**$75.91**
CATALOG PRICE	**$49.98**

No. 20525 "DEFENDER" ROCKET TRAIN

Most exciting train ever built and as new as the latest space missile! Rocket car and Detonator car provide real Cape Canaveral count-down action; each one packed with hours of interesting play value. Chesapeake & Ohio locomotive features automatic clanging bell that's geared to train speed. New Jeep Transport carries two removable jeeps. Searchlight Car and Caboose complete this big value train. 16 track sections and 50-watt Transformer complete the outfit.

50-WATT TRANSFORMER, with built-in circuit breaker to protect against shorts and overloads, is included with train. UL and CSA approved.

reights . . . each with 3 NEW CARS!

NEW C&EI HOPPER!

NEW BAKER'S CHOCOLATE TANK CAR!

NEW PIG PALACE STOCK CAR!

No. 20540 "MERCHANDISER" FREIGHT

Even the pigs travel in style on this dazzling freight speedster that makes child's play of even long car hauls! From its Missouri Pacific locomotive with automatic ringing bell to its de luxe illuminated caboose, this freight is truly a giant of the rails. Locomotive has rugged Pull-Mor Power and remote control; cars feature new Central & Eastern Illinois hopper, Baker's Chocolate Tank car and that remarkable haven for pedigreed sows: the new Pig Palace Stock Car. 20 track sections and 100-watt Transformer complete the set.

FEATURING . . . Automatic Diesel Ringing Bell: clangs when Locomotive Enters and Leaves Station!

POWERFUL TRANSFORMER, with 100-watt rating, has built-in circuit breaker to guard against burn-outs and shorts. It's packed with the "Merchandiser"

'Merchandiser' Freight Includes:

	LIST PRICE
Missouri Pacific— 2 Unit Locomotive	$40.00
C & El Hopper	3.50
NH Box	4.98
Bakers Chocolate Tank	4.98
U.P. Long Hopper	3.50
Northern Pac. "Pig Palace"	4.98
Wabash Hopper	3.50
Deluxe Caboose—Illum.	5.98
Remote Control Uncoupler	3.98
100 Watt Transformer	11.98
12 Sec. Curve Track @ .30	3.60
8 Sec. Straight Track @ .30	2.40
Track Terminal	.25
If purchased separately	$93.63
CATALOG PRICE	$67.50

REAL SMOKE and CHOO-CHOO SOUNDS!

PULL-MOR POWER . . . REMOTE CONTROL!

NEW JEEP TRANSPORT CAR!

NEW HOOKER CHEMICAL CAR!

NEW MINN. & ST. LOUIS BOX CAR!

No. 20545

When this mammoth freight moves out of the yards, with real smoke puffing from the stack of the 4-8-4 Union Pacific locomotive and her wheels churning, you've got steam railroading at its best! In addition to smoke, the giant "Northern" type loco has Choo-Choo sounds, Pull-Mor Power, remote control starting and stopping . . . plus piercing headlight. In the freight drag are three new cars: Jeep Transport, Hooker Chemical Car and Minn. & St. Louis Box Car. A train to provide years of fun! Outfit includes 100-watt transformer and 20 track sections.

100-WATT TRANSFORMER, powerful enough to handle train and additional accessories, is included with the "Pathfinder." Has built-in circuit breaker to guard against "shorts."

The 'Pathfinder' Freight Includes:

	LIST PRICE
Union Pacific 4-8-4 Steam Locomotive	$40.00
U.P. Stock Car	4.98
Jersey Central Cement	3.98
State of Maine Box	4.98
Jeep Transport	4.98
Hooker Chemical Tank	4.98
Southern Gondola	3.98
M & STL Box	4.98
Deluxe Caboose—Illum.	5.98
Remote Control Uncoupler	3.98
100 Watt Transformer	11.98
12 Sec. Curve Track @ .30	3.60
8 Sec. Straight Track @ .30	2.40
Track Terminal	.25
If purchased separately	$101.05
CATALOG PRICE	$ 72.50

American Flyer COMPLETE MARKET COVERAGE

WITH THE TOP LINE FOR '59!

Most compact train line in American Flyer history makes it:

EASIER *to buy*
EASIER *to sell*
EASIER *to distribute*
EASIER *to stock*

STOCK THE BIG 7
- TRAIN
- TRACK
- TRANSFORMER

INCLUDED IN ALL 9 SETS!

SELL THE BIG 3
1. 2 RAIL TRACK
2. REAL SMOKE & CHOO-CHOO SOUNDS
3. PULL-MOR POWER

Just One Gauge to Buy!

Don't be saddled with extra inventory and stock control problems . . . buy the ONE GAUGE line!

REMEMBER... where there's smoke, there's FLYER!

Now Famous

A & H DOLL

quality & styling in

BIG DOLLS,

too!

From 6" to 26"

A&H . . . your single, complete doll source with the addition of a full line of large vinyl dolls. And, of course, there are the Marcie Dolls . . . Donna Dolls . . . Gigi and Gigi's Li'l Sister . . . Gigi's Carousel Wardrobe . . . and many exciting new promotional doll packages!

SEE THEM DURING TOY FAIR
McAlpin Hotel • Suite 567-9

A&H DOLL MFG. CORP.
200 FIFTH AVE., N.Y. 10, N.Y.
ORegon 5-2935

PLANT: 43-12 50th St.
Woodside, N.Y.

Our NEW Showroom
ROOM 457

Skil Craft

WORLD OF SCIENCE

FIRST
FIRST

with the amazing

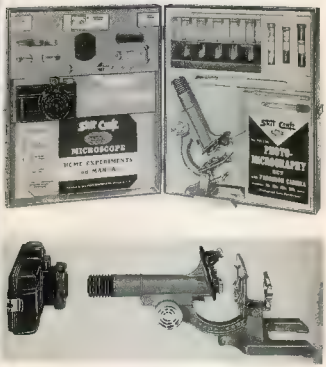
BINOCULAR MICROSCOPE

again with the newest development in the field of science

PHOTO-MICROGRAPHY

Be sure to see this outstanding creation

ROOM 1171
FIFTH AVE. BLDG.
during the
AMERICAN TOY FAIR
MARCH 9-14



SKIL-CRAFT CORPORATION

Manufacturers of WORLD OF SCIENCE and HANDY ANDY PRODUCTS

325 W. HURON STREET, CHICAGO 10, ILL.

!
ARTISTIC MEANS BUSINESS ...for you
Remember those "best" sellers for '58? . . . You'll see this year's "best" numbers again . . . when you visit the Toy Fair! Artistic's stuffed animals and novelties are cute, lovable, and salable . . . Remember, Artistic means business for you!
see the TERRIFIC Artistic Toy line
AT THE TOY FAIR HOTEL SHERATON-McALPIN ROOMS 420-422-425
Artistic TOY COMPANY
3RD & CAMBRIA STS., PHILADELPHIA

"Aerodynamic Look" Featured In Ross Bicycle Line for '59

In one of its most dramatic style changes in many years, Chain Bike Corporation, 350 Beach 79th Street, Rockaway Beach, N. Y., manufacturers of Ross American-made bicycles, is featuring the "Aerodynamic Look" as the theme for its 1959 line

This year's Ross bicycles are said to present a new dimension in bicycle design. "Aerodynamic Styling," new four-bar frames, "Jet Wing" luggage carriers, and many new features and models will be shown for the first time at the Hotel McAlpin, rooms 1061-3-5, during the Toy Fair

Amongst the many new models presented will be 16", 20", 24" and 26" bicycles "priced to compete and beat imported competition." In addition to the many promotionally-priced models, the Ross bicycle line will include a complete range of step-up and deluxe models in all sizes

The new "Jet Wing" rear luggage carrier is designed especially to complement the new frame design. All models are finished in flamboyant colors with the new permanent high-lustre finish now featured on 1959 automobiles

Newly designed chain guards, front spring clip carriers, lamps and attractive multicolored saddles will be featured on many models.

Aside from the new frame, design which will be incorporated on 20", 24" and 26" models, the Custom Deluxe Tank Model with double-bar frame and the Super Starflite Gear Shift Sports Tourist with three-speed Sturmey Archer TCW gear will help round out Chain Bike Corporation's complete line.

A complete line of large chrome lamps, twin chrome lights, horn light combinations and deluxe lamps and new saddles will also highlight the new models.

LIBERTY DISTRIBUTORS NAME VEREEN MANAGING DIRECTOR

Robert C. Vereen, managing editor of 'Hardware Retailer' magazine, published by the National Retail Hardware Association, Indianapolis, has been selected as the new managing director of Liberty Distributors, Philadelphia. He assumes his new duties March 1.

Liberty Distributors is a voluntary association of 23 hardware-housewares wholesalers (many of them active in the Billy and Ruth Program) who service virtually every state in the nation. Their combined wholesale sales volume exceeds $250 million. Sales volume of their retail customers approaches one-third of a billion dollars—better than one-tenth of the entire $3 billion hardware market.

Robert C. Vereen

Since the death last fall of William George Steltz, Sr., late president of Supplee-Biddle-Steltz Company, Philadelphia, who was the long-time leader of Liberty Distributors, the group has been functioning without a managing director. After Mr. Steltz' death, an executive committee was appointed to direct the group's activities, with its first job being the selection of a new managing director. The executive committee will continue to function as a permanent governing body.

In selecting Mr. Vereen, Liberty Distributors made it clear that greater emphasis is going to be placed on merchandising and promotional programs so that retail customers of Liberty wholesalers will be better equipped to meet the challenge of other types of outlets.

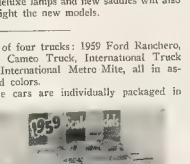
NEW TRU-MINIATURE CARTON FOLDS BACK TO FORM DISPLAY

Assortments of 1959 Tru-Miniatures will now be shipped in attractive display cartons. The shipper folds back easily and quickly on scored lines to form a colorful and commanding display, already stocked with 24 assorted model cars or trucks. It requires little more than a square foot of counter space.

The carton is designed for utmost attention with alternating red and dark-red stripes. As models are purchased and taken out of the shipper, the wide stripes form an arrow to call further attention to the remaining cars. Thus the display remains continually effective as a sales stimulant.

Two new Product Miniature assortments will be shipped in the display. The #103 Car Assortment contains four models each of the 1959 Ford Stations Wagon, Volkswagen, Chev Sedan, Chev Corvette, Fire Chief with siren and City Police with siren. Assortment #104 contains six models each of four trucks: 1959 Ford Ranchero, Chev Cameo Truck, International Truck and International Metro Mite, all in assorted colors.

The cars are individually packaged in



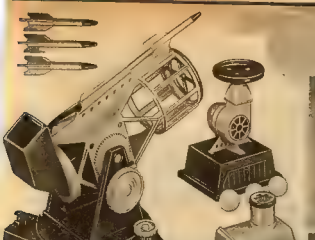
protective poly bags with a colorful self-sell, hole-punched header. They are available either pre-priced at 98c or without price. Models are authentic in every detail and feature powerful friction motors.

SHRIER EXPORT DISTRIBUTOR FOR IDEAL TOY CORPORATION

Henry L. Shrier has been appointed export distributor for the Ideal Toy Corporation and its affiliate in the housewares business, Idealware, Inc., it has been announced by David Rosenstein, president.

Mr. Shrier will make his headquarters at 160-16 Jamaica Avenue, Jamaica, L. I., N. Y., and will be exclusively responsible for the international sales of Ideal's products

For 13 years, Mr. Shrier was associated with Ideal in an executive capacity. He was product manager of Ideal's stuffed animal and doll division for four years. Prior to that, he was president of Artoys, Inc., a subsidiary of Ideal specializing in wooden toys and pools



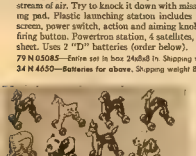
Repel the Invaders

New Electronic Satellite Interceptor

Battery-operated motor keeps plastic satellite suspended in jet stream of air. Try to knock it down with missiles fired from launching pad. Plastic launching station includes sighting and tracking screen, power switch, action and aiming knobs, and remote control firing button. Powertron station, 4 satellites, 3 missiles, instruction sheet. Uses 2 "D" batteries (order below).

79 N 05085—*Entire set in box 24x8x8 in. Shipping weight 3 lbs.* . . . **$6.99**

34 N 4650—**Batteries for above.** *Shipping weight 8 ounces* . . . . **2 for 33c**



Stocking Fillers

Fun-on-Wheel Toys. 2 in. plastic figures on rubber wheels. Include Dumbo, Lady, others. Set of 8. Wt. 1 lb.

49 N 5139 . . . . **$1.49**

Take Apart Plastic Puzzle Toys. Tank, jeep, truck, locomotive, hot rod . . parts color keyed. Weight 1 lb. 8 oz.

49 N 5140 . . . **$2.99**

Two-Way Walkie-Talkie

1 Looks like the type used by the marines. Operates electro-magnetically . . adds realism to "battle play". Talk to fellow soldier up to 25 feet away . . send and receive commands. Set includes two plastic sender-receivers, 25 feet of insulated conductor wire.

49 N 5091—*Shipping weight 1 pound.* **$2.79**

Overnight Maneuvers Kit

3 When your junior-size marine goes on an overnight "patrol" this set makes an ideal companion. Sleeping bag of water-repellent taffed plastic, helmet with camouflage net, canteen, and mess kit with knife, fork, spoon . . all plastic.

49 N 5079—*Shpg. wt. 2 lbs. 8 oz.* **$5.79**

Firebird "99" Auto Dashboard

2 Insert key . . wipers swish . . signals blink . . . speedometer accelerates. Blow horn. Glove compartment opens. Made of sturdy, colorful plastic. Uses 2 batteries . order below.

49 N 5080—*13 in. wide. Wt. 3 lbs. 2 oz.* . . . **$6.89**

34 N 4630—**Batteries.** *Shpg. wt. 8 oz.* . . . . **2 for 33c**

Satellite Launcher Set

4 Includes launcher gun that fires flying saucers (3 incl.) up to 50 feet in the air . . all plastic; two Dart 'n Skeet guns that launch target saucers and shoot darts . . 6 harmless darts, 6 saucer targets.

49 N 5097 *Shipping wt. 10 oz.* **$1.89**

Young "soda fountain owners" love dispensing their own refreshments

Electric Corn Popper, Vendor

Heat-proof glass top on popper to show corn popping. Empty popped corn into dispenser by tilting hinged corn popper . . plastic bowls fill from dispenser's vending spout. Aluminum popping pan, red and white steel dispenser with shelf inside for storing bowls, etc. 4 plastic bowls, supply of popcorn, recipes. UL approved 110-120 volt, 60-cycle AC.

49 N 1865 *12x9x17 in. Wt. 10 lbs.* **$8.89**

Toy Soda-Pop Fountain

Now "the neighborhood gang" can have their favorite form of refreshment in regular drugstore style. Fountain holds contents of three 9 oz. pop bottles . . dispenses by pressing any one of 3 pumps. 6 plastic cups, 3 ice cream compartments with lids. Flavor name inserts for each pump. Made of red and white high-impact plastic . . 8¾x10¾x10¾ in. high.

49 N 1805—*Shpg. wt. 3 lbs. 12 oz.* . . **$3.99**

Coca-Cola Dispenser

Dispenses this famous soft drink so easily a child can operate it. Holds regular size bottle . . up to 9 ounces. Liquid pours freely at a pull of the handle. Bottle easy to insert, designed so perfect cleanliness is assured. Four small 2-inch plastic glasses. Red and white plastic dispenser 6x9x10 inches. Youngsters will love playing "soda jerk" for the neighborhood.

49 N 1819 *Shipping wt. 3 lbs.* . . . **$2.84**

"Coin-operated" Dispenser

Place play coin in slot . . put glass under opening and press button. Machine lights up, pours drink, shuts off. Uses whatever liquid is inside of tank. Sturdy steel and plastic . . 5x7x9¼ in. high. 3 plastic glasses and "coins" included. Uses 2 batteries . . order below

49 N 1880—*Shipping wt. 2 lbs.* **$3.98**

34 N 4650—**Batteries.** *Wt. 8 oz.* . . *2 for 33c*

Broadcast your own talent show; be a disc jockey, sports announcer

Electronic microphone and loudspeaker set . . hours of creative fun. Transmits and amplifies sound by means of 4 "C" cell batteries (not included). Aluminum mike stand adjusts from 10 in. to 45 in. Use on floor or table. Plastic mike, amplifier, cord.
49 N 5142—Shpg. wt. 2 lbs. $8.98
34 N 4659—Batteries for above. Shipping weight for four, 8 oz. . . . . 4 for 64c

Test your skill . . try the Coney Island

Penny Arcade Machine

Including prizes

$9.99

Put a penny in the slot, push slot in and watch turntable rotate by motor. Maneuver bucket claw by remote control to get a toy—but hurry, because automatic timer gives you only seconds to select your toy. When toy is chosen, use remote control levers to move claw to trap door. Drop toy down, it rolls out in front. Penny can be recovered. Mammoth bag of prizes included. Machine is molded of high-impact plastic, 15¾x10½x13 in. high. Operates on 2 "D" batteries (not included).
79 N 05081 Shipping weight 3 lbs. $9.99
34 N 4650—Batteries for above. Shpg. wt. 8 oz.. 2 for 33c

Mr. Joggi and His Auto

Runs straight up, down, sideways, upside-down, around square corners, on any smooth, non-porous concave or convex surface. Sturdy plastic.
49 N 5061—6 in. long. Wt 8 oz.. . .87c

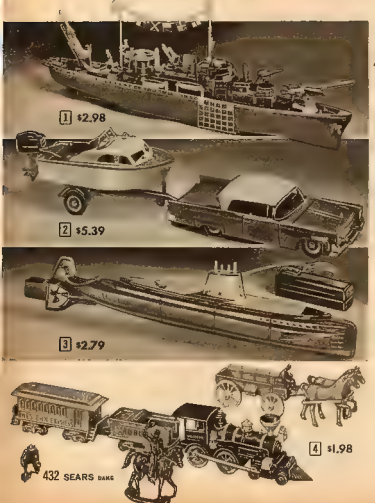
Little Orby

He's a happy-faced space-age critter! Defies gravity as he climbs walls, mirrors, or smooth, non-porous surfaces. 5 in. long.
49 N 4805—Plastic. Shpg. wt. 8 oz.. .87c

Waldo and Albert

It's baffling! They drink for days and days without stopping . . no springs or wires; simply fill plastic bowl, the water keeps them going. Both 7¼ in. high.
49 N 4853—Shpg. wt. 12 oz. Set of 2, $1.79

Ship Ahoy! .. Seaworthy Boats for young sailors



1 Plastic Atomic Cruiser. Floats, rolls. Shell-shooting gun rotates, elevates, depresses; pom pom gun has launchers for its satellite, NIKE, 3 rockets; detachable play depth charges; anti-aircraft guns, signal flags; landing net; 2 military vehicles, lifeboats; crew. 26½x10½x3½ in. overall.
79 N 05073—Shpg. wt. 3 lbs. $2.98

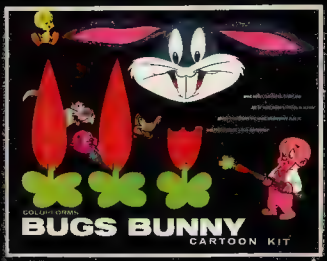
2 3-pc. Weekend Skipper Set. Lincoln Continental, sturdymetal with uncoupling plastic trailer. Unsinkable, high impact styrene cabin cruiser; electric, detachable outboard motor, ON OFF lever. Operates on 2 "C" batteries (not incl.). Set 23 in. overall.
49 N 5146—Shpg. wt. 1 lb. 12 oz. $5.39
34 N 4659—Batteries. Wt. 4 oz.. 2 for 33c

3 Diving Submarine. Replica of the "Nautilus." Push remote control button on battery case, see it dive—push another button, it surfaces, conning tower lights up. Lithographed metal. Uses 2 size "D" batteries (not incl.). 14¾x3¾ in. high
49 N 5144—Shpg. wt. 1 lb. 4 oz.. . $2.79
34 N 4650—Batteries. Wt. 8 oz. 2 for 33c

4 Western Train and Wagon Set. 20-in. train including locomotive, tender, passenger car—authentically detailed; western wagon and team, 9 in. long, can be assembled; horse, 4 in. high, with mountable rider; cowboy in action pose, 3 in. high. All of unbreakable rubber-like vinyl.
49 N 5145—Shpg. wt. 1 lb. 6 oz.. . . $1.98

5 Car Ferry. It floats, it rolls on wheels. Carries 18 assorted vehicles: station wagons, convertibles, trucks, all on moving wheels. Retractable ramps fore and aft slide in and out of ferry. Lock gates on deck. 4 life boats. All unbreakable polyethylene. 17½x3½x4½ in. high
49 N 5141—Shpg. wt. 2 lbs. 2 oz. $2.89

6 Smoky Tugboat with steering rudder. Smoke actually puffs from stack, boat makes "chug-chug" sound as it plows through the water. Powerfully propelled Operates on 2 "D" batteries (not included). Beautifully lithographed metal. 12x6x4 in.
49 N 5095—Shpg. wt 1 lb. 8 oz.. . .$3.79
34 N 4650—Batteries. Wt. 8 oz..2 for 33c



Bugs Bunny

Colorforms
Air Cadet Training Planes

other NEW COLORFORMS

TOYS WITH BUILT-IN SELLING POWER

The movie, comic strip and TV adventures of Bugs Bunny and his friends are enjoyed by millions. Few other games pack as much sell-on-sight appeal, for children and parents, as this new, beautifully designed Colorforms Bugs Bunny.

Another exciting innovation from Colorforms—Low Wing (shown here), Mid Wing and Glider. Planes that really fly! Designed with typical Colorforms craftsmanship and completely assembled. No glue, no mess, no parts to lose.

And that's not all. Enclosed with each plane is a valuable booklet that explains the theory of flight. Plus a return post card that enables any child to "win his wings."

Backed by Colorforms, the biggest TV name in toys, these planes will really take off—in stores, too. Be sure to see them at the Fair.

Feature the toys that are presold on TV. Order your Colorforms toys now.

Clip and keep this page as a catalog sheet

COLORFORMS

NORWOOD, NEW JERSEY

ANNOUNCING:
A GREAT NEW TOY WITH A FABULOUS NAME

sleeping beauty

BY COLORFORMS, NOW A DISNEY LICENSEE

New, from Colorforms, a line of unique and appealing toys with the magic name of "Sleeping Beauty"—a name presold to dealers and consumers by one of the great publicity campaigns of movie history.

SLEEPING BEAUTY is more than just another profit opportunity. It can be a bonanza for every wide awake distributor and dealer. Get the full benefit of the powerful Disney promotion at its peak. Order your supply of Colorforms SLEEPING BEAUTY now. See it at the Fair in rooms 1521-24.

COLORFORMS

Two Fine Games in One...for DOUBLE Enjoyment

The New Improved

FOTO·ELECTRIC FOOTBALL

Now a great game has been made even greater! It now includes *two* games:

1. Foto-Electric Football

For Teens and Adults—the most realistic football game available anywhere. Spectacular play-viewer shows plays in action. Over 1000 possible play combinations, based on authentic football records, duplicating the strategy, action and suspense of Big Time Football

2. Sandlot Football

For Pre-Teens, Teens and Adults—a more wide-open and higher scoring game . . . featuring a defensive team of eleven miniature players.

CATALOG No. 233—Play-Viewer with self-contained Gridiron, Electric Light and Cord with On and Off Switch, Scoreboard, complete set of Plays and Defenses, 11 Miniature Players, in display box 19" x 4½" x 5½".

Suggested Retail Price . . . **$7.00**

NEW

MINIATURE FOOTBALL PLAYERS FOR ADDED REALISM

See it at the 1959 Toy Fair
407 Fifth Avenue Building, New York

CADACO-ELLIS, INC.

Originators of Games

1446 MERCHANDISE MART, CHICAGO 54, ILL. • NEW YORK SALESROOM, 200 FIFTH AVE.

SEE.... LESLIE-HENRY'S EXCITING NEW '59 LINE UP!

DIAMOND H BRAND

WAGON TRAIN

U. S. MARSHAL

MAVERICK

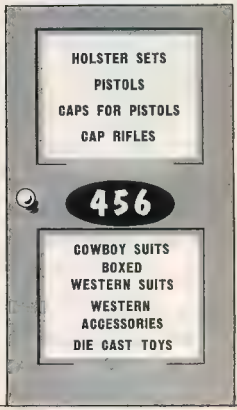
YOUNG BUFFALO BILL

CIMARRON CITY

TEXAS RANGER

FAMOUS NAMES!

For '59 — Leslie-Henry packs a whole new line-up of famous TV names. Names that pre-sell and give you extra turnover and sales. That's added profit-volume insurance for you by the holster line already nationally known as tops in "over-the-counter" sales!



The World's Largest Manufacturers of Western Playthings

LESLIE-HENRY COMPANY, INC.

SHOWROOM: 200 5th AVE., N.Y. 10, N.Y.

FACTORY: MOUNT VERNON, N. Y.

M. A. HENRY WESTERN CO., INC.
1751 Olympic Blvd.
Santa Monica, California

M. A. HENRY LTD.
Dundas, Ontario, Canada

Lots of buzzin' around the ITC booth! Sensation of Hobby Show

NEW 9½" BEE KIT HAS TRANSPARENT WINGS

THE NEW BEE KIT IS *BIG!*
NEW MOTORIZED KITS ARE *BIG!*
ENTIRE NEW ITC LINE IS *BIG!*

Heavy National Advertising Program Pre-Sells ITC Kits for you all year round

ITC MODELCRAFT [illegible]

[illegible] color ITC 1959 catalog. Write!

ITC MODEL CRAFT

[illegible]

COMMENDED PARENTS MAGAZINE

New! by Jacmar

• OUR ONLY TOY FAIR DISPLAY:
HOTEL NEW YORKER, ROOM 916

WALT DISNEY'S
SLEEPING BEAUTY

$1
SUGGESTED RETAIL

An *Electric* GAME complete with battery!

HARVEY TV COMIC CARTOON SERIES

New!

$1
SUGGESTED RETAIL

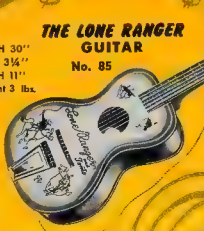
Jacmar Manufacturing Company, Inc.
OFFICE AND FACTORY
70 BERRY STREET BROOKLYN 17, N.Y. • EVergreen 8-0900

RING UP SALES
WITH
MUSICAL TOYS BY JEFFERSON

THE LONE RANGER GUITAR
No. 85

LENGTH 30"
DEPTH 3¼"
WIDTH 11"
Weight 3 lbs.

$3.98 RETAIL
Also $4.98



Copyright TLR, Inc..

WYATT EARP GUITAR
No. 71 BLACK

$3.98 RETAIL
Also $4.98

LENGTH 30"
DEPTH 3¼"
WIDTH 11"
Weight 3 lbs.

ROCKET RANGER GUITAR
No. 70 BLUE

LENGTH 30"
DEPTH 3¼"
WIDTH 11"
Weight 3 lbs.

$3.98 RETAIL
Also $4.98

CHIPMUNK JAMBOREE GUITAR
No. 78 BROWN

LENGTH 24"
DEPTH 2½"
WIDTH 9½"
Weight 2 lbs.

$2.69 RETAIL

BRONCO BILL GUITAR
No. 99 BROWN

LENGTH — 30"
DEPTH — 3¼"
WIDTH — 11"

$3.98 RETAIL
Also $4.98

HOTEL NEW YORKER Room 928

Manufactured by JEFFERSON MANUFACTURING CO.
2433 N. ORIANNA ST. PHILA. 33, PA

209 SOUTH STATE STREET
CHICAGO 4, ILLINOIS

ROBERT PATTERSON & ASSOCIATES

200 FIFTH AVENUE
NEW YORK 10, N. Y.

DELUXE GUITAR No. 75

All-Wood construction. Finished in two-tone Mahogany with white decoration. Equipped with six wire and nylon strings. Individually packed with instructions for tuning and playing.

$8.98 RETAIL

$3.98 RETAIL
Also $4.98

THE TEXAN, JR.

No. 97 GREEN
No. 98 BROWN

LENGTH — 30"
DEPTH — 3¼"
WIDTH — 11"

$1.49 RETAIL

COWBOY UKULELE

No. 82 "ON THE RANGE"

Packed two dozen in shipping carton weight 24 lbs.

LENGTH 19"
DEPTH 2¼"
WIDTH 6½"

BANJO

No. 88 GREEN
No. 89 BROWN

LENGTH 24"
DEPTH 2½"
Width 18"
Weight 2 lbs.

$2.69 RETAIL

HOTEL NEW YORKER Room 928

VIOLIN

No. 91 Regular Toy Violin

$3.98 RETAIL

Length, 22"
Depth, 2½"
Width, 7½"
Weight 2 lbs

Finished in beautiful two-tone harmonizing colors with black fingerboard and tail piece. Equipped with nylon and steel strings. Bow for playing packed with each violin in shipping container with instructions for tuning and playing.

BABY GRAND PIANO & BENCH

No. 830

30-Key Floor Model
2½ Full Octaves

$9.98 RETAIL

Piano and Bench finished in two-tone colors with silk-screened decorations.
Multi-color Sheet Music with colored Key Chart.

Manufactured by JEFFERSON MANUFACTURING CO.

2433 N. ORIANNA ST. PHILA. 33, PA

200 FIFTH AVENUE NEW YORK 10, N. Y.
ROBERT PATTERSON & ASSOCIATES
200 SOUTH STATE STREET CHICAGO 4, ILLINOIS

Don't Miss'em...Completely New!

17 MODELS...priced from $2.98 to $19.98

KAY an EE SEWMASTER

REG. U.S. TRADE MARK

Sewing Machines for Children

Including ...

- Battery Operated with Automatic Clutch for Hand Operation.
- Electric Operated 110 Volts, A.C.

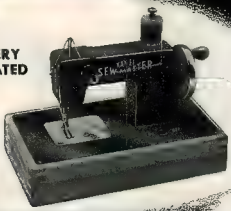
SPECIAL KAY an EE FEATURES

- Extension Tables
- Built-in Drawers
- Protective Presser Feet

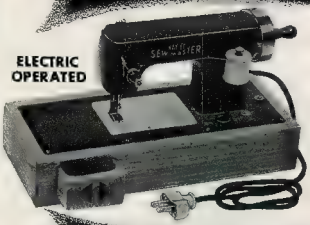
The ONLY fully guaranteed Sewing Machine Line with Complete *Safety Features*.

For the Safety of the child, compare the SAFETY FEATURES of KAY an EE Sewmaster against the unprotected other makes.

BATTERY OPERATED



ELECTRIC OPERATED



HAND OPERATED

KAY an EE

REG. U.S. TRADE MARK

CORPORATION OF AMERICA

1107 BROADWAY • NEW YORK 10, N.Y.

Machines also on display in Room 204, 200 Fifth Avenue Building

NO. 506

KID-O® 5-PAK

5 CANS IN COLORFUL BOX
5 COLORS — that blend — Red · Yellow · Blue · Green · Neutral
5 FREE COOKIE CUTTERS

NATIONALLY ADVERTISED
T.V. — RADIO
MAGAZINES & NEWSPAPERS

OUTSTANDING $1.00 PACKAGE

1 dozen boxes to carton, ship wt., 30 lbs.

70¢ retail

NO. 306

KID-O® 3-PAK

3 CANS IN COLORFUL BOX
3 COLORS Red · Yellow · Blue
3 FREE COOKIE CUTTERS

1 Doz. boxes to carton, ship wt., 18 lbs.

CLIMAX INDUSTRIES Cleveland 2, Ohio

National Representative — Portugal & Krotman, 200 Fifth Avenue, New York 10, N. Y.

CLIMAX PROUDLY PRESENTS

A REVOLUTIONARY NEW DRY MIX MODELING MATERIAL

POWDER doh-mix®

AN EXCITING CREATIVE ACTIVITY FOR THE RESTLESS 8 TO 15 YEAR AGE GROUP

HARDENS TO LOOK LIKE

Wood
Stone
Pottery

- **doh-mix is completely and distinctly *different from any other modeling material now on the market!***
- **doh-mix IS *NOT* A *FLOUR BASED PLAYING DOUGH!***
- **doh-mix is the *ONLY* product of its kind on the toy market — with features seldom found in any type of modeling clay.**
  - Mixes easily with water — ready for modeling
  - Cracks and rough spots easily touched up or whittled perfect.
  - Modeled objects can be dried in stove oven in less than 3 hours or air-dried in 2 days.

DRIES HARD

- When dry, modeled objects are so hard, they can be sawed, drilled, filed, whittled, sandpapered or scraped to any smoothness or texture.

PERMANENCY

- Objects can be painted with crayons, oils or water colors, then coated with lacquer or shellac for maximum permanency.

$1.00

doh-mix is lower in *cost*, more *versatile*, *dries harder* and *faster*. Because it's a powder, lighter in weight, and goes further, it is a better all-around modeling material than any other compound.

NO. 308 CLIMAX DOH-MIX

Three cans, one each of Wood, Stone and Pottery texture, packed in colorful box, 1 dozen to carton, shipping weight 24 lbs. $1.00 retail.

COMMENDED BY THE CONSUMER SERVICE BUREAU PARENTS' MAGAZINE

Extensively promoted and advertised. TELEVISION, RADIO MAGAZINES, NEWSPAPERS AND DIRECT-MAIL.

CLIMAX INDUSTRIES

Cleveland 2, Ohio

National Representative — Portugal & Krotman, 200 Fifth Avenue, New York 10, N. Y.

ROLL-O-PONY	ROLL-O-MARE	ROLL-O-COLT
MODEL: 610-9 Red and Black	620-9 Red and Black	630-9 Red and Black
MODEL: 611-9 Palomino	621-9 Palomino	631-9 Palomino
HEIGHT: 22 inches	19 inches	17 inches
SHIPPING WEIGHT: 6.5 lbs.	5 pounds	3.5 pounds
BOX SIZE: 23¼" x 20¼" x 6¾"	20" x 17¼" x 6"	15½" x 14¾" x 5"

THREE SIZES — Tested for each age group.

ROLL-O-BEAR

MODEL: 316-9

HEIGHT: 14¼ inches

COLOR: Cinnamon

SHIPPING WEIGHT: 5 pounds

BOX SIZE: 23" x 12¼" x 8"

SPINS — Rolls easily, developing legs, balance and confidence.

ROLL-O-LAMB

MODEL: 414-9

HEIGHT: 19 inches

COLOR: Pink with Blue Ribbon and Silver Bell

SHIPPING WEIGHT: 5 pounds

BOX SIZE: 20" x 17¼" x 7"

FUN UNLIMITED—Stimulating, imaginative and creative play.

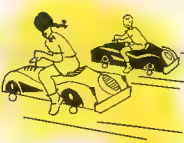
ROLL-O-RACER

MODEL: 110-9 Red and White
112-9 Black and Red
113-9 Blue and White

HEIGHT: 13 inches

SHIPPING WEIGHT: 5½ pounds

BOX SIZE: 25" x 10" x 6"



ACTION PACKED—A must for every young hot rod

ROLL-O-FIRE TRUCK

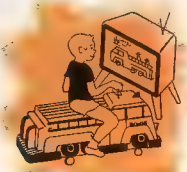
MODEL: 210-9

HEIGHT: 13 inches

COLOR: Red

SHIPPING WEIGHT: 5½ pounds

BOX SIZE: 24" x 10" x 8"

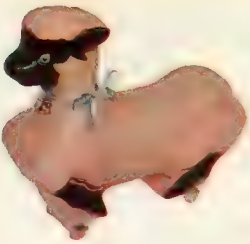


T.V. SEAT — Perfect for those hours indoors.

Toy Manufacturing Division of

LANGE PLASTICS CO.

BRUNSWICK INDUSTRIAL BLOCK DUBUQUE, IOWA



LANGE PLASTICS COMPANY

See Complete Specifications On Reverse Side

ON DISPLAY — AMERICAN TOY FAIR
Room 1252, Hotel New Yorker, New York, N. Y.

PERMANENT DISPLAY ROOM —
Room 354, 200 5th Ave., New York, N. Y.

LA MAR *America's Finest Fur Toys*

We cordially invite our old friends and new ones to see LA MAR's complete 1959 line of original fur toys. With our increased facilities we will be able to give better service on our consistently fine line of quality fur toys.

We will continue to present the first in new ideas in fur toys.

First in sales

in '58

and again

in '59

See this and our other new items at the TOY FAIR

1107 BROADWAY
ROOM 503
Arthur A. Gerling
Harry Fletcher
S. Clay

McALPIN HOTEL
ROOM 548
Anthony Pizzi
Sal LaMar
Willie Cutler
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CANADIAN SHOWROOM
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MIDDLE ATLANTIC
Milton Feinberg
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NEW ENGLAND
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MIDWEST
Don White
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SOUTHEAST
Irene Ailion
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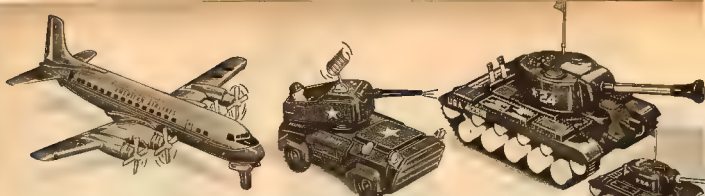
MOUNTAIN STATES
Jim N. Powell
Joe Gillen

WEST COAST
Jack & Gayle
Snedeker
Harry Fletcher

LA MAR TOY COMPANY, INC.

444 - 12th STREET — BROOKLYN 15, N. Y.



They roll .. climb .. even fly like real

Lighted Taxying Passenger Plane

First motor "revs up" . second motor "revs up" . . then third and fourth. Motors speed up, plane runs along for play "take off." Motors slow down for "landing," stop one at a time. Wing lights flash. Steel. Wingspan 19 in. Order 2 "D" batteries below.

49 N 5703—*From Japan.* Shipping wt. 2 lbs. 8 oz. . **$5.89**

Rugged U. S. Army Armored Car

Patterned after the real armored cars the army uses in actual combat. Turret gun with radar screen revolves, gun fires. Car goes forward, turns right or left. Detailed steel. Rubber wheels. 9 in. long. From Japan. Uses 2 standard "D" batteries (order below).

49 N 4230—Shpg. wt. 1 lb. 8 oz. **$2.29**

Shell-ejecting Bulldog Tank

Goes forward, backward, climbs obstacles. Fires projectiles, ejects shells by remote control. 22½ in. long. Plastic. Uses 4 "D" batteries . . order below.

49 N 5866—Shipping weight 2 pounds **$10.95**

49 N 5711—Sensitive Tank, 13⅜ in. long. Uses 2 "D" batteries . order below. Shpg. wt. 1 lb. 12 oz. . . **$4.89**

Electra Mustang really flies! $5.69

Here's more flying fun. Idles, taxis, takes off, flies and lands. Flies around central pylon in 7-foot circle . . four forward speeds, regulated by operator from outside flying circle. Flies on power of its own propeller. Colorful high impact plastic. 13-inch wingspread. Uses 4 batteries (order below).

49 N 5777—Shipping weight 2 pounds **$5.69**

Remote Control Copter

Pilot your own whirly-bird! Turn the hand crank, see it twirl off into space . control its direction and elevation with the 35-inch long metal cable . . make it hover, too. Two roto blades made of flexible plastic. Plastic body 9 inches long has pilot in seat. Takes off, lands on rubber wheels. Like helicopters the police use in rescue work.

49 N 5762 Shipping weight 12 ounces. . **$2.49**

1 Jet Passenger Plane. Motors light up, make screeching jet noise . . plane runs forward. Brightly colored steel construction. 18 inches long . . wingspan 18 inches. Uses 2 batteries (order below). Imported from Japan.

49 N 4241—Shipping weight 2 pounds 4 ounces **$3.89**

2 Donald Duck Fire Engine. Donald climbs up and down 25½-in. ladder, Pluto drives, Mickey Mouse hangs on at the rear. Metal. Friction motor. 19x5x5½ in. high. Uses 2 "D" batteries . . order below. From Japan.

49 N 5880—Wt. 2 lbs. 6 oz..... **$4.59**

3 Anti-Aircraft Electro-Mobile. Radar antenna sweeps skies . . screen lights up . . machine gun fires . . cannon flashes. Metal with rubber tires. 14½ inches long. From Japan. Uses 2 "D" batteries (not included, please order below).

49 N 5865—Wt. 2 lbs. 8 oz. . . **$4.29**

4 New! Smoking Locomotive. Scale model of old time locomotive. "Choo-choos" realistically, emits puffs of smoke. Rugged metal construction. 10 in. long. Uses 2 "D" batteries . . order below. Japanese

49 N 5872—Wt. 1 lb. 4 oz..... **$2.69**

5 New! Jungle Car. Changes direction when it hits an obstacle. Hunter fires at bird circling above. Gun makes "tack ack" noise, radio telephone receiver flashes. Lithographed metal. 8 in. long. Uses 2 "D" batteries . . order below. Japanese.

49 N 5831 Wt. 1 lb. 8 oz. . . . **$2.59**

34 N 4650—"D" Batteries, Shipping weight pair 8 ounces **2 for 33¢** . . . **4 for 64¢**

Hi-Lift Side-dump Loader

Digs, scrapes, dumps into truck. Scoop is lever operated . . locks in three raising and dumping positions. Constructed of heavy-gauge steel. Dummy plastic motor housing, ex haust manifold. Metal steering wheel controls direction. 15½ in. long.

49 N 5686—Shipping wt. 4 lbs... **$2.89**

Automatic Power Shovel

Just turn one crank and shovel scoops, lifts load and dumps. Boom lowers, shovel scoops load, boom rises, shovel opens, dumps load. Cab revolves in full 360° circle. Heavy gauge steel construction. Heavy-tread tracks. 18 in. long.

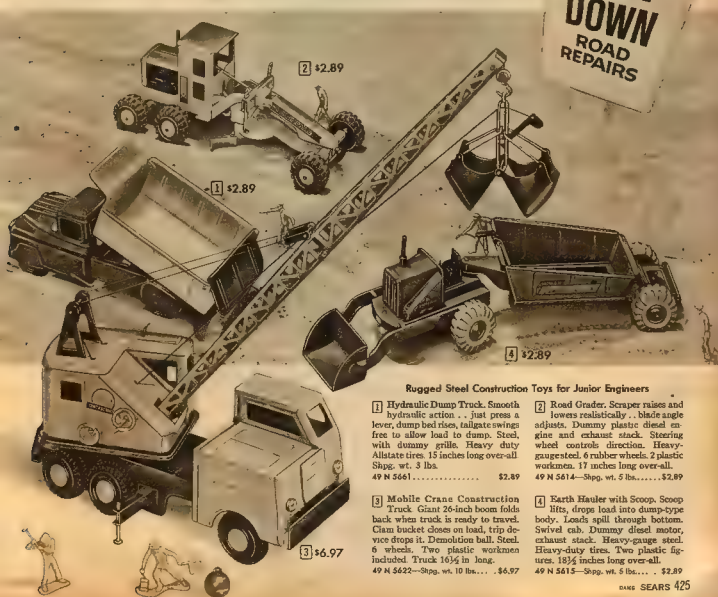
49 N 5646—Shpg. wt. 4 lbs..... **$3.89**

Three-way Dump Truck

Dump portion of truck is mounted on a lever-operated swivel base that locks in three positions . . allowing left side, right side and rear dumping. Heavy-gauge steel construction . dummy motor housing and exhaust manifold. Steering wheel controls direction. 13 in. long.

49 N 5689—Shipping weight 5 lbs... **$3.89**

SLOW DOWN ROAD REPAIRS



Rugged Steel Construction Toys for Junior Engineers

1 **Hydraulic Dump Truck.** Smooth hydraulic action . . just press a lever, dump bed rises, tailgate swings free to allow load to dump. Steel, with dummy grills. Heavy duty Allstate tires. 15 inches long over-all. Shpg. wt. 3 lbs.

49 N 5661..... **$2.89**

2 **Road Grader.** Scraper raises and lowers realistically . . blade angle adjusts. Dummy plastic diesel engine and exhaust stack. Steering wheel controls direction. Heavy-gauge steel. 6 rubber wheels. 2 plastic workmen. 17 inches long over-all.

49 N 5614—Shpg. wt. 5 lbs..... **$2.89**

3 **Mobile Crane Construction Truck** Giant 26-inch boom folds back when truck is ready to travel. Clam bucket closes on load, trip device drops it. Demolition ball. Steel. 6 wheels. Two plastic workmen included. Truck 16½ in. long.

49 N 5622—Shpg. wt. 10 lbs.... **$6.97**

4 **Earth Hauler with Scoop.** Scoop lifts, drops load into dump-type body. Loads spill through bottom. Swivel cab. Dummy diesel motor, exhaust stack. Heavy-gauge steel. Heavy-duty tires. Two plastic figures. 18¾ inches long over-all.

49 N 5615—Shpg. wt. 5 lbs.... **$2.89**

No. 1123
Old Fashioned KITCHEN SET

Complete — even to pots, pans and real operating water pump. UNBREAKABLE! Packed in corrugated display.

Packed: 1 doz. to carton
Weight: 28 lbs.
Suggested Retail: $2.98

NEW

Unbreakable

MULTIPLE TOYS

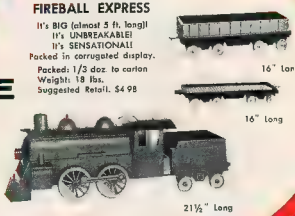
for Girls and Boys

BIG 53½" LONG

No. 1311
GIANT FIREBALL EXPRESS

It's BIG (almost 5 ft. long)!
It's UNBREAKABLE!
It's SENSATIONAL!
Packed in corrugated display.

Packed: 1/3 doz. to carton
Weight: 18 lbs.
Suggested Retail. $4.98



16" Long

16" Long

21½" Long

MAGINATION FOR SALE

MULTIPLE PRODUCTS CORP.

Permanent Showrooms: 200 FIFTH AVE., Room 409, NEW YORK 11, N. Y.

designed by Chris Horse

Décor-ables

enchanting whimsey
for the young at heart
high fashion fantasy
for low budget "dreamers"

PETER PAN TOYS

227 west seventeenth street, new york 11, new york

It's Rainbow time...

New Play-Doh formula revolutionizes modeling dough, makes all others obsolete!
See for yourself in Room 1008, Hotel New Yorker.

NEW DESIGN

PLAY-DOH FOUR-PAK

SUGGESTED RETAIL: $1.00

PD-259: The best-selling $1.00 toy in the world! Four cans of PLAY-DOH Modeling Dough . . . Red, Yellow, Blue and White . . . which blend perfectly into every color of the Rainbow. Absolutely non-toxic, won't stain furniture, clothing or hands. Carries Parents' Magazine Seal of Commendation, recommended by CBS-TV's Captain Kangaroo. Packed 12 to shipper: Weight 30 lbs.

NEW DESIGN

PLAY-DOH SINGLES

PD-24: 24 cans, solid color, in color-keyed shipper. Red, Yellow, Blue or White. Weight: 14 lbs.
PD-48: 48 can Rainbow Assortment. 12 each Red, Yellow, Blue and White in "zipper - shipper". Weight: 28 lbs.

FREE DUMP DISPLAY —Eye-catching full color display stand holds 8 dozen cans of PLAY-DOH. Ask how you can get this **proven** profit-builder without charge!

PLAY-DOH PIXIE-PAK

SUGGESTED RETAIL: $2.00

PD-300: The perfect gift at the most popular gift price! Six cans of PLAY - DOH Modeling Dough with **Pilfer - Proof** PIXIE FUN KIT. Kit contains plastic molds, roller, trimmer, pipe cleaners and full color 16-page instruction book, for endless hours of safe, clean fun. Display carton with Parents' Magazine Seal. Packed 6 to shipper: Weight 26 lbs.

PLAY-DOH LITTLE BAKER'S SET

SUGGESTED RETAIL: $1.00

PD-266: All the fun of mud pies with none of the mess! ½ lb. can of dough-colored PLAY-DOH, plus genuine Mirro muffin pan, pie pan, cookie sheet, four cookie cutters, with rolling pin, pastry trimmer and full color 8-page "Cook Book" instructions. All packed in gaily colored oven-range box. Packed 12 to shipper: Weight 12 lbs.

Year-round profit from year-round TV!

RAINBOW CRAFTS, INC.
CINCINNATI 12, OHIO

Magnajector®

Patented

PROJECTS
A 4" PICTURE
TO FOUR FEET WIDE
IN ACTUAL COLOR!
(no slides, no films required.)

FUN!
EDUCATIONAL!
ALL AGES!

See MAGNAJECTOR at the Toy Fair. Room 1008, Hotel New Yorker

HANDY LUGGAGE-TYPE **CARRYING CASE!**

PATENTED

USES **STANDARD** HOUSEHOLD LIGHT **BULB!**

BIG **TV** PROMOTION!

$7.95 SUGGESTED RETAIL

ASK ABOUT SHOPPER-STOPPER **DISPLAY**

MAGNAJECTOR, destined for one of the biggest TV pushes in toy selling history! This handsome opaque projector enlarges any illustrated material up to 4 feet wide. **No films or negatives required!** Magazines, comics, newspapers, snapshots, coloring book figures—all are projected clearly in full color or black and white for endless hours of entertainment. Patented functional design in gleaming ebony black. Insulated socket housing takes ordinary household light bulb. Adjustable twin lenses Approved by Underwriters' Laboratories, Inc. Overall dimensions: 12" long x 8" high x 4½" wide. Six to shipper. Wt. 14 lbs.

RAINBOW CRAFTS, INC.
CINCINNATI 12, OHIO

Again in "FIFTY-NINE"
6 NEW ITEMS...
in the PROLL-O-TONE line!

THE GREATEST SELECTION IN MUSICAL TOYS IN THE U.S.A.

"The STUDENT" *Electric Organ*

PROLL-O-TONE

No. 1200

GOLDEN KEYS,
SPARKLING WHITE BODY,
GOLDEN BASE AND
SUPERSTRUCTURE,
GOLDEN ORGAN PIPES

See Our Complete Line
at the TOY FAIR!
HOTEL NEW YORKER: Room 830
200 FIFTH AVE Room 350
(NEW YORK SHOWROOM)

PROLL TOYS, INC.

100-106 VERONA AVENUE • NEWARK 4, NEW JERSEY

NEW!

AT 19.95 LOOK AT THESE WEST COAST SALES OF

AMERICA'S FIRST SAFE SPEEDY COASTER

PATENT APPLIED FOR

Ramrod Racer

FEATURES

1. Foot operated positive action brakes
2. Safety engineered for balance, strength and maneuverability
3. Built of weather-resistant plywood for long life.
4. Ball bearing, rubber tired wheels.
5. Positive rope steering for full control and easy uphill return.
6. Springboard type body construction reduces bump shock
7. Equipped with seat belt
8. "Jump seat" and package compartment behind driver's seat

100 in 1 1/2 days FREDERICK and NELSON Seattle

166 in 8 days HALE'S San Francisco

100 in 2 days MAY COMPANY Los Angeles

SEE RAMROD AT THE TOY FAIR
Room 525-526, Hotel New Yorker in the Bersted Hobbycraft Exhibit

SALES REPRESENTATIVES
JULIUS LEVENSON, INC., 1107 Broadway, N. Y.
BERSTED PERLIN BERSTED, Chicago
DICK DRURY SALES CO., West Coast

RAMROD PRODUCTS INC.

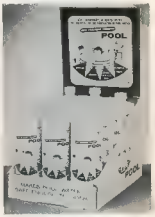
701 HUDSON ST., SAN FRANCISCO

the Cox schedule. For the first time, Thimble-Drome ready-to-fly planes will be advertised as a "companion sport" for fathers and sons in the national sports weekly, Sports Illustrated. Popular Mechanics and Mechanix Illustrated will carry a series of half-pages in color addressed to their large mechanically-minded audience, and the junior level will be covered by Boys' Life, leading boys publication.

Together with consumer and trade publication advertising, the company is making available full color window banners, counter displays, dealer mailing pieces, floor merchandisers, and ad mats.

PURO-POOL POWDER SOLD IN BOTH BOTTLES AND CANS

Puro-Pool, the exclusive water purification powder made by Living Products Company, 200 Fifth Avenue, New York City, which makes backyard pool water "safe enough to drink," is being marketed in 1959 in a new 16-ounce unbreakable, polyethylene bottle retailing at $1.98, and



in a 5-pound can retailing at $4.98. A counter display (see photo) holds 12 bottles. This highly effective bacteriacide, which dissolves quickly, prevents algae from forming and combats athlete's foot, will be promoted aggressively in newspapers and on TV-radio during the swimming season. An easy-to-use chart is included on each Puro-Pool package to determine correct dosage for a wide variety of pool sizes.

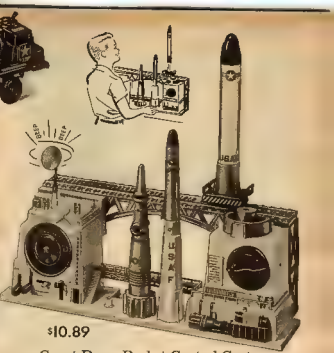
"This exclusive water purification powder, which provides an easy, safe way for backyard pool owners to protect their children's health and save water, is now available at this new low price because of the large volume sales levels achieved last season," said Irving Barnett, sales manager (Living Products has completed construction of a new plant at Garden City, L. I., N. Y., to handle expanded production.)

"Puro-Pool is a logical tie-in sale with every new pool purchase," Mr. Barnett said. "It is a sanitary must for everyone of the 10 million backyard pools now in service.

"Parents especially will appreciate the protection assured by Puro-Pool, whose primary ingredient is exactly the same as that recommended by State Health Departments for use in state-administered pools," Mr. Barnett reported.

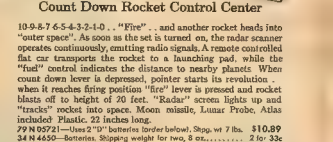
Giant Atomic Cannon

3 Close replica of the giant mobile atomic cannon now being used by our Armed Forces. Comes in 3 sections . . 2 cabs detach from cannon platform when gun is ready for action . . all of high impact plastic. Entire unit can be moved either direction. 17-inch cannon barrel moves up and down . . fires six soft-nose shells (which are included) by spring action. Unit is 42 in. long over-all.
79 N 05525—Shipping weight 5 lbs. . . **$6.89**



Electronic Cannon Truck

2 Cannon elevates, swivels and fires 4-inch soft-nose projectiles . . operates by push-button from electronic control panel on top of cab. Heavy-gauge steel construction. Fully detailed radar screen. Five missiles supplied, plus 10 plastic toy soldiers in action poses. Heavy-duty rubber tires, treads. Truck is 28 inches long. Uses 2 "D" batteries (order below).
79 N 05664—Shpg. wt. 10 lbs. . **$12.69**
34 N 4650—Batteries. Wt. 8 oz. . 2 for 33c



$10.89

Count Down Rocket Control Center

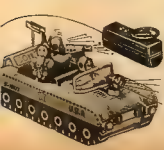
10-9-8-7-6-5-4-3-2-1-0 . . "Fire" . . and another rocket heads into "outer space". As soon as the set is turned on, the radar scanner operates continuously, emitting radio signals. A remote controlled flat car transports the rocket to a launching pad, while the "fuel" control indicates the distance to nearby planets. When count down lever is depressed, pointer starts its revolution . when it reaches firing position "fire" lever is pressed and rocket blasts off to height of 20 feet. "Radar" screen lights up and "tracks" rocket into space. Moon missile, Lunar Probe, Atlas included. Plastic. 22 inches long.
79 N 05721—Uses 2 "D" batteries (order below). Shpg. wt 7 lbs. **$10.89**
34 N 4650—Batteries. Shipping weight for two, 8 oz. . . . . 2 for 33c

Remote Control Toys

Operate from attached battery boxes

3 **Fighter Plane.** Press first button on control box, plane taxis along the floor . . press second button and plane's wings fold up. Metal. 11½ inches long. Operates by remote control. Uses 2 batteries (order below). Made in Japan.
49 N 4248—Wt. 1 lb. 8 oz.. **$1.89**
34 N 4650—Batteries. Shipping weight for two, 8 oz. . 2 for 33c

5 **Remote Control Robot.** He walks, his head revolves, his arms move . . sure to thrill the young science fiction fan. The "man of tomorrow" is operated entirely by a remote control unit. Steel body with transparent plastic head. 9¾ inches high. Uses 2 standard flashlight batteries (order below). Made in Japan.
49 N 4251—Wt. 1 lb. 10 oz. **$2.79**
34 N 4650—Batteries. Shipping weight for two, 8 oz. . . . . 2 for 33c



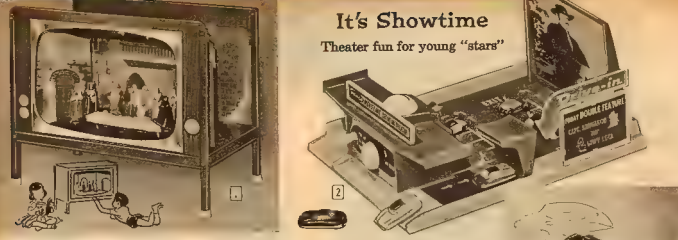
4 **Electronic Flash Plane** . . actually takes off, climbs, dives, loops, flies upside down, lands. Operates by push-button control. Light, flexible plastic . . 12 in. long, 14 in. wingspread. Spring steel landing gear. Uses 2 "D" batteries (order below).
49 N 5753—Wt. 1 lb. **$2.59**
34 N 4650—Batteries. Shipping weight for two, 8 oz. . . . . 2 for 33c

6 **Hard Top Convertible.** Long and low, like a sports car. Metal top raises and lowers with a touch of a button . . rear of car opens to receive it. Car goes forward and backward, steers by remote control. Colorful metal body, 8¾ in long. Imported from Japan. Uses 2 "D" batteries (order below).
49 N 5689—Wt. 1 lb. 8 oz.. **$2.89**
34 N 4650—Batteries. Shipping weight for two, 8 oz. . . . . 2 for 33c

Futuristic Armored Car. Real action! *Remote control!* Guns revolve and fire. Makes siren noise . . headlight flashes. Vehicle steers right or left . . moves forward or back. Metal. 8 in. long. 2 batteries, not incl. Japanese.
49 N 4249—Wt. 1 lb. 8 oz.. **$2.29**
34 N 4650—Batteries. Shipping weight for two, 8 oz. . . . . 2 for 33c

It's Showtime

Theater fun for young "stars"



Shirley Temple Theater

1 Hours of creative fun for imaginative children as they produce, direct, and act out their own TV shows with this metal frame TV theater. Three scripts included: "Sleeping Beauty"; "The Three Bears"; "Little Red Riding Hood" Also 1 TV title screen, 16 figures that can be moved about, with 4 magnetic bases and control units. 2 backdrops, 12 props. Over-all size of the theater: 18x10x15 in. high. Assembled. Use Easy Terms . . see page 294.

49 N 5075—Shpg. wt. 6 lbs. $4.99

Drive-in Theater

2 Big "Movieland" Drive-In . . miniature of a real outdoor theater. Has parking lot, 6 metal cars, entrance and exit lanes, marquee, ticket window, screen. Booth with projector (uses 2 batteries . . order below). Theater is plastic, 13⅞x 9½x5⅞ in. 6 film strips include "Have Gun, Will Travel", "Mighty Mouse", "Dinky Duck", "Capt. Kangaroo", and 2 others. Assembled.

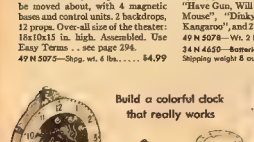
49 N 5078—Wt. 2 lbs. 2 oz. $4.99

34 N 4650—Batteries for above. Shipping weight 8 ounces, . . . 2 for 33c

Electric Magnajector

3 Favorite snapshots, photographs, comics, etc. are projected in rich color, and true-to-life detail . . lets you see pictures clearly. Enlarges many times . . flash images on a white surface, the bare wall or hang up a sheet as a screen. Two German lenses. Underwriters' Laboratories approved for 110-120-volt AC. Uses up to 60 watt house bulb (not included). Plastic housing . . magnajector is 8 inches high. A wonderful gift for young picture-viewing fans.

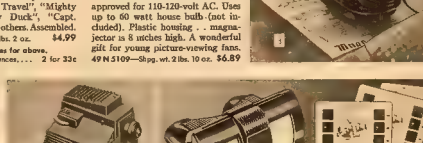
49 N 5109—Shpg. wt. 2 lbs. 10 oz. $6.89



Build a colorful clock that really works

So interesting that youngsters lose all track of time. Plastic clock actually keeps time up to 14 hours . . spring-driven movement can be taken apart and put together through color-keyed gear assembly. Instructions included. Will keep any tot busy for hours.

49 N 5077—11½ in. high. Shipping wt. 2 lbs. 4 oz. . . $4.49



Electric Film Projector. Shows picture on special screen (incl.). 3 loops of 16 MM film project "still" picture . . change frame with control box. Ul. approved 110-120-volt, 60-cycle AC. Plastic. 6¾x6¾x5 in.

49 N 5097—Wt. 1 lb. 12 oz. . . . $3.98

Extra Film. 9 loops per set.

49 N 5148—Adventure. Wt. 8 oz.. 97c

49 N 5149—Storybook. Wt. 8 oz . . 97c

3-Dimensional Viewer. Uses 3 Dimensional slide-in picture cards (not included . . order at right). Scenes stand out in full detail and color . . make you feel you are part of them. Plastic case 5¾x2⅜x3½ inches. Order one today . . avoid the Christmas rush.

49 N 5108—Shpg. wt. 8 oz. $1.98

3-D Color Albums. Each album has 3 cards . . shows beautiful 3-dimensional pictures in true-to-life colors. *State title of album.* Disney; Fantasy-land; Mickey Mouse Club Circus; Fairy Tale; Lone Ranger; Robin Hood; and the Christmas Album. Wt. each, 4 oz.

49 N 5129—Each album 98c

Happi-Time Cash Register

Turn dial to indicate the department in which sale was made. Push lever to open cash drawer. Heavy steel. Toy paper money, coins, pad of Sears sales checks and pencil. 9 keys register sales from 1c to $1.00 Wt. 4 lbs.

49 N 4815—8¼x7⅞x6½ inches . . $3.19

Steel Combination Safes

Rugged replica of real Hercules-Mellink office safes. Double number combination dial locks. Sliding drawer. Plenty of room for your youngster to hide his "valuables". Electrically welded steel. Size: 12¼x9½x8 in.

49 N 5104—Shpg. wt. 7 lbs. 13 oz. $6.79

Safe with Burglar Alarm

When safe door is opened it sets off a burglar alarm that can be shut off by closing door, or with an inside switch. Operates on 1 "D" battery . . order below. Steel. 2 number combination dial lock. Coin tray, 2 money bags, saving-booklet incl. 7x9x6 in.

49 N 5094—Shpg. wt. 4 lbs. 4 oz.. $3.98

34 N 4650—Batteries. Wt. 8 oz. 2 for 33c

Super Secret Wall Safe

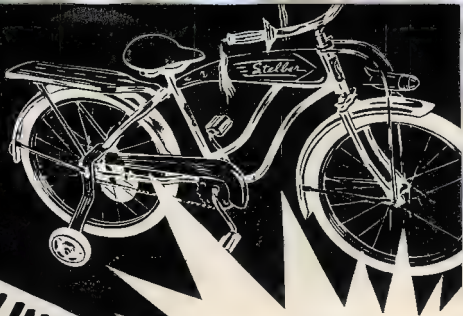
Safe hidden behind attractive 8½x 10½-in. plastic frame containing a colorful picture. Swing frame open on its hinged mounting to reveal 7-in. diameter, round safe. Safe is plastic, with 2 number combination lock . . has roomy interior for storing coins, etc. Coin slot on top for speedy deposit.

49 N 5147—Shipping wt. 1 lb. . . . $1.79

USE SEARS EASY TERMS only 10% down on orders of $20.00 or more . . see page 294

Stelber

CYCLE CORP.
200 FIFTH AVE., NEW YORK 10



presents ALL NEW LINES for 1959

for FAST SALES

Permanent Showroom: 200 Fifth Ave. (Subway Level)

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THE TOY FAIR

Permanent Showroom: 200 Fifth Ave.
(Subway Level)
Sheraton-McAlpin Hotel: Rm. 310-312

America's FASTEST SELLING **Bicycles**

LOWEST COST **Velocipedes**

America's Safest Lifetime Guaranteed **Playgyms**

FIBRE-BILT* TOYS

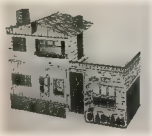
**the* really built *fibreboard toy*

Durable—Light—*All* Play Value
Quick, Easy Assembly
Packaged and Priced to Sell
Conforms to all Parcel Post Regulations

SUB-BUR-BANNETTE Doll House
No. 106
List price $1.98

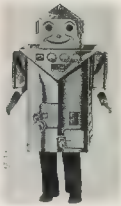
PERMANENT SHOWROOM • ROOM 523
200 FIFTH AVENUE • NEW YORK 10
WALTER MILIUS, Sales Mgr.

Manufacturers' Representatives:
We still have a few desirable territories open.



"SPLIT-LEVEL" for 8" and 10" Dolls
List Price $4.98

SMOKEY TOWN
Fire House
No. 109
List Price $4.98



ELECTRONIC MAN
No. 108
List Price $2.98

FRONTIER CABIN
No. 105
List Price $2.98

★ ***and* MOON-JET** ★
to be unveiled at the Toy Fair . . .
No. 111 — **$2.98**
★ ★

DIVISION OF ATLANTIC CONTAINER CORP. **48-08 30th Place, Long Island City, N. Y. • RA 9-7700**

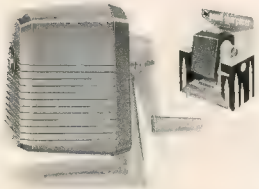
STERLING

THE School Supply and Stationery LINE for '59

BECAUSE...

Sterling Items Are WANTED Items
Sterling Items Are POPULARLY PRICED
Sterling Items SELL and SATISFY
Sterling Items MAKE MONEY For You

No. 561
Sterling PENCIL SHARPENER
For Desk or Wall



It's really NEW . . . it's unusually efficient . . . it's popularly priced for volume sales and profits. Constructed of high-impact and non-breakable plastic. Makes professional points. Comes with 2 extra Swedish steel cutters, mounting screws in display box.

98¢ retail

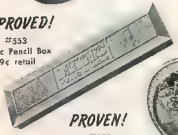
No. 562
ROTO
PENCIL SHARPENER

A revolving top does the sharpening here — and makes both short and long points in the process. Features jam-proof operation, unbreakable plastic housing, easy emptying.

49¢ retail

NEW!
#556
Eight Ball Pencil Sharpener
15¢ retail

IMPROVED!
#553
Magic Pencil Box
59¢ retail



PROVEN!
#573
Student's Globe
1.29 retail

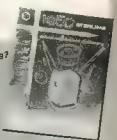
TIMELY!
#579
Satellite Pencil Sharpener
19¢ retail

We're looking forward to meeting and greeting you at our Toy Fair exhibit in Room 579, McAlpin Hotel

FULL JOBBER DISCOUNTS

Have You The Latest Sterling Catalog?

It illustrates and describes the entire Sterling '59 line of School, Stationery, Artists and Drafting Supplies, Sharpeners, Relax, etc.



STERLING PLASTICS CO.

1140 COMMERCE AVENUE · UNION, NEW JERSEY

New! Guided Missile with Truck Launcher, plastic assembly kit, retail $1.98
New! Mercedes-Benz, electric-power operated assembly kit, with motor, retail $2.00, without motor, $1.00
New! Maserati, electric-power operated assembly kit, with motor, retail $2.00, without motor, $1.00
Eggbert's Friend the Grasshopper, one of a series retail $2.00
Eggbert's Thirty Birthday Party, one of a series, retail $1.79
Eggbert's R.R. Locomotive Set, new sound action feature in Eggbert toys, retail $3.00—$4.00
Playskool Flight Camera, pull & free-rolling wheels, assembled retail $1.00—$4.00
Convair Manned Lunar Reconnaissance Vehicle plastic assembly kit, one of a series retail $1.00
Betsy McCall 4-poster bed, popular package line of doll furniture retail $1.98—$4.50
Bill Dog and Walt Disney characters balancing toys retail $1.50—$2.79
Jetmobile Trainer all-plastic assembly kit, one of a series retail $1.00
STROMBECKER
Get the point! You'll profit with these new Strombecker bull's-eye items!
Hit of the Hobby Show! New Strombecker scale-model assembly kits of Famous International Racers! Electric-powered operating models! Real flash and "go" for your hobby section! Youngsters, oldsters, everybody gets a kick out of these realistic, electric-powered racing cars!

Completely portable . . . with leather case

Happi-Time All-transistor Pocket-size PORTABLE

$9.66

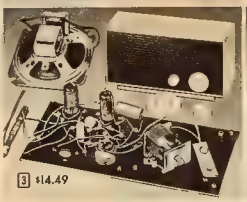
A personal radio for private listening gives endless fun! Puts radio at your beck and call—out walking, at the ballgame, anyplace, anytime! No aerial or ground. All-transistor reflex circuit *Volume control.* Full band tuning. Strong, attractive, feather-weight, break-resistant plastic case 3¼x2¾x5¾ in.! Fits pocket, purse or palm of your hand. Operates up to *500 hours* on tiny 9-volt transistor battery. Contoured plastic "stay-on" ear-phone. Leather carrying case *included;* has snap-on belt loop

49 N 2031 Battery included. Shpg. wt. 1 lb. $9.66

Build your own Radio!

1 $4.12

2 $5.59



3 $14.49

4 $10.49

Fixed-crystal Diode Radio Kit

1 Diode-type rectifier for distance reception. Ball-type sliding tuner instead of old-fashioned "cat's whisker" type! Germanium instead of galena crystal. Antenna, earphone, 2x7x4½-inch plastic case. Assembly diagrams, circuit schematics, instructions. Simple, screw-driver assembly . . no soldering. No batteries needed.

49 N 2037—Shipping weight 2 pounds. $4.12

Transistor Radio Kit

2 Modern, pre-assembled plastic cabinet with tuner. 2x8x5 in. high. Has real amplifier and diode detector Kit includes headphone, antenna, wire, switches, hardware and instructions. Screw connections . . no soldering. Battery not included; order below.

49 N 2202—Shipping weight 3 pounds. $5.59

34 N 4650—1½-volt "A" battery, size D. Shipping weight 8 ounces. . . . . 2 for 33c

Top-performing 2-tube Radio Kit

3 Specially-designed circuit for excellent reception. Battery-operated. Two power-ful tubes, large 4-inch speaker (no headphone needed) Volume control. Pre-assembled, two-tone plastic cabinet . . 3½x9½x5¾ in. high.

Simple screw assembly . . no soldering With easy assembly diagrams, schematics, instructions and hardware. Batteries needed, not included. Order both batteries listed below

49N2097—Shipping weight 3 lbs. 4 oz. . . . $14.49

57N6470—90-volt "B" battery. Shpg. wt. 1 lb. . . 3.19

57N6442—1½-volt "A" battery, Size G. Wt. 1 lb. 30c

Simple 1-tube Radio Kit

4 Receives both short and standard waves! Smart looking, modern, white plastic case. 3½x9½x5¾ inches high. Headphone reception. Simple volume control. Screw assembly . . no soldering

Batteries needed, not included. Order both batteries below

49 N 2096—Shipping weight 3 pounds. . . $10.49

8 N 8222—22½-volt "B" battery. Wt. 4 oz. . . 1.20

34 N 4650—1½-volt "A" battery, Size D. Shipping weight 8 ounces . . . . . 2 for 33c

Shop at Sears and Save

Transistor Radio

Love presets! Complete, ready to play! Full tone, great selectivity, strong reception. With contoured plastic earphone, ground, aerial. Tiny—3½x3½x2 in. high. Plastic case. With 4 pen-light batteries.

49 N 2004—Shpg. wt. 9 oz. . . . $4.67

"Tiny Tim" Radio

Toy-size, but terrific. Ready to play! Big 33-inch adjustable an-tenna for good reception. Ear-phone with "stay-on" clip. Color-ful, tough plastic case only 1x1⅝x3⅝ in. No batteries needed

49 N 2089—Shpg. wt. 14 oz. . . $3.19

Assemble your own 2.2-HP Gasoline Engine!

***Motorize your bicycle* with our wonderful new Adapter Kit!**

Adapter Kit. Everything you need to mount engine listed below on any standard 26-inch coaster-brake bike! Pulleys, "V" belts, mounting frame, throttle and friction clutch cables. Clutch lets you pedal and brake independently of motor. *Easy assembly*—see sketch

79 N 02304—Adapter Kit only. Shpg. wt. 15 lbs. $29.95

Gas Engine. Supplies plenty of power for bikes, scooters, midget racers, boats, etc. An absorbing, *exciting* gift for a young boy! He'll learn by doing and he'll love it. Easy-to-follow picture instructions make it real fun to put this useful little beauty together.

Same type engine as found on many power mowers. 2-cycle, single-cylinder, vertical-shaft, air-cooled. 2-inch bore; 1⅜-inch stroke. 4.7-cubic-inch piston displacement. 14 mm spark plug. Positive mist-type lubrication. Float-feed carburetor with vibration dampened float valve. Flyball governor. Positive, snap-type on-off switch at spark plug.

79 N 02203—Fuel tank holds one quart Shipping wt. 15 lbs. . . $29.95

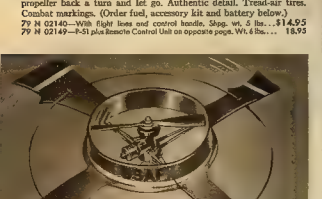
$29.95 cash $3.00 down

GIANT P-51 Mustang ready-to-fly gas model

Realistic plastic replica of the famous World War II fighter. Fully assembled. Red, white and blue. *Big* 30-in. wingspan, 27-in. fuselage. Glow-plug engine. Easy, automatic *Rotomatic* starting . . just wind propeller back a turn and let go. Authentic detail. Trend-air tires. Combat markings. (Order fuel, accessory kit and battery below.)

79 N 02140—*With flight lines and control handle. Shpg. wt. 5 lbs.* . . **$14.95**

79 N 02149—P-51 *plus Remote Control Unit on opposite page. Wt. 6 lbs.* . . . 18.95



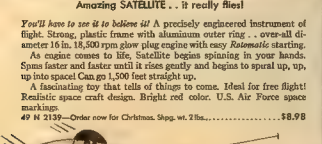
Amazing SATELLITE . . it really flies!

You'll have to see it to believe it! A precisely engineered instrument of flight. Strong, plastic frame with aluminum outer ring . . over-all diameter 16 in. 18,500 rpm glow plug engine with easy *Rotomatic* starting.

As engine comes to life, Satellite begins spinning in your hands. Spins faster and faster until it rises gently and begins to spiral up, up, up into space! Can go 1,500 feet straight up.

A fascinating toy that tells of things to come. Ideal for free flight! Realistic space craft design. Bright red color. U.S. Air Force space markings.

49 N 2139—*Order now for Christmas. Shpg. wt. 2 lbs.* **$8.98**



Automite Racecar goes up to 35 mph!

Real glow-plug gas engine under the hood for lightning-fast thrills. Easy *Rotomatic* starting . . turn drive wheel back one turn, release and engine starts. Plastic body. Driver in cockpit. Zooms around pivot post or can be raced straight. Sure-grip tires. Exhaust stack. 9 in. long.

49 N 2318—*With racing bridle, pivot post and fins. Shpg. wt. 1 lb. 4 oz.* . . . **$11.98**

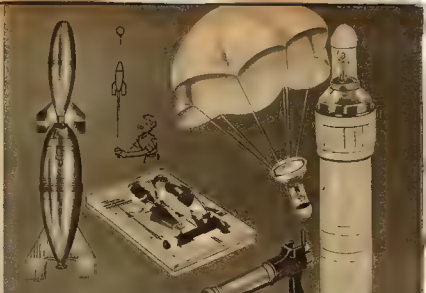
1 **Hobby Battery.** 1½-volt dry battery for model planes, boats, racers.

49 N 2259—*Shpg. wt. 1 lb. 12 oz.* . . . . *Each* **$1.12**

2 **Accessory Kit.** ½ pint glow-plug engine fuel, pouring spout, engine wrench and battery wire with clip.

49 N 2250—*Shpg. wt. 1 lb.* . . . . . *Kit* **$1.37**

49 N 2143—*½ pint fuel. Shpg. wt. 10 oz* . . . . . **.37¢**

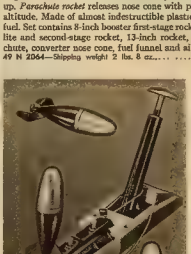


Sears Own Aqua Rockets

8-piece Set $4.66

Big, super-realistic. Up, up, up they go—100 feet or higher! *Two-stage rocket* works like real . . second stage takes off at about 100 feet up. *Parachute rocket* releases nose cone with parachute at very high altitude. Made of almost indestructible plastic. Safe . . use water as fuel. Set contains 8-inch booster first-stage rocket, second-stage satellite and second-stage rocket, 13-inch rocket, nose cone with parachute, converter nose cone, fuel funnel and air injection pump.

49 N 2064—*Shipping weight 2 lbs. 8 oz.* . . . . . *Complete Set* **$4.66**



3-Rocket Salvo Launching Site

Rocketeer's special! Fire one, two or all three rockets at a time! Set launching controls, pull rocket release cord and off they go. Air injection pump built into sturdy 13½-inch long launching platform. Rockets are fueled with water, placed and locked into position. Zoom up to 200 feet!

Rugged plastic set includes launching base, air pump, three 6-inch rockets, fuel funnel and 2 anchoring pins. Space toys are sure-fire gifts! Check your list now . . order early for Christmas.

49 N 2051—*Shipping weight 1 lb. 8 oz.* . . **$2.69**

Lunar-1 Two-stage Moon Rocket

Ready for launching . . *start count down!* Flashing red count-down light blinks . . 4–3–2–1–*blast off!* Whoosh—spectacular two-stage rocket takes off and separates . . second stage climbs over 300 *feet*. Operates on non-toxic fuel and oxidizer . . safe to use. Plastic set includes 14-inch two-stage rocket, adjustable launching pad, enough "fuel" and "oxidizer" for 32 flights.

49 N 2072—*Less battery. Shipping weight 2 pounds 8 ounces.* **$4.29**

49 N 2060—*3 drums of fuel, 3 bags of oxidizer . . enough for 48 flights. Shpg. wt. 4 oz.* . . . . . *89¢*

34 H 4636—*Batteries. Shpg. wt. 1 oz.* . . *2 for 25¢*

Build your order to $20 or more . . use Easy Terms, page 294

Sears Exclusive.. Daisy Cork Ball Guns

Target Trap and 50 Paper Targets. Use with any Daisy cork ball gun.
49N2670-Wt. 5 oz. 97¢

[1] $2.97 [2] $4.93 [3] Rifle $9.59

Pistol $3.97

Daisy Target Set Sold Only at Sears
Rifle, pistol, targets, cork balls, holster and belt. . . $13.59

Completely safe . . yet amazingly accurate for target shooting

Our economy-priced Rifle

[1] An amazingly accurate rifle that looks like the real thing but actually shoots only harmless cork balls. Rifle makes "crack" noise, smokes, recoils. Metal barrel, cocking lever. High-impact plastic stock. 32 inches long. 12 cork balls included.
79 N 02665—Shipping weight 3 lbs. . $2.97
49 N 2647—48 Cork Balls. Wt. 4 oz. . . . 87¢

Handsome Scope Rifle with Targets

[2] Features 11-in. removable telescopic sight . . fires harmless cork balls. Rifle crack, with smoke and recoil action. Bronzed metal barrel . . gold colored scope, cocking lever. Checkered design high-impact molded plastic stock. Adjustable web sling. 32 in. long. 12 cork balls, targets, target holder.
79 N 02892—Shipping wt. 3 lbs. . . . $4.93

Pump Rifle and Pistol Set with holster and belt

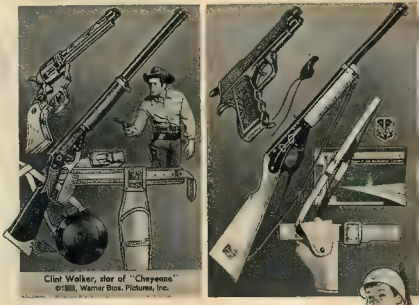
[3] Set includes pump action 37-in. cork ball rifle, modeled after Daisy's famous air rifle; cork ball target shooting pistol, modeled after Daisy's "Bull's Eye" air pistol, leather holster on web belt; 24 cork balls; catch-cork target, target tissues. Both guns have bronzed metal barrels, both shoot with amazing accuracy. Rifle "cracks," recoils. Pistol has plastic grips, peep and open rear sight.
79 N 02646—Complete Set. Shipping wt. 4½ 7 pounds. $13.59
79 N 02643—Rifle, cork balls, targets, target holder. Shpg. wt. 3 lbs.. 9.59
49 N 2642—Pistol, cork balls, targets, target holder. Shpg. wt. 1 lb . 3.97

Authentic Toy Military Automatics

[4] $3.79

[5] $2.69

[6] $4.29



Clint Walker, star of "Cheyenne" ©1958, Warner Bros. Pictures, Inc.

New! Electric B.A.R.

[4] Modeled after the famous rifle widely used in World War II. Makes loud "crack" followed by puff of smoke. Detachable dummy range finding sight. Detachable bipod. High-impact plastic. 32 inches long. Uses 2 batteries (not incl.). Shipping weight 4 pounds.
79 N 02903 . . . . . $3.79
34 N 4650—Batteries. Shpg. wt. 8 oz . . 2 for 33¢

Thunderburp . . Machine Gun

[5] **Thunderburp Gun.** No caps, no batteries. Vibrasonic sound chamber. Single shot or automatic fire. Vibrating action of real machine gun. Plastic, metal mechanism 13 in. long. Shipping weight 1 pound 10 ounces.
49 N 2796 . . . . $2.69

[6] **Electric .50 cal. Machine Gun.** Life-size plastic model. Detachable 18-in. tubular steel swivel tripod. Touch hair trigger makes rat-a-tat noise, light flashes, barrel recoils. 32x29x14 in. high mounted. Order 2 batteries at left.
79 N 02798—Shipping weight 3 lbs... $4.29

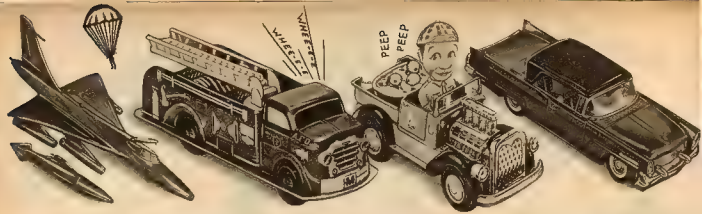
Daisy Cheyenne Set

"Singin' Saddle Gun" . . pull trigger, gun "cracks", smokes, recoils . . hear bullet "whine" just like ricocheting bullet. Metal barrel, plastic stock. 35 in. long. Set includes Stallion "38" cap pistol, bullets, leather holster and canteen. Belt, 9 play bullets.
79 N 02891—Shpg. wt. 6 lbs. $9.79
79 N 02889—Cheyenne "Singin' Saddle Gun" only. Wt 3 lbs.. . $4.69

NOTE: The State of Ohio prohibits the sale of cap-firing pistols to minors under 16 years of age.

Daisy Rocket Command Set

Enlist now in the Air Force Rocket Command! Rifle "cracks," smokes, recoils. Authentic Air Force colors . . blue metal barrel, white plastic stock, bright red sling. 32 in. long. Includes automatic cap pistol; white leather holster, belt; rocket command shoulder patch; book on rockets, missiles; MP type whistle. Shipping weight 5 pounds.
79 N 02890 . . . . . $7.77
79 N 02888—Air Force Smoking Rifle only. Shipping weight 3 lbs. $3.49



B-58 Supersonic Bomber

Thrilling airplane action. Big 2-foot long jet bomber fires 9-inch guided missile, automatically ejects "pilot" who glides safely to earth by parachute. Retractable landing gear Silver-color unbreakable polyethylene
49 N 5516—Shpg. wt. 2 lbs. **$2.59**

Friction Motor Fire Truck

The siren wails realistically as fire truck rushes to the scene of the blaze. Swivel-mounted aerial extension ladder telescopes 9 to 21 in. Brightly colored steel truck, smooth rolling rubber wheels. 14½ in. long.
49 N 5755—Shpg. wt. 2 lbs. **$1.79**

Chicken Farm Truck

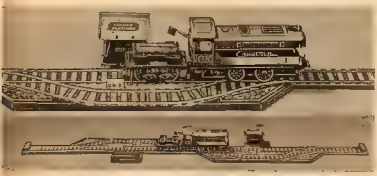
Chicks pop up and down out of hay, making chirping noise as driver turns head automatically Pistons light up, move up and down 3¾ in long Uses 2 "D" batteries. Metal (Order below)
49 N 5869—Wt. 1 lb. 10 oz. **$2.89**
34 N 4650—Batteries. Wt. 8 oz..2 for 33c

Lincoln Mark III Hardtop

Sleek looking new Lincoln Continental . . bright automotive colors . . silver-color trim. Friction motor Metal construction, rubber tires. Plastic steering wheel. Over 11 inches long. A real beauty of a car. From Japan
49 N 5788—Wt. 1 lb. 8 oz. **$1.79**

Yankee Doodle Secret Rocket Test Center

All the excitement and activity of a real rocket test center . . actually blasts off play rockets and satellites in an amazingly realistic manner. When everything is ready for a launching, a warning siren sounds . . you then pull a lever which opens the doors and moves rocket and launcher into position for firing. A countdown clock ticks off 10-9-8-7-6-5-4-3-2-1-0. At count of zero, rocket and satellite are fired automatically. Center is made of strong plastic . . 17½x 11½x8 in. high. 3 rockets, 3 satellites included
49 N 5718—Uses 2 flashlight batteries (order below) Shipping wt 3 lbs. . . . **$7.95**
34 N 4650—Batteries. Shipping weight 8 ounces. . . . . .2 for 33c



Tots enjoy this new battery-operated Shuttling Freight Train

Bustling 7-inch locomotive picks up 4-inch freight car, moves it to a loading platform Logs unload onto car while the engine moves on up the track. After . engine switches, it comes back, picks up car and moves it to unloading platform, where it automatically unloads logs. 54 in. of track. Metal. Japanese
49 N 5780—Uses one flashlight battery (order below). Shipping wt. 2 lbs. 4 oz. **$2.98**
34 N 4650—Batteries. Sh pping weight for two, 8 ounces. 2 for 33c

Lights! Sound! A-C-T-I-O-N!

Battery and Friction-operated Toys

1 Smoking Popeye. Brings pipe to mouth, lowers it. blows smoke Metal. 9 in. high. Uses 2 "D" batteries (order below right). Japanese.
49 N 5849—Shipping wt. 1 lb. . . . **$2.69**

2 Mickey the Magician. Mickey lifts hat, showing bird; lowers hat, lifts hat, bird is gone. 10 in. high. Uses 2 "D" batteries (order below right)
49 N 5877—Metal. Wt. 1 lb. 8 oz . . **$3.69**

3 Bubble-blowing Elephant. Kayon plush pachyderm dunks trunk into solution raises head and blows long stream of bubbles. Bright 7½x6-inch metal base. From Japan Uses 2 flash light batteries (order at right
49 N 5861—Shpg. wt . . 2 **$3.69**

4 Sleeping Bear. Alarm rings, bear rises, stretches, yawns, lies down Metal with cloth sheet. 9 in. long Uses one "D" battery (order below.
49 N 5875—Shpg. wt. 1 lb. 10 oz. **$3.69**

5 Teddy the Artist. Draws pictures of pattern plates inserted in slot. Hand and plates are magnetic 9 plates, 2 crayons, 1 sketch pad Metal. 7 inches high. Uses 2 "D" batteries (order below). Japanese
49 N 5883—Shpg. wt. 2 lbs. . . . **$3.98**

34 N 4650—"D" BATTERIES FOR ITEMS (1), (2), (3), (4), and (5) above Shpg. wt for two 8 oz. . . 2 for 33c

ZOOM! Look at them go!

Exciting Action Toys at modest prices

1 **Automatic Power Shovel.** Push plunger . . shovel scoops and dumps mechanically while making "heavy machinery" noise. Cab swivels manually 180 degrees. Brightly colored . . sturdy steel construction. Ten wheels with heavy-duty rubber tires, 14¾ inches long over-all. Imported from Japan.
49 N 5834 *Shipping weight 4 pounds.* $3.79

2 **Realistic 3-piece Tractor Set.** Climbs steep grades, shoots harmless sparks as it rolls along. Removable dump trailer and road scraper. Bright ly printed steel body. Heavy-duty rubber treads. Long-running clock-spring motor. 17 inches long over-all.
49 N 5733—*Shpg. wt. 1 lb. 12 oz.*.. $1.85

3 **New Friction Motor Dump Truck.** Press lever . . simulated hydraulic cylinder raises bed, dumps load. Brightly colored steel body. 18 wheels. 14½ in. long. Made in Japan.
49 N 4209 *Shpg. wt. 2 lbs.*..... $1.89

4 **2-stage Friction Rocket.** Turn hand crank to "rev up" powerful motor . . release lever . . rocket zips away on rubber wheels, its siren screaming. First stage drops off . . second stage continues on to "target." Brightly colored steel body. 10 inches long. Imported from Japan.
49 N 5835—*Shpg. wt. 1 lb. 4 oz.*... $1.85

5 **New! Automatic Cement Mixer.** Mixer rotates as truck moves . . push-button mechanical motor raises drum, dumps load, makes "heavy machinery" noise. Brightly colored heavy duty steel body. Rubber tires. 15 in. long. Imported from Japan
49 N 5833—*Shpg. wt. 4 lbs.*.....$3.79

6 **New! Friction Motor Auto Transport.** Carries four 5-in. long late model cars to your toytown dealer. Unloading ramp. Brightly colored steel. Rubber wheels. 16½ in. long over-all. Imported from Japan.
49 N 4234—*Shpg. wt 3 lbs.*..... $2.89

7 **Friction Motor Jeep with Rocket-Firing Cannon.** Steel construction. Cannon fires 2 harmless rockets (included). Adjustable windshield. Metal hitch on jeep for attaching cannon. Driver in seat. Heavy-duty rubber tires. 17½ in. long. From Japan.
49 N 4220—*Shpg. wt. 1 lb. 6 oz.* . $1.49

Ideal's Great Jet Interceptor-Fighter Cockpit $16.49

- Projects a force of 6 moving "enemy" planes on wall at 6 different levels
- Rocket launcher fires rubber-tipped "rockets" from 4 guns . . makes "rat-a tat" machine gun noise . . hits and "shoots down" enemy aircraft
- Tracking radar scope flashes red warning light when you stray off course
- Gauge on lighted instrument panel shows "air speed," has bank, turn indicator

"Attention! . . A squadron of unidentified aircraft has been sighted . . it's feared they are going to attack the United States! . . Pilots . . man your planes!"

Climb into the "cockpit" of your "jet," adjust your helmet (not included . . see below) and "take off." Check your lighted instrument panel to see that your "air speed" gauge is operating properly, and your radar scope to see that you're "on course." . . There they are . . a formation of enemy planes at 12 o'clock. Zero in . . press the firing button on the "stick" . . "rat-a-tat" . . a direct hit!

Vividly simulates the actual flight and combat conditions of modern jet age. High-impact plastic. 16x12¾x11¾ in. high. 6 suction cup-tipped "rockets," projector bulbs included. Uses 4 "D" batteries (not included . . order below).
79 N 05732—*Jet Interceptor-Fighter Cockpit, Shipping weight 9 pounds*... $16.49
34 N 4650—"D" batteries for above, *Shipping weight 1 pound*.....*4 for 64c*
49 N 3072—*Steve Canyon Helmet Shpg. wt. 1 lb. 4 oz.*.....$2.79

Crazy Train. Clock-spring motor powers it on a wobbly route. Brightly colored metal. Rubber wheels. 12⅜ in. long. From Japan.
49 N 5706—*Wt. 8 oz.* 93c

Minnie Mouse Rocker. Minnie rocks, knits . . head and legs move. Brightly printed metal 6¾ in. high. Spring motor. From Japan.
49 N 5705—*Wt. 8 oz.* 93c

Donald Duck Eccentric Car. Plastic figure bounces as colorful steel car runs crazily. 3½ in. long Spring motor. From Japan.
49 N 5710—*Wt. 14 oz.* 93c

49 N 5785—*Set of 3: Train, Rocker and Donald Duck Car. Shpg. wt. 1 lb. 14 oz.* ..$2.69

Friction Motor Plane

A modern passenger plane that rolls smoothly along the floor powered by a strong friction motor, propellers whirling and motor roaring realistically! Body made of brightly colored metal. Easy-rolling rubber wheels. Just press down and forward to activate motor. 14½ in. long, 10½ in. wide, 3½ in. high. Made in Japan. Be sure to order early for Christmas
49 N 5736—*Wt. 1 lb. 4 oz.* .. $1.69

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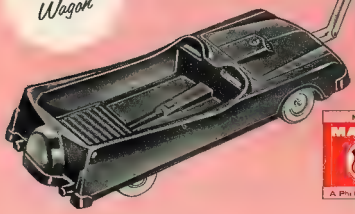

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the "DEUCE" 1932 Model 'B' Ford

assemble
disassemble
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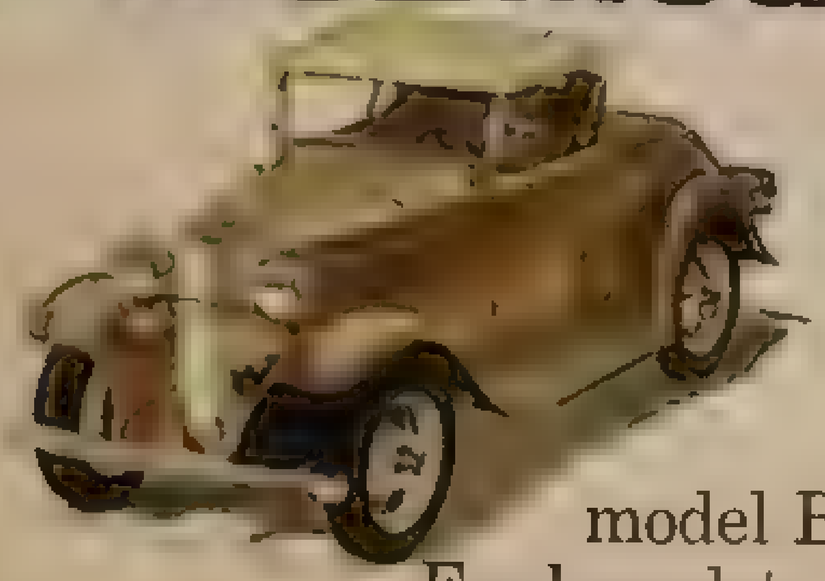

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street rod

modified
roadster

build all three

big PLUS features

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3 in 1 CUSTOMIZING BOAT KIT

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customized speed boat

see goin' dragster

with customized trailer & hitch

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- No flooding with the amazing new, instant starting engine!
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- Uses regular model engine fuel
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Artist's drawing shows enemy submarine position (white pip indicated by arrow) as it appears on Bendix Sonar viewing scope in helicopter. It is the first airborne system to provide a visual presentation which pinpoints a target below the surface

NOW NAVY HELICOPTERS, WITH BENDIX SONAR, "SEE" ENEMY SUBS UNDERWATER

Prowling enemy submarines will meet a deadly countermeasure in Bendix* Sonar equipped seagoing helicopters which have their own ways of hunting down *their* prey.

This is one phase of the U. S. Navy's potent and far reaching Anti-Submarine Warfare program. A pioneer in underwater detection and communications, our Bendix-Pacific Division in North Hollywood, California, developed this first airborne scanning sonar system for use in Sikorsky HSS-2 helicopters. It is the first airborne system to provide a visual presentation which pinpoints a target below the surface. In operation, a sending-receiving transducer is lowered into the water as the helicopter hovers. Known as "dunked" sonar, signals are transmitted through the water which echo back, somewhat like radar beams, from objects like submarines. The fact that the system is a long-range search and detection device adds greatly to its value.

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In this Golden Year, we reached an important milestone when we shipped the 30,000,000th can of "PLAY-DOH" Modeling Compound.
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You'll be reading about our exciting new products and promotions in future issues of Toys and Novelties.

The Play-Doh® People

PROMOTION IN ACTION . . .
Captain Kangaroo, CBS-TV Network, greets J. S. McVicker, President of Rainbow Crafts, Inc.

RESEARCH—QUALITY CONTROL . . .
Dr. Tien Liu, Ph.D., Research Director, explains quality control test to Wm. C. Rhodenbaugh, Vice President.

SALES—PUBLIC RELATIONS . . .
Art Steecklin, Sales Manager, reviews trade show exhibit with John L. Beck, Public Relations Director.

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NEW! Ready to model right from the can Dries like real wood!

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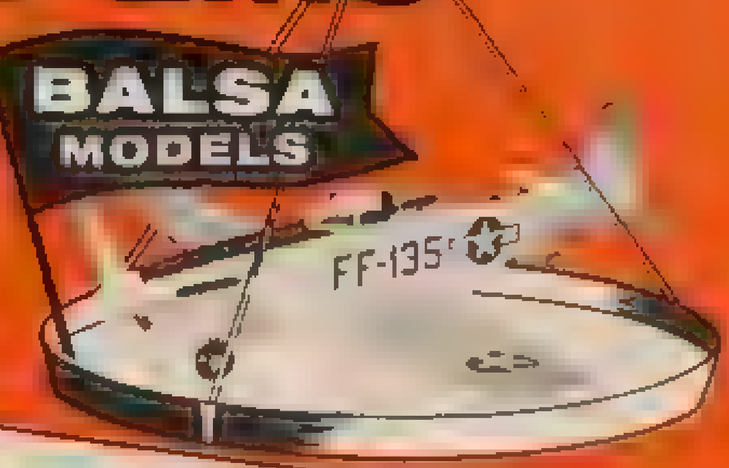

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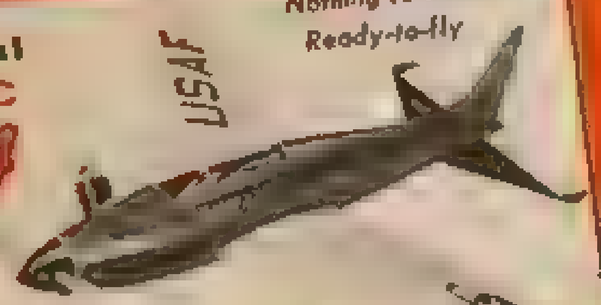
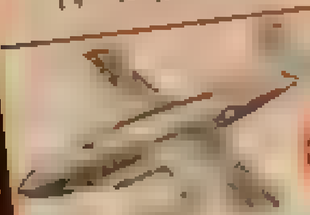
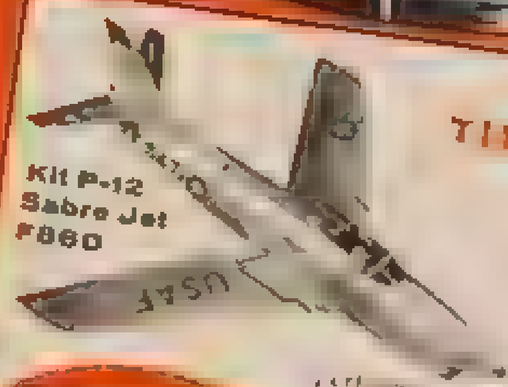


Favorite of flight-minded model builders! Molded from high impact plastic in two colors. transparent cockpit canopy control handle and lines. Decals insignia. In 4 color scale. Span 14" length 14¼", weight 5 oz.

ALL-PLASTIC Jets and Fighters





Kit P-12 Sabre Jet F86D

THE "P" LINE

Balsa Flying and Flying Scale Models

The ROOKIE TRAINER

Control Model for "B" or "C" Engine

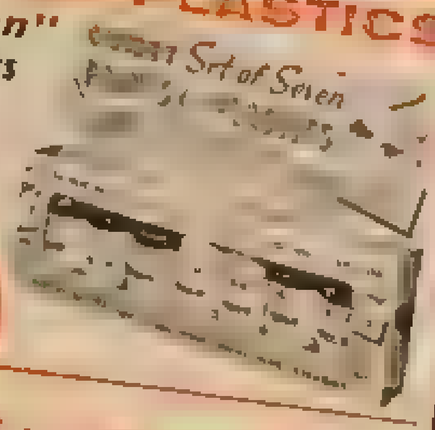
Beginners can build and fly it yet its performance shatters the experts. Easy shaped and sanded landing gear wheels. Wing span 44". Kit No. 76

COMET

PAINTS for PLASTICS

In a "Set of Seven" or in generous individual 10c jars

Choice of 14 Sparkling Colors!



COMET CEMENT for PLASTICS

Builders of Balsa Models PREFER

COMET CEMENT

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COMET MODEL HOBBYCRAFT, INC.

501-05 WEST 35TH STREET • CHICAGO 16, ILLINOIS

CARROM

No Toy and Game Dept. is complete without a representative showing of Carrom merchandise. As the world's leading makers of game boards, with a line that has been progressively developed ever since 1889, Carrom offers a broad variety of toys and games of HIGH PLAY VALUE for the customer, and HIGH PAY VALUE, in terms of profit, for the dealer.

There is no closed season for the sale of Carrom merchandise. Games for parlor, rumpus room, beach or lawn play enjoy a year-round demand. Toys for youngsters from pre-kindergarten to teen age are in demand every day of the year. Every customer who enters your toy and game department is a "prospect" for one or more Carrom items . . . offering attractive units of sale for you at a satisfactory profit.

If you do not have a copy of the latest Carrom catalog, write for it today.

COMPETITIVE SKILL GAMES for ALL AGE GROUPS

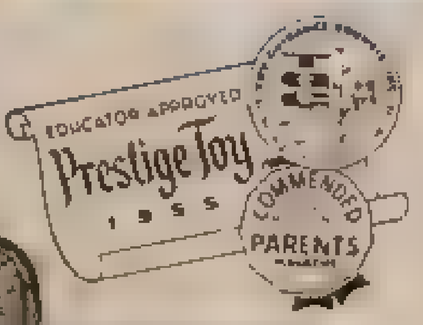
Carrom M-K Turntable for Scrabble and Other Word Games

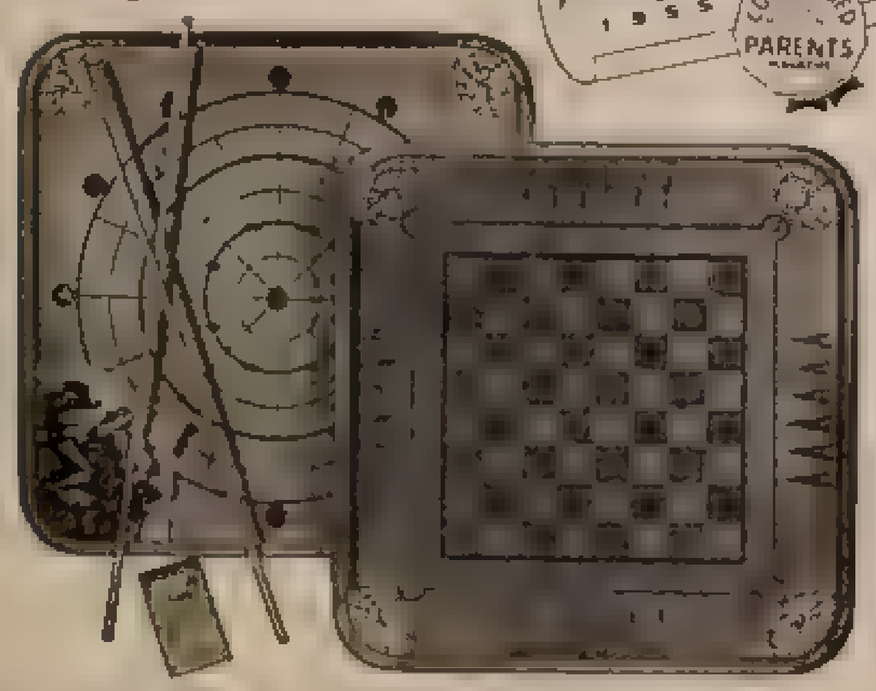
Here's the latest addition to the Carrom line of outstanding game equipment! A volume seller to all purchasers of Scrabble and other word games. Keeps racks outside of game area during play; easy to select tiles from any of four spaces; simplifies turning and mixing tiles. Turntable edge is rimmed with rubber; playing surface Presdwood with cork corners. Turns smoothly; will not tip.

KIKIT GAME. Here's action, teamwork and a real test of skill. This game combines scoring principles of hockey, soccer and basketball. Ball is propelled by paddles to simulate kicking, passing, blocking. Action for 2 to 6 players. Two sizes: TK-7 and TK-3.

NO. 43 HI-BOL GAME. Ideal both as an indoor and outdoor skill game for children and adults. Folds compactly into neat carrying case for taking along on outings. Sturdily built. Furnished complete with 2 balls and rule sheet. Size of game folded in box 2 x 11½ x 2".

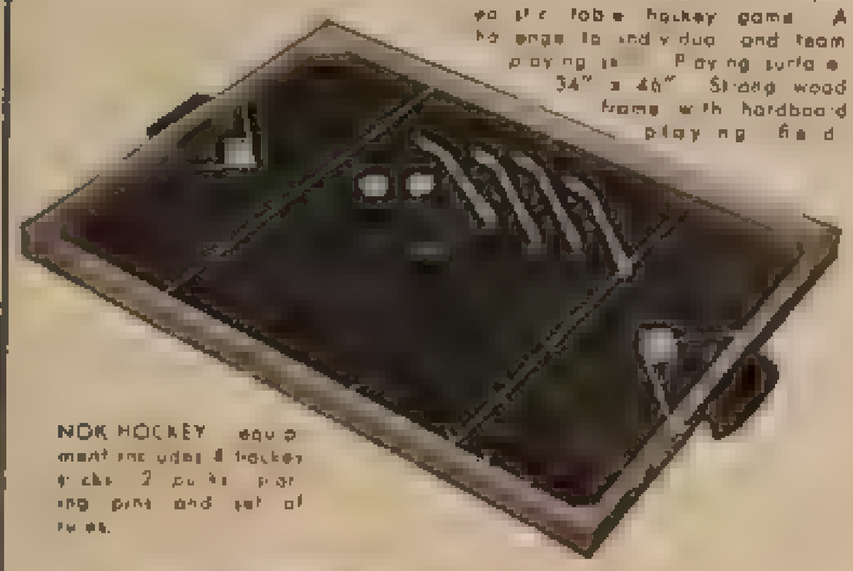
Again awarded the Toy Guidance Council's "Prestige Toy" Seal as an 'Educator Approved' Game to be included in the Council's national advertising





NO. 85 CARROM BOARD. This ever-popular reversible board plays 85 different games. Official 28½" size. Wood frame construction with plywood center panel, round corners, reversible net pockets and green felt cushions on Carrom side. Other types and sizes also available.

NO. 20 NOK-HOCKET. A fast action table hockey game. Adjustable handles for individual and team playing. Playing surface 34" x 46". Strong wood frame with hardboard playing field.



NOK HOCKEY equipment includes 4 hockey sticks, 2 pucks, playing rules and set of rules.

NO. 45 BOWL GAME. Here's a real action all age group game requiring accurate aim and play. Can be played by any number and offers several different game variations for increased play value. Strongly built. Furnished with 2 balls. Size 28"x30"x10".

BALLA-ROLLA

Here's an exciting challenge to the balancing skill of any young child. Provides fun, exercise and use of muscles through wooden platform with non-skid pad and wooden roller, moving on hardwood frame on bottom of board. Platform 32" x 9" x 5". Packed singly with shipping carton.

Carrom Industries, Inc.

LUDINGTON Established 1889 MICHIGAN

Largest Makers of Game Boards in the World

NEW YORK SHOWROOM: 1357 Fifth Avenue — 6th Floor

Land-Cruising through the Rockies and the Sierra

Scenery you see no other way—and snapshots to prove it's as glorious as you tell your friends! That's what's up... in the California Zephyr's five Vista-Domes

By LUCIA LEWIS
Travel Editor, Chicago Daily News

Two full days of amazing scenery—and only the Vista-Dome California Zephyr lets you see it all!...

You can get to the coast in three ways (or make it six, if you toss in horseback, bicycle, and hiking).

But I am happy with my re-discovery of the rail-way. I re-discovered this travel pleasure when I traveled from Chicago to San Francisco on the California Zephyr—a true luxury train (both first class and coach) which operates via Denver and Salt Lake City, over the Burlington, Rio Grande, and Western Pacific railroads. This is a cruise on land—travel that helps me make the wisest use of time for work, pleasure or both.

Writing is my job. But it doesn't feel like work aboard the California Zephyr, because every time I glance out the window I am stimulated by the longest parade of beauty along any railroad, here or abroad.

Its run is so scheduled, both westbound and eastbound, that you don't miss a mile of the prize scenic sectors by day. And the five roof-top Vista-Domes give every passenger a front-row view, too.

Even today, no highways penetrate to much of the most sensational scenery in Colorado and California. Only the rail-builders have blazed their trails here.

Busy cameras must make the Zephyr seem like a year-round Santa Claus to film manufacturers.

Westbound, you start along the Burlington; through Illinois' serene farms and villages that seem a world away from Chicago's skyscrapers. As night falls, you cross the Mississippi—and when dawn comes, the Rockies rise along the western horizon. Breakfast time finds you in Denver, about to begin the Rio Grande Railroad's spectacular climb up the Rockies, and suddenly you find yourself in a mountain wonderland.

All day long, the train winds through Byers, Gore, Glenwood and other Colorado canyons. Only when you gaze up at the peaks from way down here can you truly grasp their grandeur.

A blaze of glory winds up your day, on the Colorado-Utah border, in Ruby Canyon... aptly named for its crimson cliffs and pinnacles. The whole canyon is bathed in a rosy light; even the gray-green sagebrush turns pink in the afterglow as the sun sets behind the red rocks.

Next morning you discover the pine-cloaked beauties of California's Feather River Canyon. In this 118-mile canyon, the river tumbles fiercely around rocky islands and over many-colored boulders. Foam flies in white plumes, reminiscent of the wild pigeon feathers that gave the river its name. And the Western Pacific shows it to you for hour after hour.

Finally you roll out on the Central Valley, across California's second band of wealth. Here fruit trees blossom when there's still snow back home. You gaze out at rice fields and vegetable farms from Marysville to Sacramento to Stockton, and roll into Oakland by mid-afternoon. The white towers of San Francisco shine on their hills, welcoming you across the great Bay Bridge.

This is the way to use time—on a land-cruise for rest or for undisturbed work—and always for joy in communion with 2,500 miles of your country at its splendid best.

Colorful free literature—address
California Zephyr, Dept. 602-N
547 West Jackson Boulevard
Chicago 6, Illinois

ZEPHYR LAND-CRUISE HIGHLIGHTS...

Ever sit under a drenching shower without getting wet? You can, in a Vista-Dome, when the Zephyr takes a bath at Denver and again at Portola, Calif. Youngsters of all ages love it as giant sprays and mechanical brushes leave windows sparkling for undimmed views and sharp pictures.

...Porters, waiters, stewards and the "Zephyrette" (our untiring hostess) give the kind of service you hardly ever get any more. They seem proud of their share in running a proud train.

...Zephyr food is marvelous—wonderfully varied, reasonably priced. And there's no lineup waiting for service; the Zephyrette reserves a table at the hour you choose... including five p.m. for the budget dinner.

..The new "Cable Car Room" (named for its San Francisco scenes and cable car models) is open all day and late into the night for light meals and snacks.

..This is "space travel" in the comfortable sense of the word. The extra seats in domes and recreation cars actually provide a second seat for each passenger, at no extra fare.

And have you forgotten how easy it is to board a streamliner? A short ride to the station, a redcap to carry your luggage to your room or seat, extra-generous baggage allowances, a few minutes to your hotel upon arrival.

.. Just get to the station on time. Trains do leave when they say they will.

assignment [page 26, March TRAINS.]

Many were the happy Sunday afternoons spent at this coal dock, which was the mid-Michigan coaling point for through trains. No. 20 eastbound would pass first, followed by No. 17, which seemed to rate engine 6040 more often than not. The big 4-8-2, panting from its high-speed run, would roll slowly under the dock with the fireman clambering back on the tank to lower the chute seemingly before the 73-inch drivers had stopped.

Then during the very brief interval I would stand beside the magnificent machine, savoring the aroma and reflecting on the designation "6040—U-1—50%" neatly lettered on the cab side. How could I know then that the engine had 50 per cent of 100,000 pounds tractive force, that it first saw the light of day in 1925 at Eddystone, and that with its four sisters it had immediately replaced the 5600-class Pacifics in the mainline service? It was enough for me that 6040 was

Collection of David B. Osborn

GTW 6040 and three good friends in 1937.

a powerful, mysterious and photogenic machine, that it looked stern and strong under its feedwater heater, that it had a distinctive Vanderbilt tank, and was a 4-8-2—surely the most perfect wheel arrangement ever. Too, it was an aristocrat and a wanderer; and all too soon, with pops lifted and the engineer on his feet coaxing the crack limited to life again, it would be off and gone to such exotic locations as Battle Creek and Chicago.

When the streamlined 6400's (Northerns) came in 1938, 6040 was placed in Detroit-Durand freight service where it frequently doubleheaded behind a 3700-class M.ke. You know the rest: GTW is still in the steam passenger business.

It is interesting that railfans generally have preferred the Hudsons and Challengers, the K4's, and D&RGW 490's to the prosaic locomotives of the GTW. In 1937 I didn't know any better, never having seen a Hudson or any kind of Big Engine or Quaint Engine. Now when there is very little else left, the railfan world turns its eyes toward what I have had the good fortune to admire all along!

David B. Osborn

9097 Fldora Dr., Cincinnati 36, O.

Continued on page 58

See Ottawa's famous Peace Tower

TAKE THE ROYAL TOUR OF CANADIAN CITIES...VISIT TORONTO, OTTAWA, MONTREAL AND QUEBEC

- **Fabuleux! Carefree days in Canada's most colorful cities**
- **Toronto, bustling with bargains for smart shoppers**
- **Montreal, gay and romantic—the Paris of North America**
- **Ottawa, the capital city, a picture-taker's delight**
- **Quebec, rich with the historic past and urban charm**

Superb cuisine, delightful sights to see, gay night life and stimulating foreign flavor! "Maple Leaf" Package Tour rates include rail fare, Pullman, tax, planned sightseeing and first-class hotel accommodations. For complete information, see your travel agent, or Canadian NATIONAL Railways, A. M. Nolan, 103 West Adams Street, Chicago 3, Ill., or call RAndolph 6-5465. Offices in principal U.S. cities.

ONE OF MANY MAPLE LEAF VACATIONS
OFFERED ONLY BY...

CNR

CANADIAN NATIONAL RAILWAYS

See more of magnificent Canada from Canadian Pacific's ultra-modern Scenic Dome trains

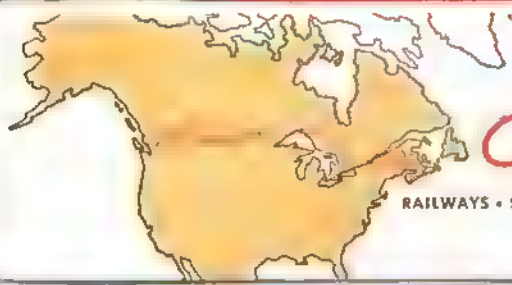
Aboard "The Canadian" and "The Dominion," in daily service throughout the year between Montreal-Toronto and Vancouver, you will find a happy combination of spacious comfort and gracious service.

Widely spaced coach seats have full-length head and leg rests. (And no matter which class you travel on "The Canadian," all seats are reserved at no extra cost!) Enjoy superb cuisine. But most important: you see some of the world's most magnificent scenery from the scenic domes!

En route, you may want to stop off at Banff and Lake Louise. Nestled mile-high in the Canadian Rockies, these luxurious mountain retreats are world-famous for their spectacular surroundings and gracious hospitality.

On land with scenic dome streamliners and renowned hotels, as on the seas with White Empress luxury liners and in the air with jet-prop airliners, Canadian Pacific offers a world of unsurpassed transportation service.

RELAX IN SPACIOUS COMFORT ALONG THE WORLD'S LONGEST, MOST SPECTACULAR SCENIC DOME ROUTE, VIA BANFF AND LAKE LOUISE!



"The Canadian," luxurious scenic dome streamliner, takes you in comfort through the heart of the mighty Canadian Rockies.

Canadian Pacific

World's Most Complete Transportation System

RAILWAYS • STEAMSHIPS • AIRLINES • HOTELS • COMMUNICATIONS • EXPRESS • TRUCKING • PIGGYBACK

Al C. Church, Florida State Highway Engineer, inspects causeway approach in Miami Beach. It will be part of a bridge system crossing Biscayne Bay to Interstate road in Miami.

HE'S A ROAD BUILDER...AND SO ARE YOU

Al C. Church is a state highway engineer, and his job is to build roads. But it isn't a one-man job.

"The most important job belongs to you—the 175 million people in our nation," he says. "You have to believe in a road program. Your taxes pay for the roads. Your support makes construction possible. Your needs dictate how many roads will be built and where they will go."

Al Church has counterparts in every state. On their ability and judgment ride the growth of America's commerce and the well-being of its motorists.

These state highway engineers are a determined breed. For many years they fought a lone and losing battle as traffic multiplied fiercely and revenue for road building failed to keep pace.

Now they are not alone . . . nor are they losing.

Approval was given almost three years ago to a national highway program which called for the building of a 41,000-mile system of Interstate freeways, as well as many miles of city expressways and farm-to-market roads. Scheduled completion time for this, the greatest construction job in history, is another 12 years.

Right now this farsighted program is on schedule. And it should stay that way with men like our state highway engineers and machines like the big Caterpillar earthmoving units on the job. Unless, of course, we shortchange the program.

This isn't happening in Florida, where the state's officials and its people are solidly behind Church in the highway building program. As Church says, "The roads of *your* state are what *you* make them."

Caterpillar Tractor Co., Peoria, Ill., U.S.A.

CATERPILLAR

REG U S PAT OFF

DIESEL ENGINES • TRACTORS • MOTOR GRADERS • EARTHMOVING EQUIPMENT

MACHINES THAT BUILD FOR A GROWING AMERICA

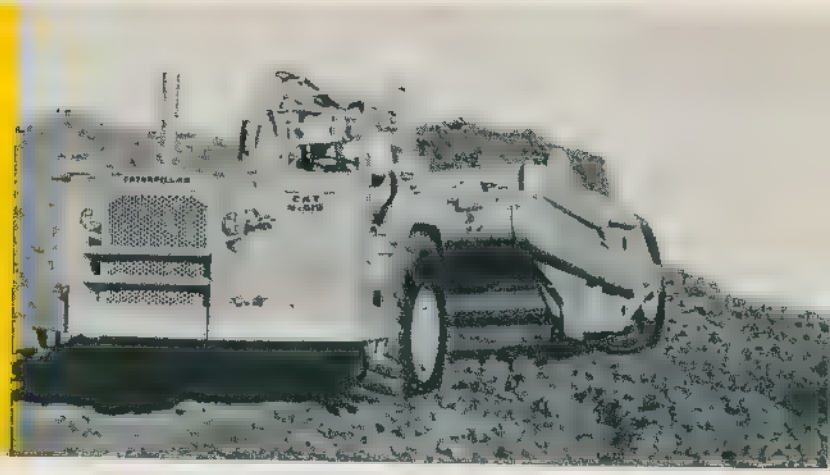
Highways are just one need of our fast-growing nation. *By 1975, our nation must have . . . almost double our present water supply • double our school facilities • 20 million new homes • 20% of our present housing rebuilt • 2½ times more oil • 60% more lumber production and double today's pulpwood production • 55% more metal ores • soil conservation on 1,159,000,000 farm acres • 123,300 new dams and 1,200 miles of levees • double our present hospital facilities • 250% more electric power*

PROJECT PAYDIRT* *pays off again*

NEW "ALL JOB" CAT NO. 619 225 HP TWO-WHEEL TRACTOR

First two-wheel tractor to deliver four-wheel speed and roadability!

Matched with new No. 442 Series B LOWBOWL Scraper for new high production . . . 14 cu. yd. struck, 18 cu. yd. heaped!



This new No. 619 Series B represents a major breakthrough in two-wheel tractor-scraper design. It is the first and only broad application two-wheel machine that combines two-wheel traction with four-wheel speed and roadability. It also affords new type unit construction and timesaving accessibility.

The No. 619's new turbocharged engine delivers 225 HP and a torque rise of 20%—for fast acceleration. With a top speed of 30.2 MPH, it can really run—and run under conditions that slow down other make two-wheel rigs.

That's because of its roadability. Advance Caterpillar design has achieved a tractor-scraper balance that "smooths out" rides to an amazing degree. This balance permits higher speeds for more cycles per day and less operator fatigue.

As for unit construction and accessibility, here's an example: A new swing-away dash allows ready access to the starting engine, air compressor and hydraulic pump. Entire left side of the engine can be exposed without having to disassemble any major components connected with the dash.

Like all achievements of Project Paydirt, the No. 619-No. 442 has been thoroughly tested. Four years of on-the-job operation prove this: This new "all-job" rig will set new performance records on a broad range of applications.

How much does this mean to you profit-wise? Of course, that depends on your jobs. But this is for sure. There's nothing like the new No. 619-No. 442 in the field today. Get the complete facts from your Caterpillar Dealer. Ask for a demonstration. See for yourself how it can step up production and profits on a wide range of applications.

Caterpillar Tractor Co., Peoria, Illinois, U.S.A.

* **PROJECT PAYDIRT:** Caterpillar's multimillion-dollar research and development program — to meet the continuing challenge of the greatest construction era in history with the most productive earthmoving machines ever developed

ADDITIONAL FACTS ABOUT THE NO. 619-NO. 442

NEW NO. 442 SERIES B LOWBOWL SCRAPER has capacities of 14 cu. yd. struck and 18 cu. yd. heaped. Exclusive LOWBOWL design provides a faster loading rate with less resistance throughout the loading cycle. Also available is the 25-ton-capacity Athey PR619 Rear Dump Trailer.

UNIT CONSTRUCTION FOR EASY ACCESSIBILITY. The transmission, differential and cable control can be removed from the tractor as a single unit. The flywheel clutch can be removed as a unit with the engine in place.

PLANETARY FINAL DRIVES. By removing six capscrews in the planet carrier cover, each axle can be removed from the tractor. Use of planetary gears has contributed materially to the over-all accessibility of the unit.

OPERATOR EFFICIENCY IS INCREASED. New 2-jack steering system provides a greater amount of turning effort coming out of a turn than going into a turn. Also, for reducing ride motion, the Torsionflex seat is supplied as standard equipment.

WIDE RANGE OF APPLICATIONS. The new No. 619 fits equally well on small jobs or large projects. Whether it is called on for a low-yardage finishing job or to move material at high speed, the No. 619 is the right machine

ALSO: Six-speed forward, two-speed reverse constant mesh transmission • Standard wide-base 26.5-25, 24-ply tubeless tires all around—optional treads and ply ratings available • Choice of in-seat gasoline starting or direct electric starting • New dry-type air cleaner • Fuel tank capacity — 85 U. S. gallons • Shipping width - 10 feet, 10 inches.

CATERPILLAR

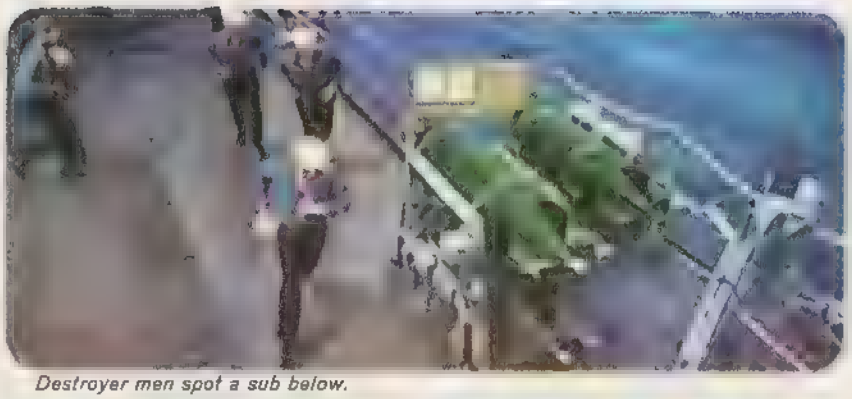
Caterpillar and Cat are Registered Trademarks of Caterpillar Tractor Co.

BORN OF RESEARCH PROVED IN THE FIELD

MEN OF AMERICA:

U.S. NAVY SUB-HUNTER

Modern destroyers patrol our sea lanes, always on the alert. When a target is sighted and the enemy engaged, sonar "zeros" it in. Then weapon Alpha is fired for the kill.



Destroyer men spot a sub below.
Gun crews scramble—let the rocket go.

Where they're hunting subs you'll find a man...

Stops and takes big pleasure when and where he can... Chesterfield King!

Always top-tobacco, straight Grade-A, Top-tobacco all the way!

This sun-drenched top-tobacco's gonna mean...

That you're smokin' smoother and you're smokin' clean!

Only top-tobacco, full king-size, Gives the big clean taste that satisfies!

Join the men who know—**NOTHING SATISFIES LIKE THE BIG CLEAN TASTE OF TOP-TOBACCO**

CHESTERFIELD

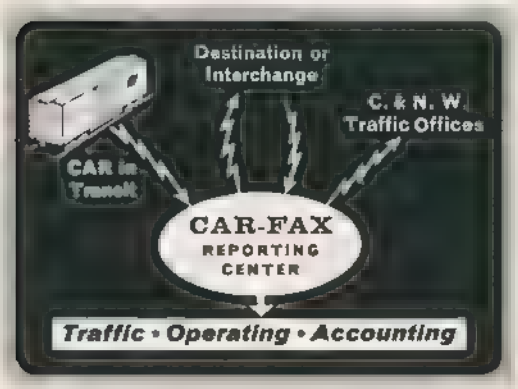
EXTRA LENGTH
top-tobacco
filter action...
tops in friendly
satisfaction

KING

© Liggett & Myers Tobacco Co.

Through a miracle of electronics...

YOU RIDE WITH YOUR SHIPMENT!



As indicated in the diagram above, Car-Fax Reporting Center receives constant information on the movement of every carload of freight moving over C&NW lines. This information is relayed to its destination or interchange and also to our traffic offices throughout the country. Up-to-the-minute location of any car is available by simply calling the C&NW traffic office nearest you.

Car-Fax, North Western's new and exclusive electronic car locating system, reports carload shipment progress as fast and as accurately as if you, yourself, were riding in the locomotive cab.

It works this way: Whenever a car passes check points or enters or leaves the North Western System, IBM machinery speeds into action, detailing the move. If it is delayed, Car-Fax notes that, too. Almost instantaneously, car-coded information is processed and transmitted to all traffic offices concerned.

Accurate information on your car of freight is available to you when you want and need it. In addition to location, Car-Fax notes destination, point of origin, routing, contents and type of car, number, date and time of movement . . . data that can help you pinpoint deliveries to pre-plan production schedules or facilitate reconsignment.

Use Car-Fax. Route your freight North Western and watch Car-Fax work for you. We're sure you'll be delighted with this new freight service that gives you the score—now!

CHICAGO AND **NORTH WESTERN** RAILWAY

locates your carload quickly!

What every freight traffic officer should know—Car-Fax tells him.

This modern day wizard—a North Western exclusive—tells shipper and receiver alike where, on our line, his freight car is *now*—its schedule of movement—its contents—its routing—all the important facts about his carload.

This means that plant production can be better pre-planned, or if need be, car diversion promptly executed. Car-Fax provides for more efficient yard switching, thus faster deliveries; also greater car utilization by constantly keeping tab on empties.

Car-Fax has been made possible by the largest, most complete commercial transceiver installation in the world. Via a network of field stations throughout the nine midwestern states served by North Western, *every* car movement is quickly determined and reported to our traffic offices in the United States and Canada.

Car-Fax has reduced to minutes the providing of information that not too long ago required days to determine. Route your freight via C. & N. W. and see how Car-Fax can make your job easier to live with.

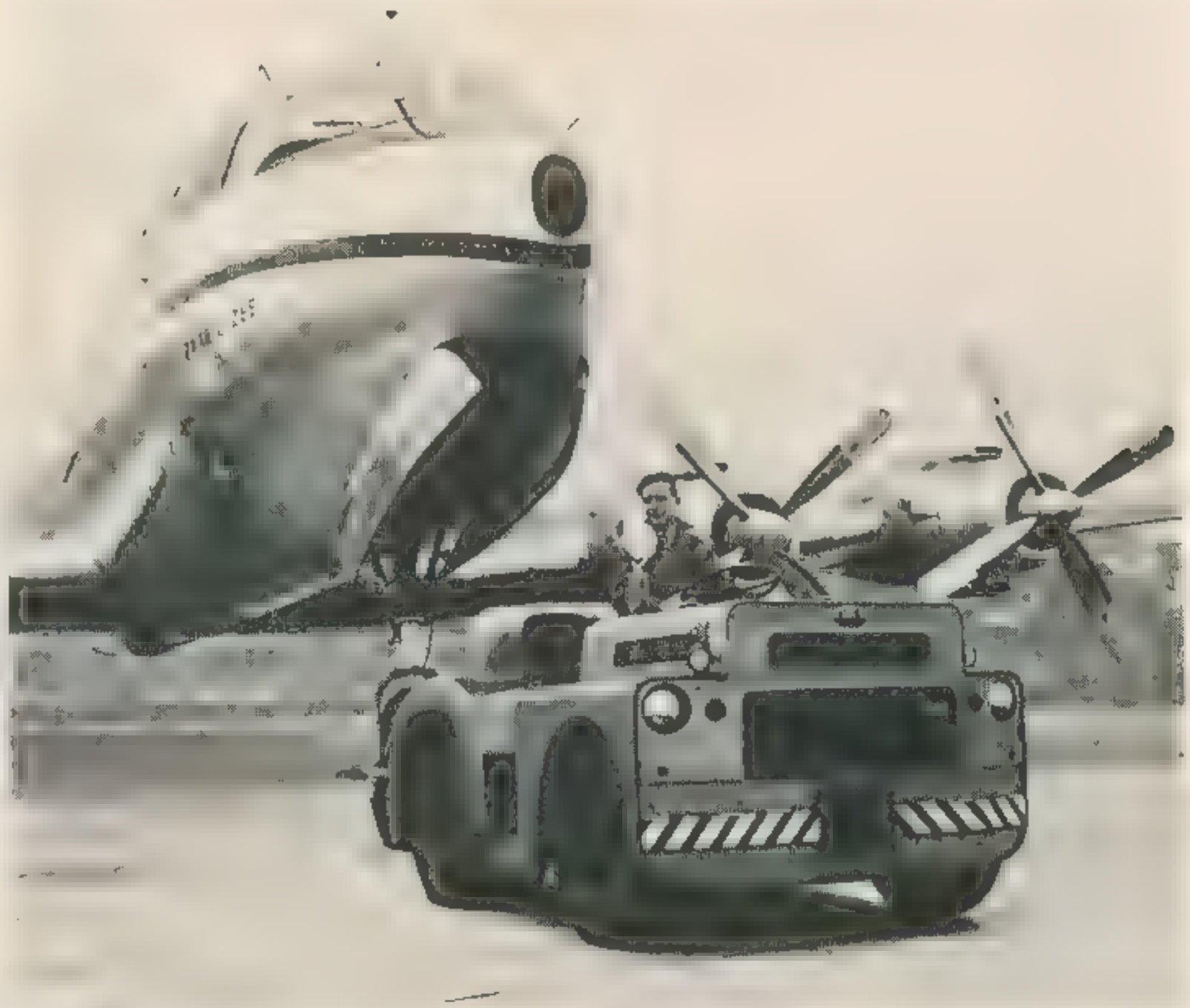
CAR-FAX

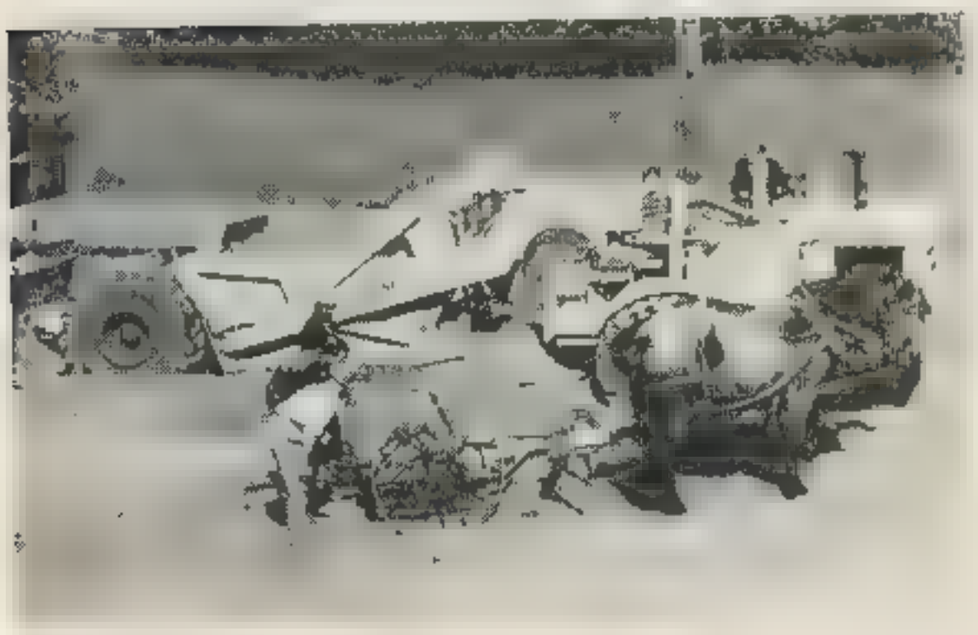
NORTH WESTERN

CLARK EQUIPMENT moves mountains . . .

. . . of airplanes, the world over

Amsterdam or Anchorage—Tunis or Toledo—you're likely to see a scene like this in any airport. For around the world there are more CLARK tractors in plane-towing service than all other makes combined. This picture was taken in Amsterdam, Holland. The tractor *could* have been built in USA, but more likely came from one of Clark's 13 overseas plants.





. . . of earth, 200 cubic yards vs 2

What a difference 38 years can make. Back in 1921, this horse-drawn scraper, then the standard dirtmoving rig, helped carve this Michigan highway out of open fields. It moved 2 cubic yards of earth an hour. Today, a modern MICHIGAN Scraper is widening the same road. It excavates, hauls and spreads 200 cubic yards an hour.

. . . of general freight

Nine Mason-Dixon Line trucks line up for their picture. They represent just a sample of this company's tremendous BROWN trailer and truck body fleet . . . today numbering over 750 units! The trucks' weight-saving aluminum bodies have an unusual feature: sliding overhead doors, for less damage on crowded streets and docks.

CLARK EQUIPMENT

Brown and Michigan are trade-marks of

CLARK EQUIPMENT COMPANY, Buchanan, Michigan

World's leading manufacturer of material handling equipment

CLARK EQUIPMENT
moves mountains . . .

. . . with giant carriers.

No, this CLARK-ROSS Straddle Carrier isn't actually carrying this loaded city bus. But it could. Easily! We merely stopped it in this position so you could clearly see its giant size. Largest straddle carrier ever built, unit is on its way to Odense, Denmark, where it will carry 60,000 pound loads of structural steel for shipbuilding.

. . . air-cushioned trailers.

This horse rides in regal style—and why shouldn't he? He's Round Table and he's won $1,336,364 so far in his racing career. His "chariot" runs smoothly on bump-swallowing Clark air suspension axles, a product of our Automotive Division. Another Clark Division, Brown Trailer, makes truck trailers in many styles for hauling all kinds of products—dry freight, frozen food—and horses.

. . . with high-traction tractor shovels.

A king-size job, this. Moving an entire house. Weight, 200,000 pounds! Usually takes a whole fleet of expensive, specialized equipment. But, in Wisconsin and Michigan, it's a common sight to see this powerful MICHIGAN Tractor Shovel doing the whole job unassisted. Towing. Winching. Even digging the new basement.

CLARK® EQUIPMENT

Michigan, Clark-Ross and Brown are trade-marks of

CLARK EQUIPMENT COMPANY, Buchanan, Michigan

World's leading manufacturer of material handling equipment

BOB'S CHRISTMAS GIFT!

HERE IS THE PUMP GUN BOB GOT FOR CHRISTMAS!

CHRISTMAS MORNING!

MY CHRISTMAS GIFT TO YOU, BOB IS TRAINING IN MARKSMANSHIP AND IN SAFE HANDLING OF ALL GUNS!

CHRISTMAS AFTERNOON DAD INSTRUCTED BOB HOW TO SHOOT SAFELY AT 25 NRA TARGET

NEW YEAR'S DAY BOB AND HIS PAL GET SAFETY FIELD TRAINING FROM DAD

LATER: BOB SHOWS PALS UNIQUE PUMP ACTION THAT COCKS HIS NO 25!

SUMMER TIME NO. 25 TAKES DOWN INTO 2 PIECES FOR VACATION TRAVEL A SPECIAL FEATURE

Own The King of All Air Rifles!

You [illegible] the most [illegible] boy in town.

minds. But we're not as excited [illegible] There is nothing [illegible] Pump Gun [illegible] for top performance [illegible] appearance. Approved for use [illegible] compact [illegible] safety [illegible] of all guns [illegible]

$39.95

GET THESE!

REPLY COUPON

[illegible] COMPANY

[illegible]

SCOUTS

LEADERS

THE BEST CHRISTMAS GIFTS ARE

DAISY AIR RIFLES

FOR TRAINING AND FUN!

SEE FREE THE EXCITING NEW 16 MM SOUND FILM "ROCKET CLUB" produced by DAISY in cooperation with UNITED STATES AIR FORCE

$6.50

[illegible] DAISY [illegible] OR A.B. FORCE ROCKET COMMAND AIR RIFLE

No. 25 $9.95

Other Daisys Low as $4.95

DAISY MANUFACTURING COMPANY, DEPT. 1199, ROGERS, ARKANSAS, U.S.A

NEW!

DAISY SCOPE GUN

with REAL 2X SCOPE MOUNTED!

at Amazing LOW PRICE...

No. 111 $9.99

*DOUBLES Size of Image

Scope removable for Marksmanship Merit Badge shooting

No. 88 Daisy Hunter with Scope Mounted, Sling

Ready! Husky new .177 [illegible] rifle with 4x15 power 1/4" scope mounted, ejector, sling. [illegible] hunter's rugged silver-antique finish stock. A wonderful "buy" for every Daisy fan! Get this brand new Daisy Scope Gun!

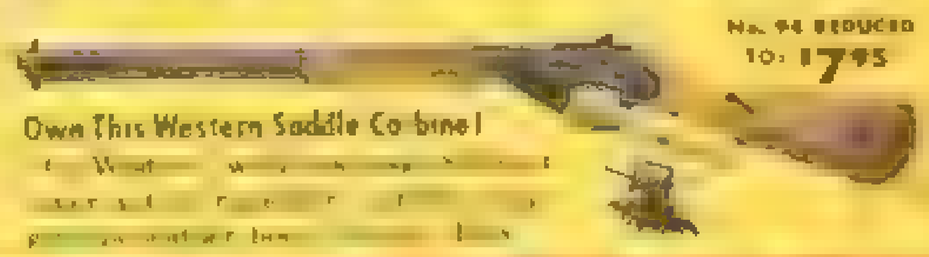
Plus

GUN OIL SCOPE BOOK 2 BB PACKS LENS CAPS

No. 22 $9.95

Shoot Daisy's Famous Pump Gun!

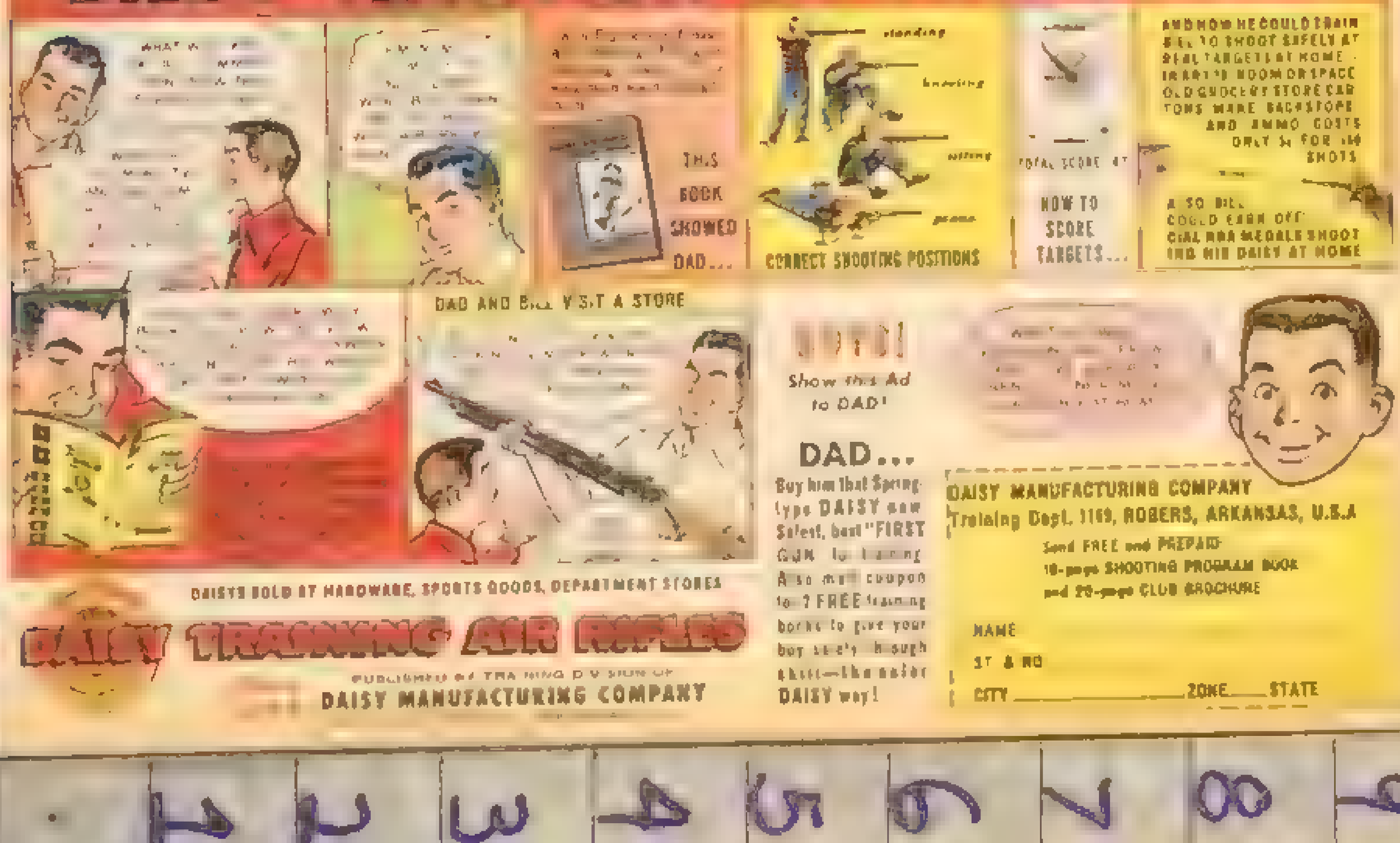
with SCREWDRIVER



No. 94 REDUCED TO: $7.95

Own This Western Saddle Carbine!

BILL'S VACATION GIFT from DAD!


WHAT I
WHAT I
THIS BOOK SHOWED DAD...
standing
kneeling
sitting
prone
CORRECT SHOOTING POSITIONS
TOTAL SCORE AT
HOW TO SCORE TARGETS...
AND NOW HE COULD TRAIN BILL TO SHOOT SAFELY AT REAL TARGETS AT HOME. IN ANY ROOM OR SPACE OLD GROCERY STORE CARTONS MAKE BACKSTOPS AND AMMO COSTS ONLY 3¢ FOR 100 SHOTS
A SO BILL COULD EARN OFF REAL BB MEDALS SHOOT AND HIS DAISY AT HOME
DAD AND BILL VISIT A STORE

DAISYS SOLD AT HARDWARE, SPORTS GOODS, DEPARTMENT STORES

DAISY TRAINING AIR RIFLES

PUBLISHED BY TRAINING DIVISION OF DAISY MANUFACTURING COMPANY

NOTE!

Show this Ad to DAD!

DAD...

Buy him that Spring type DAISY now! Select, best "FIRST GUN" for training. Also mail coupon for 7 FREE training books to give your boy safety through skill—the safer DAISY way!

DAISY MANUFACTURING COMPANY
Training Dept. 1169, ROGERS, ARKANSAS, U.S.A.

Send FREE and PREPAID
10-page SHOOTING PROGRAM BOOK
and 20-page CLUB BROCHURE

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CITY _____ ZONE____ STATE _____

Dunbar's fine woods come from all corners of the world. Their insurance comes from Wausau, Wisconsin.

From start to finish, lumber room to shipping dock, Employers Mutuals' men work closely with Dunbar management to prevent accidents, cut insurance costs. Harold Sprunger, Dunbar Vice President (left), confers with Employers Mutuals' Herb Storck . . . using the plant's lumber room as an unexpected setting the way Dunbar does in advertising their furniture.

Hand carving blends the joints of machine-milled chair parts. Handwork like this requires special safety education, cannot rely on the usual standardized rules or mechanical guards.

THE CHAIR THAT KEPT A TRADITION ALIVE . . .

Wausau Story

AT BERNE, INDIANA

by

GROVER W. SPRUNGER,

President, The Dunbar Furniture Corporation

"It's 40 years since Aloysius Dunbar took time out from his work as a buggy maker to build a leather-covered rocking chair for his wife.

"Today, building Dunbar Furniture is a full-time job for some 300 of us here at Berne. And every piece is done with the same care and devotion that made people want a chair like the one in Mrs. Dunbar's parlor.

"Our people inherited a natural feeling for craftsmanship from our Swiss forebears. We've kept the tradition alive and thriving in our community. Or, I should say our community has kept that spirit alive for us. It's like the 'Wausau Way of Working,' the natural feeling for being helpful and interested that Employers Mutuals' people draw from their community. As an Employers Mutuals' policyholder—especially in workmen's compensation—we have a high regard for that unique way of working. It's helped us maintain award-winning safety records and save money on our insurance costs.

"Our Safety Committee is an example. Employers Mutuals helped us set it up so almost every man in our plant has served at least once. Safety education couldn't be more effective. Then too, Employers Mutuals' Safety Engineers visit us regularly. Specialists come when specialized help is needed. All this proves, in their own field, Employers Mutuals' people are skilled and devoted craftsmen too . . . 'good people to do business with'."

Trim tailoring of upholstered pieces is another job that requires skilled handwork. All procedures, manual or mechanical, are periodically reviewed by Dunbar's Safety Committee and an Employers Mutuals Safety Engineer.

. . . . . .

In the Chippewa Indian tongue Wausau, (Wah'-saw) meant "far-away-place." But today Wausau is as close as your telephone. There are Employers Mutuals of Wausau offices in 109 cities throughout the United States and personal service is never more than a few hours away. We write all forms of fire, group and casualty insurance (including automobile) and are one of the largest writers of workmen's compensation. Consult your telephone directory for your nearest Wausau Man or write us in Wausau, Wisconsin.

Employers Mutuals *of* **Wausau**

"Good people to do business with"

FISHER·PRICE

Huffy Puffy Train—a preschool classic.
Educational, fun, durable and
safe . . . $5.00

Slightly higher West

FISHER·PRICE TOYS

Our work is child's play

At these and other fine stores: Chicago, Marshall Field • Seattle, Frederick & Nelson • Detroit, The J. L. Hudson Co. • London, Harrod's • Los Angeles, Robinson's • Montreal, Henry Morgan • New York, F. A. O. Schwarz • Paris, Bon Marche • Houston, Foley's • Atlanta, Rich's • Philadelphia, John Wanamaker Geneva, Jouets Weber SA . . . or write,

FISHER • PRICE TOYS, INC., EAST AURORA, NEW YORK

Meet the NEW Gridiron Sensation
"Archie Autograph"
A NEW SOUVENIR IDEA
by
Rushton
Dock
Crazy Legs
Dave
Charlie
"Archie Autograph" is sure to be an All-American favorite this season. Millions of Football fans, including teen-agers, and the college set, will be thrilled with this novel toy . . . and are sure to buy it as a souvenir, for obtaining the personal autographs of their favorite player or personality.
This original RUSHTON creation is beautifully fashioned with vinyl parts as shown. It is furnished with any letter and helmet color combination, and with a well-known ball point pen
Made in one popular 15" size to retail for $5.00
Send Today for Catalogue
The RUSHTON COMPANY
and ATLANTA PLAYTHINGS CO.
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SALES OFFICES
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Chicago
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MILTON BRADLEY COMPANY

$1.00 FLASH CARDS $1.00

No. 4960
FLASH CARDS
DISPLAY DEAL

Size 12¾" x 13¾" x 14"
Weight 32 lbs.

ALL 5 SETS PACKED
4 DOZEN ASSORTED
TO A CARTON

[illegible] Addition
1 doz. Subtraction
1 doz. Alphabet
½ doz. Multiplication
½ doz. Division

No. 4943
Addition

No. 4944
Subtraction

No. 4945
Multiplication

No. 4946
Division

No. 4958
Alphabet

SPECIAL FEATURES

- ★ Adapted from the Classroom for Home Use
- ★ Educator Approved
- ★ Used by parents at home
- ★ Grade Identified
- ★ Answers on reverse side of cards
- ★ Wipe-Off work sheet
- ★ Eliminates scrap paper, blackboard
- ★ Cards printed on sturdy tag stock
- ★ Extra test cards included
- ★ Year around Repeat Sales
- ★ Colorful Packages

MB MILTON BRADLEY

Order by Deal No. 4960 or by each number for open stock.

Carton Quan. 12 Carton Wt. 8 lbs.

MILTON BRADLEY CO.—Springfield, New York, Chicago

FORD THUNDERBIRD '59

The car everyone would love to own!

THUNDERBIRD '59

Actually costs far less than other luxury cars!

The 1959 Ford Thunderbird holds many surprises for you.

You'll be surprised, for example, at how much luxurious *comfort* this compact car offers. You'll be surprised at how easy it is to get in and out (Thunderbird's doors are a full four feet wide). And you'll be more than surprised at Thunderbird *performance*—you'll be thrilled.

But your biggest surprise will probably come when you hear the Thunderbird's *price*. The fact is that the proud and the potent Thunderbird costs *far less* than other luxury cars. Here are some other remarkable things about America's most admired car:

Thunderbird's size is unique. It looks hardly bigger than a racer, yet under the distinctively visored Thunderbird roof are four luxurious, individually contoured seats. And room for everyone to sit in elegant comfort.

Thunderbird's trunk is 5 feet, 5 inches wide—room enough for 4 big suitcases, golf bags, plenty of other gear.

Thunderbird's panel console brings ash trays and individual power window controls within convenient reach of you and all your passengers.

Thunderbird's driving, handling and parking ease is unsurpassed. The Thunderbird is so compact it can run rings around other luxury cars.

Thunderbird's ride is the quietest and smoothest imaginable — because the entire body is *one* solid piece of sculptured steel. This gives the Thunderbird greater strength and safety, too.

• • •

Your Ford dealer invites you to drive the elegant 1959 Thunderbird at your earliest opportunity. When you do, you'll find it harder than ever to believe that it costs less—*far* less than other luxury cars!

America's Most Individual Car

PLUS & MINUS

CONTINUED

short of money, a fact that shows up in a rising number of mortgages offered to the Federal National Mortgage Association, a Government corporation that buys mortgages from private lenders

Building costs. Inflation in costs of home building, as the top chart on page 16 shows, has continued apace, even during the recent period of stability in general living costs. A home that cost $20,000 to build in 1947-49 now costs $27,280

The total levied by inflation on the home buyer, in the form of higher building costs, amounts to 4 per cent in the last year. The rise speeded up in April as builders paid higher wage rates and higher prices for lumber.

Wages paid in construction rise every year under long-term contracts between employers and unions. Increases granted this year are about as large as usual

The hope of home builders is that steel prices will not rise this summer as an outcome of negotiations now under way between steel companies and steelworkers. A rise in the price of steel might add further to the cost of metal materials and equipment used in homes

Feared by the industry is a drying up in supplies of mortgage credit. Without plenty of credit, the industry is especially vulnerable, now that sales are at a high level and costs are up.

Bond prices. Clue to the mortgage outlook is the steady fall in bond prices in recent weeks, a fall that has lifted yields to more than 4 per cent on long-term bonds of the U. S. Government, and to more than 4½ per cent on new corporate bonds of top quality. Each increase makes Veterans' Administration and FHA mortgages, with their fixed rates of interest, less attractive to mortgage lenders.

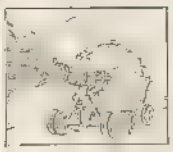
Bank credit. The public, now buying autos, appliances and other household goods at a brisk rate, is borrowing as freely as in 1955, a boom year for consumer loans. In recent weeks, bank loans to retailers, wholesalers and some manufacturing industries have been substantial. Loans on real estate have risen substantially, though less rapidly than they did in 1955.

Production. Responding to strong demand, factories are now producing at the highest rate ever. The pressure of rising demand will continue to be felt for the rest of this year and in 1960.

See also: Business Around the World, page 91; Trend of American Business, page 95.

MANAGEMENT RELATIONS through trees

by The Davey Business Adviser



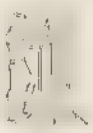
Management's attitude toward employees and toward the plant community is being watched far more critically today than in former years. Not merely by labor but also by investors.

Good employee morale is built up from many factors. At the top of the list, however, is the feeling that management cares. Beautiful trees around a plant site subtly, but positively, give the feeling management does care.

Trees have other values. They promote better community acceptance by blending your business facilities into the neighborhood.

The Davey Tree Expert Company has landscaped some of the finest new industrial plants in the country. The Davey policy—unlike many who plant with a first year guarantee — guarantees transplanted trees thru the second, the critical year.

If you would like an estimate for landscaping or help in planning a reasonable annual tree care budget, write to . . .



DAVEY TREE EXPERT CO.

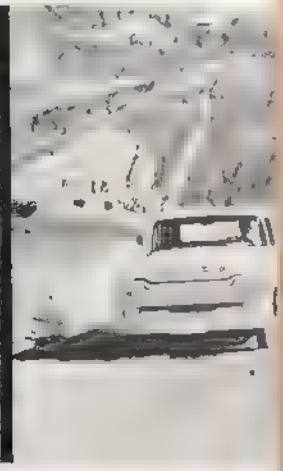
Kent 13, Ohio • MARTIN L. DAVEY, Jr., President

INCIDENTALLY—the trees at home are probably your most valuable outdoor possessions. They deserve regular Davey care, too. Think how much you would miss them. Look up DAVEY TREE SERVICE in your phone book, or write to Kent, Ohio.

Now! CERTIFIED PROOF of fuel economy

GREATER ECONOMY AT LOW SPEEDS

Tests showed that, driving at 30 mph, Ford Pickup Sizes had an average gas-mileage advantage of 20.2% over all other makes



GREATER ECONOMY AT SUSTAINED SPEEDS

GREATER ECONOMY IN CITY TRAFFIC

'59 Fords average 25.2% over other makes

Beat average mileage of the other leading pickup makes by 25.2% in Economy Showdown U.S.A. All tests made by independent research engineers... and certified!

All tests conducted and results CERTIFIED by America's foremost independent automotive research organization

● Here's a test so certified proof [illegible] differences in gas mileage between [illegible] pickups [illegible] of gas each year.

It was completely [illegible] most independent automotive research firm after testing [illegible] cylinder ½-ton pickups of the six leading makes. All trucks were bought [illegible] just as you would.

The tests paralleled every kind of driving—high speeds and low, open highway and city traffic, heavy and four-door [illegible]. All trucks were tested.

'59 Ford Sixes delivered more miles per gallon than any other [illegible] Here are the actual percentages:

'59 Ford Pickup Sixes gave

[illegible]

Now during DIVIDEND DAYS at your Ford Dealers—[illegible] FORD-WARD for Savings

FORD

Before you get your Ford pickup [illegible] know how it performs. Find out how it stacks up against all other leading pickups. The economy results in the Economy Showdown U.S.A. have been published in a new booklet. New Facts About Ford Trucks. In it you'll see [illegible] trucks gain their best mileage [illegible] mph . . . get about 40% less mileage at 70 mph and pay [illegible] more gas to get there. You'll see the standing of each make in every test. You'll learn the best time to trade your old truck for maximum fuel saving. And you'll see just how much a new Ford saves in gas—an average ratio of 129 gallons a year [illegible] trucks overtaken all makes.

What's the secret? Ford's [illegible] economy? It's the same reason [illegible] of all Ford Sixes [illegible] Ford's Short Stroke engine. It's more [illegible] design reduces [illegible] It requires less [illegible] Sealed-in [illegible] adds a new economy [illegible] by metering the right [illegible] ranges. It boosts gas mileage in every type [illegible] driving. And you get [illegible] Ford Six at [illegible] extra cost.

If you [illegible] pocketful [illegible] proof savings [illegible] worker a truck that will save from the day you drive it home—see your Ford Dealer!

FREE! [illegible] 12 [illegible] MAIL COUPON TODAY.

TRUCKS COST LESS

less to own . . . less to run . . . last longer, too!

MIRACLES
Don't just happen;
they are caused.

Most scientific miracles aren't true miracles at all — but rather the results of increased knowledge. Germaine Monteil's Bio-Miracle Cream with Biotene is one such scientific miracle, and it has led to a whole new approach to the one beauty problem that faces all women — an aging skin.

Science has long known that many cells could regenerate themselves; and the active substance that led to this regeneration was isolated some time ago. This was big news in scientific circles, but meant nothing to women until the laboratories of Germaine Monteil discovered a catalyst which enables this substance to be introduced into the cells of a woman's skin to restore the regenerative impulse they may have lost.

Every woman knows what this means: a skin that lies sweet and sleek against the bone; her good looks, whatever their degree, un-marred; and maturity without tears. No one in the world has a formula such as

BIO-MIRACLE CREAM

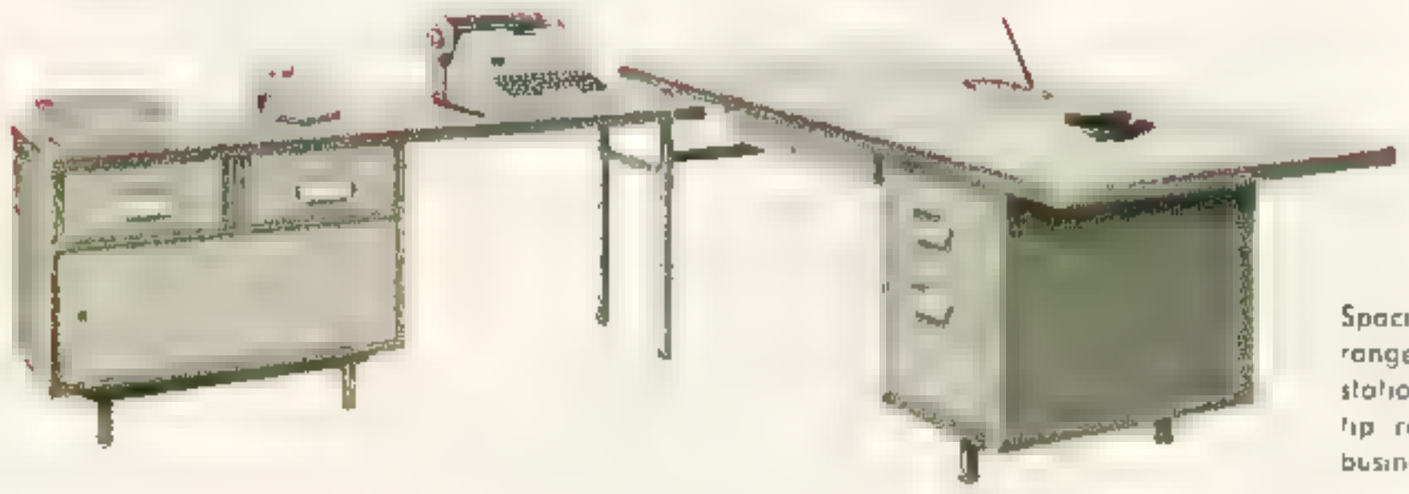
except

Germaine Monteil

and now, you.

An ideal, smartly styled arrangement for the receptionist who requires a clear desk top and ample drawer and cabinet storage facilities.

handsome appearance . . . matchless efficiency



Spacious secretorial desk arrangement with files records, stationery supplies at fingertip reach. Auxiliary top at business machine height

combine for your benefit in executive techniplan

Typical custom arrangement for the business executive includes suspended file drawer, generous storage space, wall-mounted bookcase

Globe-Wernicke executive techniplan, embodying every advanced feature of comfort, convenience, and luxury, will be a constant source of pride and pleasure. The sheer beauty of its contemporary design will immediately transform your present office into an exciting and completely functional working environment. And, because of modular construction, Globe-Wernicke *metal* Executive Techniplan can be easily arranged to suit your special needs, yet, stay within the confines and space limitations of your present accommodations. Components include varied-sized Desk and Auxiliary Tops, Drawers, Bookcases, Cabinets, Storage Units, Credenzas, End Legs and Panels, Custom Hardware, and 240 different Color Harmonies.

New, free brochure in full color shows many arrangements, diagrams and color schemes for Executive Techniplan. At all G/W Dealers* or write us direct—Dept. L-5

Globe-Wernicke

makes business

a pleasure

-GLOBE-WERNICKE-

The Globe-Wernicke Co. • Cincinnati 12, Ohio

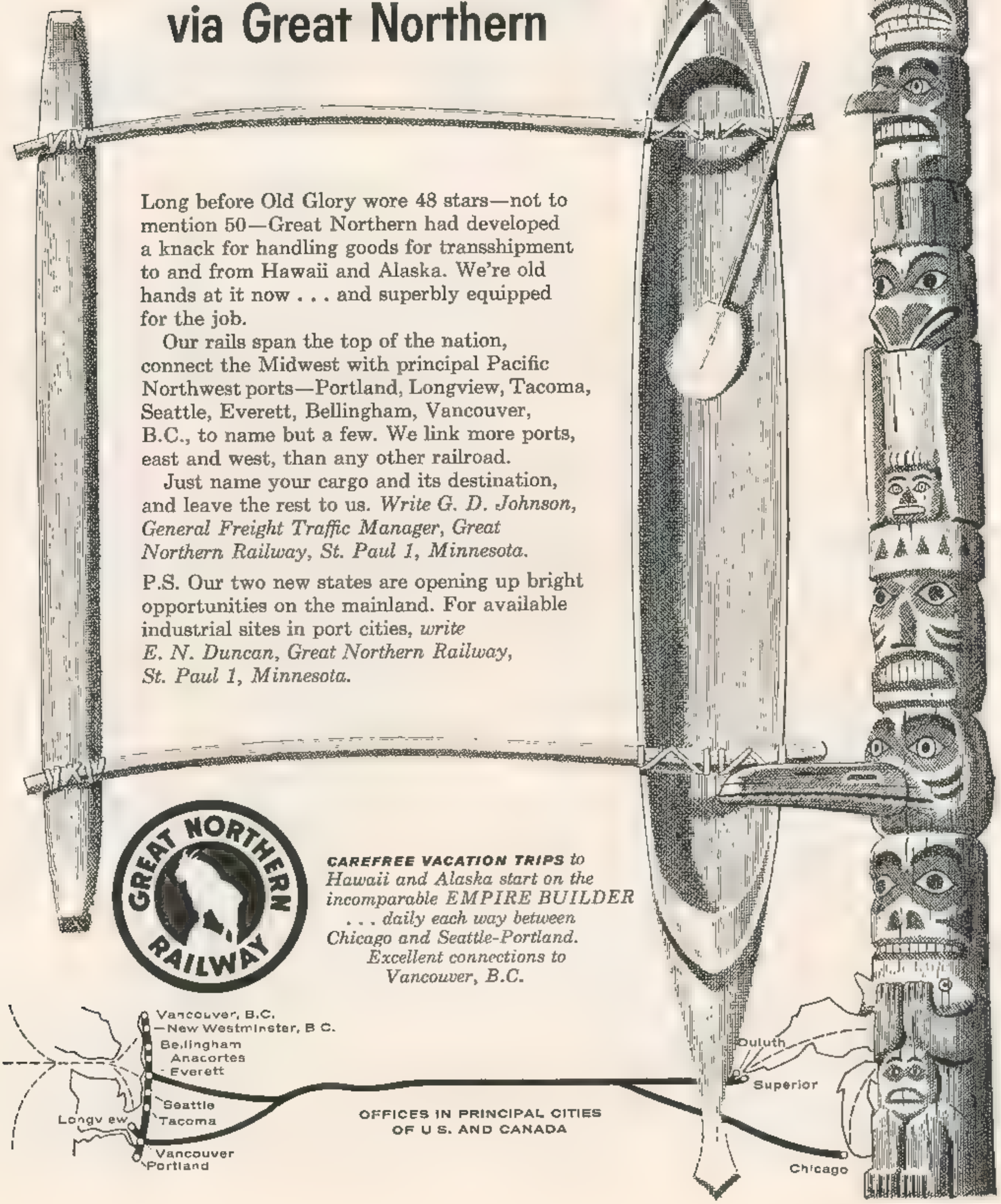
*Dealers listed in Yellow Pages under "Office Equipment"

Brighten your winter with the sun and fun of a Grace Line Cruise. Treat yourself to 12 days of luxury living with the finest in food and service . . . plus the superb comforts of the new *Santa Rosa* or new *Santa Paula*—the most glamorous cruise liners afloat. Weekly sailings from New York give you a wide choice of departure dates. Cargo-passenger *Santas* also leave every Friday on 16-18 day Casual Cruises to the Caribbean and on voyages to the West Coast of South America. See your Travel Agent today, or write to Grace Line, Dept. PB-10, 3 Hanover Square, New York 4, or call Mr. Thomas at DIgby 4-6000.

Grace Line Cruises

to the Caribbean and South America

Freight for our 2 new states goes great both ways via Great Northern



Long before Old Glory wore 48 stars—not to mention 50—Great Northern had developed a knack for handling goods for transshipment to and from Hawaii and Alaska. We're old hands at it now . . . and superbly equipped for the job.

Our rails span the top of the nation, connect the Midwest with principal Pacific Northwest ports—Portland, Longview, Tacoma, Seattle, Everett, Bellingham, Vancouver, B.C., to name but a few. We link more ports, east and west, than any other railroad.

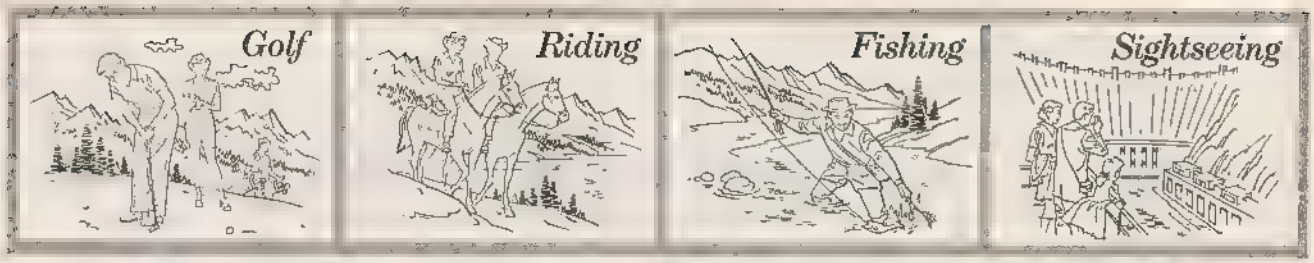
Just name your cargo and its destination, and leave the rest to us. *Write G. D. Johnson, General Freight Traffic Manager, Great Northern Railway, St. Paul 1, Minnesota.*

P.S. Our two new states are opening up bright opportunities on the mainland. For available industrial sites in port cities, *write E. N. Duncan, Great Northern Railway, St. Paul 1, Minnesota.*

GREAT NORTHERN RAILWAY

***CAREFREE VACATION TRIPS** to Hawaii and Alaska start on the incomparable EMPIRE BUILDER . . . daily each way between Chicago and Seattle-Portland. Excellent connections to Vancouver, B.C.*

OFFICES IN PRINCIPAL CITIES OF U.S. AND CANADA



Vacationland, U.S.A.

Go Great Northern to the West's best vacation spots!

Choose one or several delightful vacation spots 'way out West. Then go the carefree, car-free way . . . via Great Northern's sleek streamliners across the top of the nation. You'll see more than magnificent scenery! You'll see industrial and commercial opportunities; one of them may be right down your alley!

Turbulent, snow-fed rivers, stopped by mighty dams, hold the promise of abundant water power for a new plant . . . ample irrigation for crops to be processed. Mighty soaring peaks of many-hued rock, their slopes decked with giant pines, also remind one of the mineral wealth and forest resources at hand. Burgeoning cities of the Great Plains and Pacific Northwest bespeak an adequate labor force.

The coupon below will get you vacation facts. For information on business opportunities write: *Industrial and Agricultural Development Dept., Great Northern Railway, St. Paul 1, Minnesota.*

Two Great Streamliners: EMPIRE BUILDER · WESTERN STAR

Offices in Principal Cities of U. S. and Canada

Clip and mail now!

P. G. HOLMES, Passenger Traffic Manager
Dept. B-59, **GREAT NORTHERN RAILWAY,** St. Paul 1, Minn.
Please furnish details on vacation areas checked:

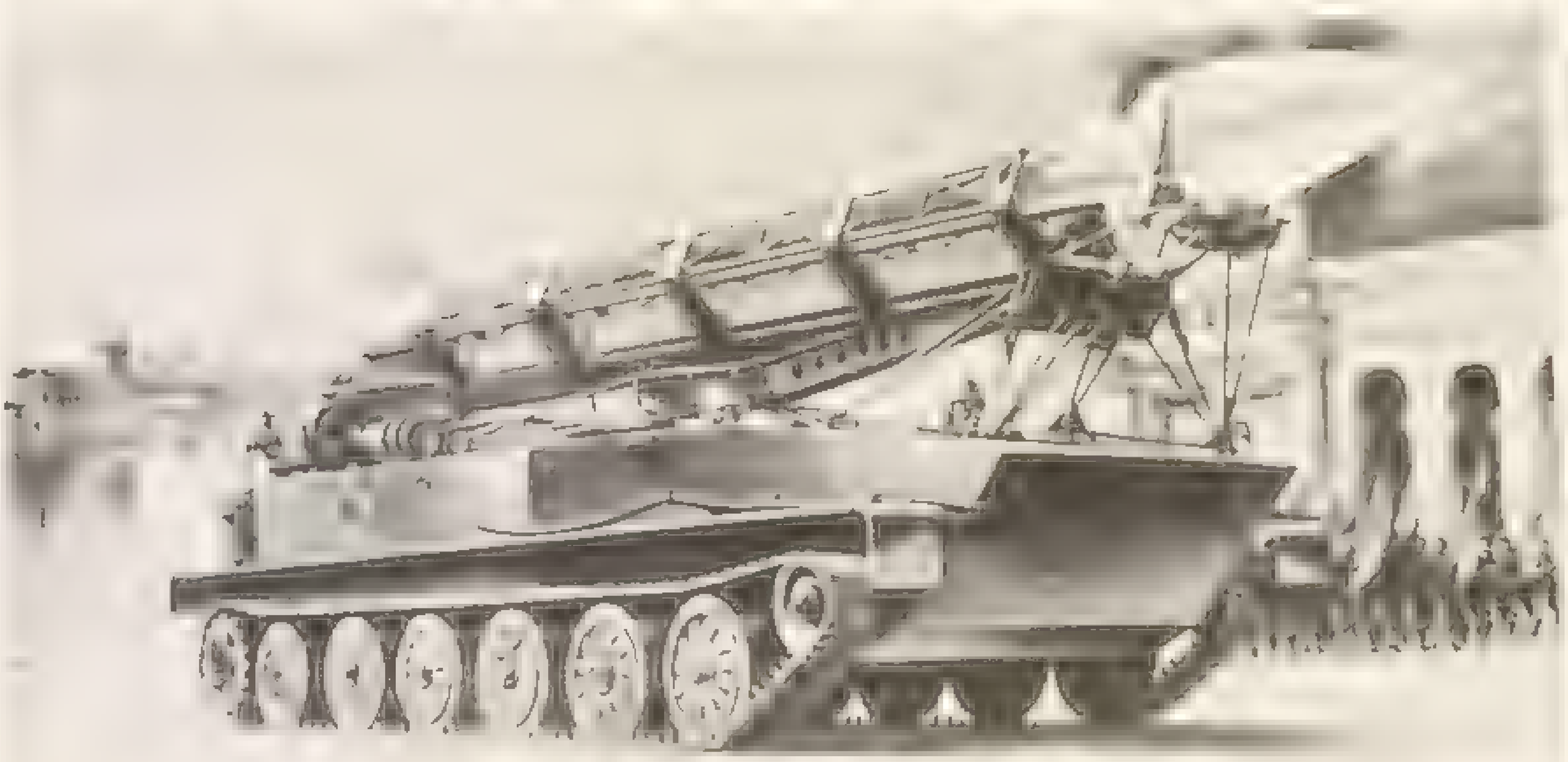
☐ 1. Alaska	☐ 6. Seattle	☐ 11. Great Dams
☐ 2. Hawaii	☐ 7. Tacoma	☐ 12. Spokane
☐ 3. Vancouver-Victoria, B.C.	☐ 8. Portland	☐ 13. Glacier Park
☐ 4. Olympic Park	☐ 9. California	☐ 14. Canadian Rockies
☐ 5. Puget Sound	☐ 10. Columbia Basin	☐ 15. Blackfoot Indians

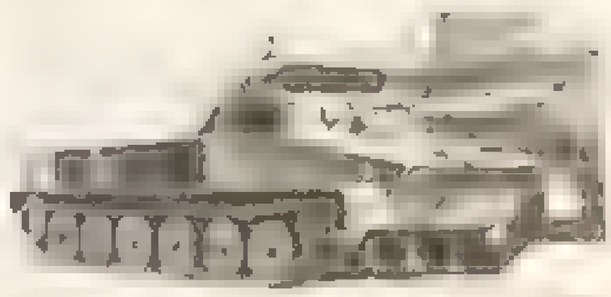
Name _____

Address _____

City _____ Zone _____ State _____

THE SECRET WE KEPT FROM THE RUSSIANS



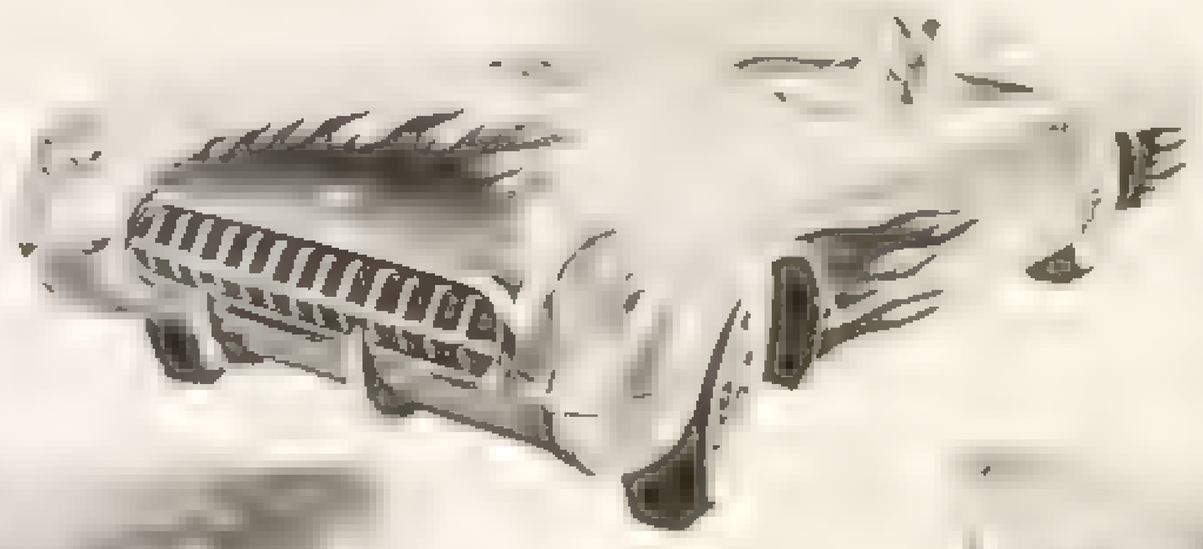


MODEL CRAFT

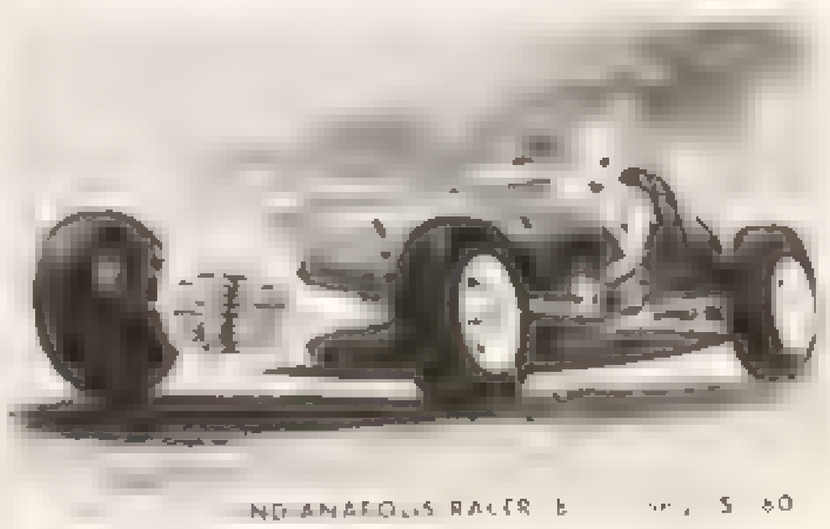
at Most

W. T. GRANT STORES

NEW ITC MOTORIZED PLASTIC KITS THAT WORK!

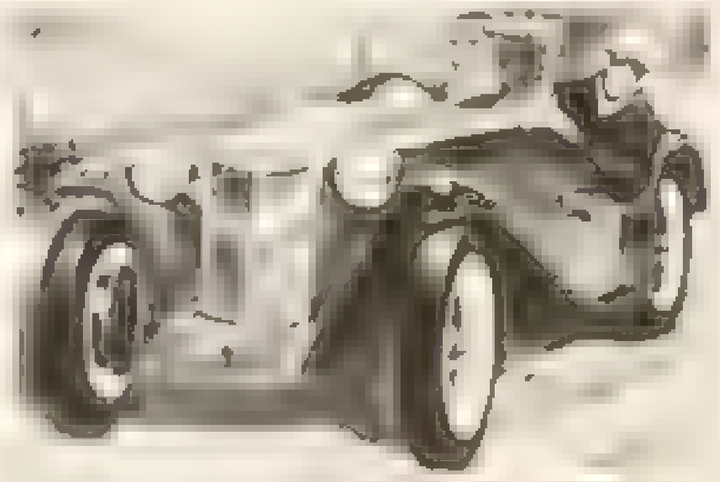


CUSTOM 350 CORVETTE
10 [illegible] $ 00



INDIANAPOLIS RACER [illegible] $ 80

BUILD them!
SAIL them!
RACE them!



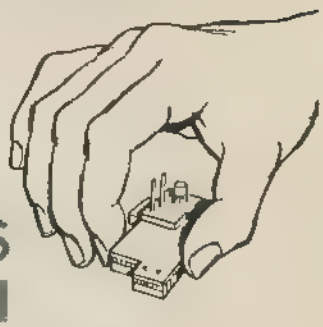
[illegible] $3.00

NUCLEAR SHIP SAVANNAH 20 [illegible] $2 [illegible]

W. T. GRANT STORES

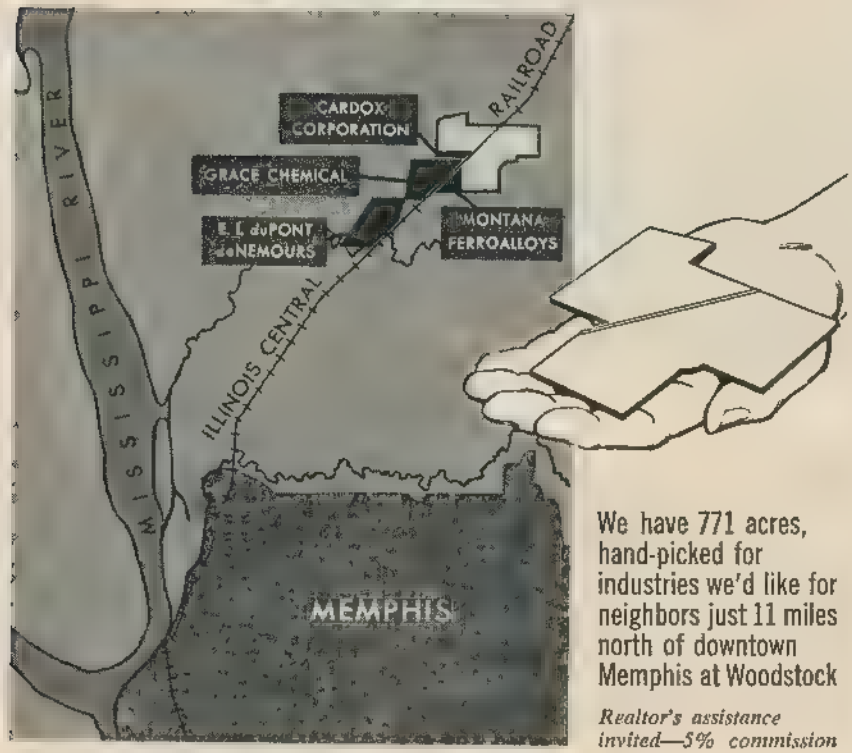
ITC MODEL CRAFT

For plant sites
Look toward Mid-America



FOCUS ON

MEMPHIS



We have 771 acres, hand-picked for industries we'd like for neighbors just 11 miles north of downtown Memphis at Woodstock

Realtor's assistance invited—5% commission

This is the finest industrial property we could locate in the Memphis area. We acquired it for the benefit of substantial industries seeking locations along our main line between Chicago and New Orleans.

Here your neighbors will be folks like duPont, Grace Chemical, Cardox and Montana Ferroalloy. You'll find abundant natural gas, low-cost electric power, fresh water and the best of transportation.

Why not let us furnish you with preliminary information? Then with complete details, all in confidence. Write or phone J. S. Frost, General Industrial Agent, 135 E. 11th Place, Chicago 5.

This message is presented in cooperation with the Memphis Industrial Development Committee

J. S. Frost
General Industrial Agent
135 E. Eleventh Place
Chicago 5

Fred Heimlicher, Jr
Freight Traffic Manager
Central Station
Main and Calhoun Sts.
Memphis 3

ILLINOIS CENTRAL RAILROAD

Main Line of Mid-America

FRONT PAGE OF THE WEEK

CONTINUED

FOR BRITISH: SECRETS; FOR FRENCH: ATOM AID

Atomic secrets, material and equipment will be shared with two U. S. allies under agreements submitted to Congress for scrutiny.

Britain is to get help in producing atomic weapons. Besides nuclear materials such as enriched uranium, U. S. agrees to supply Britain with nonnuclear parts of atomic weapons and secret information on weapon construction. The proposed agreement with Britain supplements an earlier pact. The first pact provided for the sale to Britain of an atomic power plant for a submarine.

France is to get help in developing a nuclear submarine. U. S. agrees to sell up to 986 pounds of enriched uranium as fuel for the submarine reactor. France gets no secret information, however. Existing law specifies that the transfer of atomic secrets be limited to allies which are producing atomic weapons. France has not yet reached that point.

Unless Congress specifically disapproves, the agreements will go into effect in July.

RACE TROUBLES AND VIOLENT DEATH IN BRITAIN

LONDON—The killing of a Jamaican Negro by a gang of white teen-agers in the Notting Hill district of London reminded Britons again that they have a race problem.

Notting Hill, a slum district, was the scene of bloody race riots last August—the first in the history of London. After the riots, West Indians were urged not to migrate to Britain unless they had jobs waiting. Immigration from the West Indies fell off by nearly two thirds. But trouble continued in London's "little Harlem," where many of the nation's 200,000 Africans and West Indians live.

Racial incidents multiplied. Fist fights were reported. Homes and businesses of Negroes were broken into. White-supremacists issued leaflets urging Englishmen to "combat the alien menace . . . keep our country British." An official of the National Association for the Advancement of Colored People, visiting Britain, toured Notting Hill and pronounced the atmosphere "most unhealthy." A group of 50 British legislators warned that the situation gave "cause for anxiety." Three days later, the Jamaican was beaten and stabbed to death on the street.

Are you a fan of Japan Air Lines?

Good news, then. On May 30,* JAL begins Los Angeles—Tokyo service in addition to regular San Francisco departures. Thusly, whichever gateway suits your business or pleasure, you may step aboard there and be "in Japan." En route kimono-clad hostesses pleasure you with *o-shibori* hot towels, *sake* and champagne, authentic Japanese hors d'oeuvres and sumptuous American cuisine, *happi* coats for Deluxe passengers. Wait! More good news. JAL will begin Seattle—Tokyo service later this summer. Then, only JAL will offer you both the Sunshine Route via Hawaii and the 8-hours-faster Great Circle Route. Your choice? Obviously Japan Air Lines. *See your travel agent.*

JAPAN AIR LINES JAL

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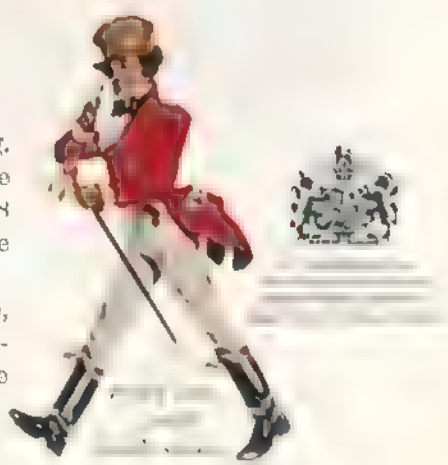
FROM THE JOHNNIE WALKER COLLECTION

"Champion" by PETER HELCK

The Artist at the Wheel

Peter Helck has put a lot of nostalgia into this painting. There's the model of his beloved "Old 16." Peter owns the actual car—the huge Locomobile racer that won the 1908 Vanderbilt Cup. That's a replica of the Cup next to the car. Highball glasses hail from Indianapolis Speedway.

The [illegible] that completes the picture is, of course, Johnnie Walker Black Label . . . champion among champions. No other Scotch whisky in the world could be more at home among symbols of a great tradition.



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Blended Scotch Whisky . . 86.8 Proof. Imported by Canada Dry Corporation, New York, N. Y.

A tree for his future!

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MODELS OF YESTERYEAR

IMPORTED FROM ENGLAND

BOYS' LIFE — NOVEMBER — 65¢

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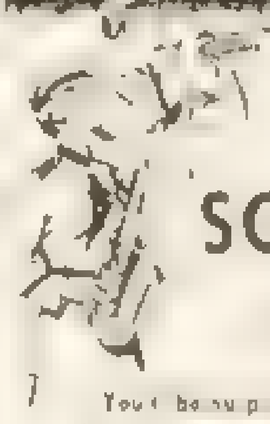

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BATAVIA, N. Y.

Convenient to profitable markets. Excellent transportation. Prime industrial sites. And a Marine Midland bank knows the area.

A growing city of some 18,000, Batavia has a very desirable business climate. First-rate industrial sites are available, many adjacent to rail facilities and the New York State Thruway. There is a plentiful supply of skilled and semi-skilled labor, as well as ample power, gas and water.

Residents of Batavia enjoy the advantages of neighborly living, plus big city conveniences, because Buffalo and Rochester are only minutes away by super highway. Over 2,000,000 people live within 100 miles. Lakes, state parks, and vacation resorts are within easy driving distances.

If you would like to hear more about this unusual city, write to Ralph M. Olcott, Vice President and Manager, at the Marine Trust Company of Western New York, Batavia, N. Y. He'll be glad to give you further information.

MARINE MIDLAND BANKS

Building with the State of New York through 169 offices in 93 communities

Members Federal Deposit Insurance Corporation

36 States and D.C. may hold back road work . . .

and will be unable to write new contracts until new allotments are received. Now they are on notice that, unless more money is provided by Congress there will be no new allotments this summer for the interstate system.

Ohio already has run through its federal allotments for national highways, according to a survey made by the American Association of State Highway Officials. California, in danger of exhausting its grants, is planning to slow down the processing of contracts.

Connecticut, New York and Vermont are expected to be out of federal allotments by July 1.

Florida, Illinois, Iowa, Louisiana, Maine, Maryland, Massachusetts, Missouri, New Hampshire, New Mexico, North Dakota, Oklahoma, Oregon, Rhode Island, South Carolina, West Virginia and Wyoming report that their funds will be fully committed by Jan. 1, 1960.

Colorado, the District of Columbia, Georgia, Indiana, Kansas, Michigan, Minnesota, Mississippi, New Jersey, North Carolina, Pennsylvania, South Dakota, Texas, Washington and Wisconsin will have their funds committed by July 1, 1960.

In all, 36 States and the District may be forced to hold back on contracting for new road work on the interstate system. This slowdown would continue at least two years, until July 1, 1961.

The result, according to State officials, will be a delay in the completion of a fully modern interstate system at least three years beyond the planned target date of 1972.

Progress report. The highway program has now been in operation about three years. According to the Bureau of Public Roads, some 4,700 miles of interstate roads are "substantially" up to standard and adequate for present traffic, though in many cases additional improvement will be needed before 1972.

Those 4,700 miles include only 1,500 modernized through federal grants under the interstate program. About 1,000 miles have been completed under other State and federal programs, while about 2,200 miles are toll roads, built with money the States have borrowed.

An additional 2,700 miles of interstate roads have received some improvements but need more. And work is now going ahead on about 4,400 miles of new highways in the interstate system.

To gauge how far the program has progressed, weigh those figures against the total of 41,000 miles of fully modern roads to be included in the system when it is completed. About 12 per cent are

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The gleaming efficiency of Stainless housewares is a joy to every woman. Everything made of Stainless Steel cleans with ease, lasts a lifetime and brightens-up the home.

No other metal offers the freedom of design and fabrication, economy of care and the durable beauty that serves and sells like Stainless Steel.

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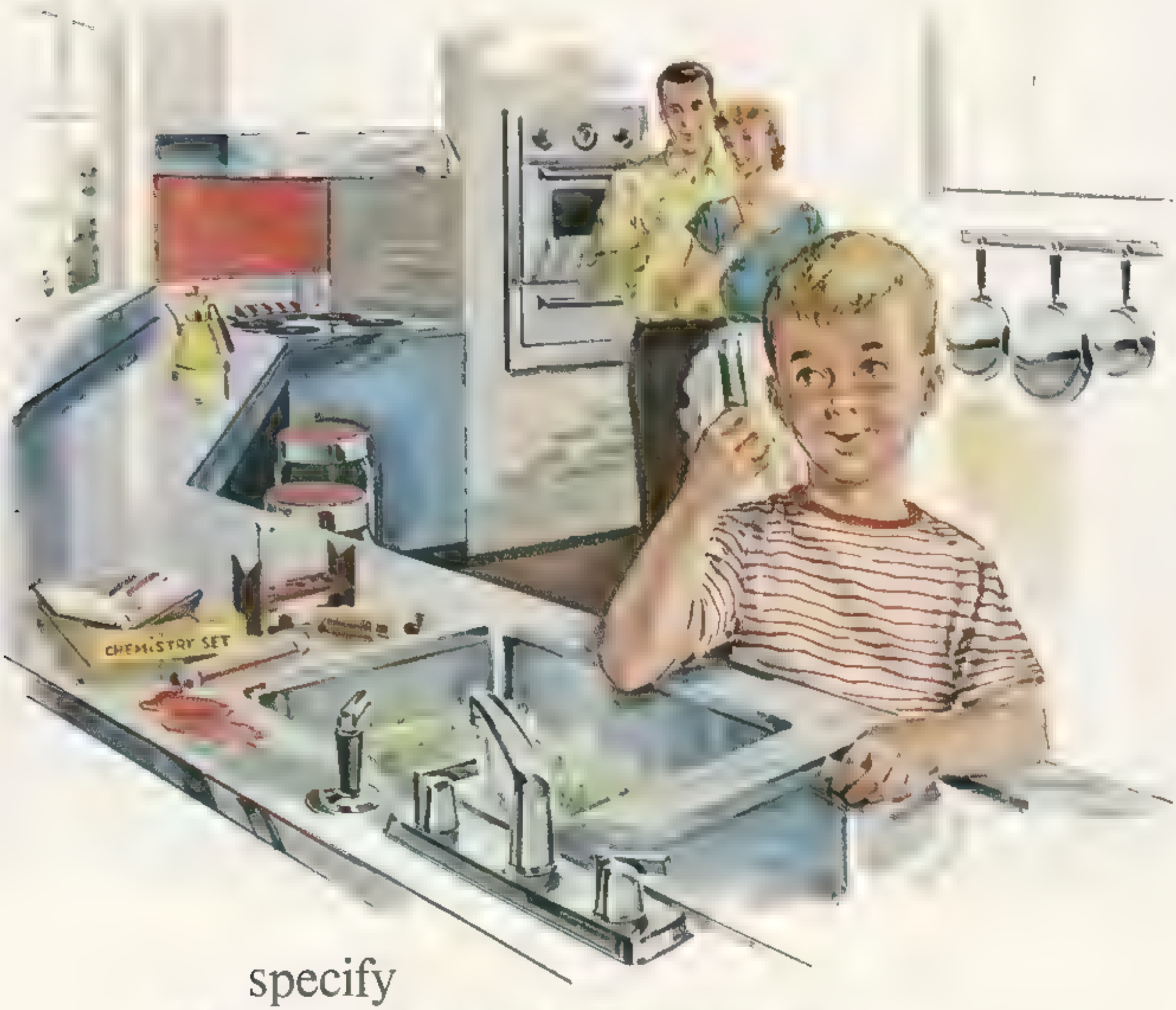

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POWER...

of the nation's total electric utilities generating capacity, over one-sixth is installed in The Land of Plenty

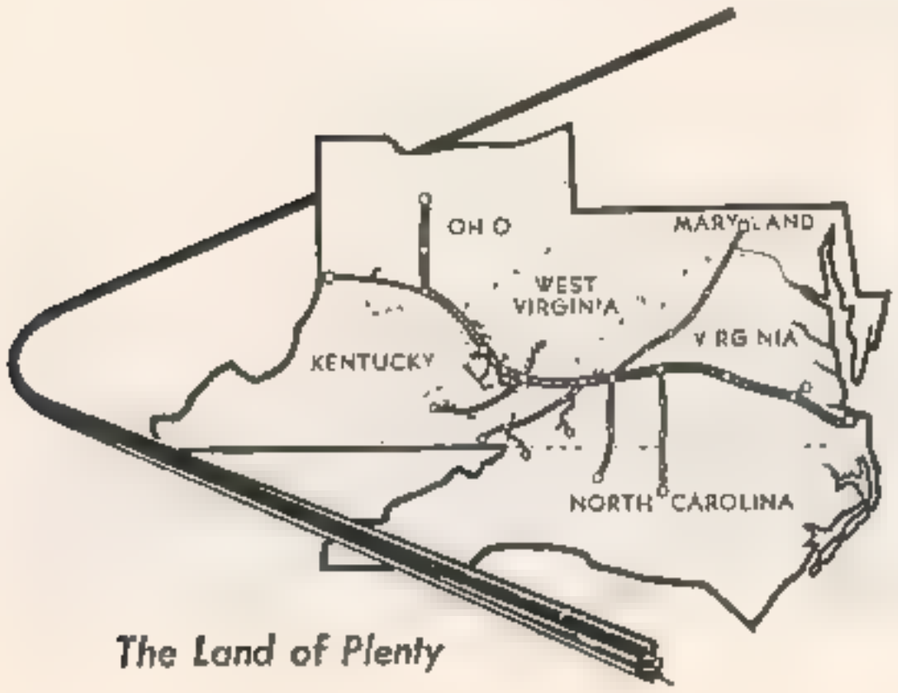
1957 figures of the Federal Power Commission show that this nation's power utility installations for generating electricity have a total capacity of 126,807,126 kilowatts.

Of this total, utilities installations in *The Land Of Plenty* have a capacity of 21,448,385 — *over one-sixth the U. S. total.* And additional installations with a capacity of 2,538,000* kilowatts were added in 1958.

This is dependable power and at low rates.

Let the Norfolk and Western's plant location specialists tell you about electric power and other major industrial advantages in *The Land Of Plenty.* There's no obligation, and all inquiries are kept confidential.

*All figures from Federal Power Commission.



The Land of Plenty

Write, Wire or Call:

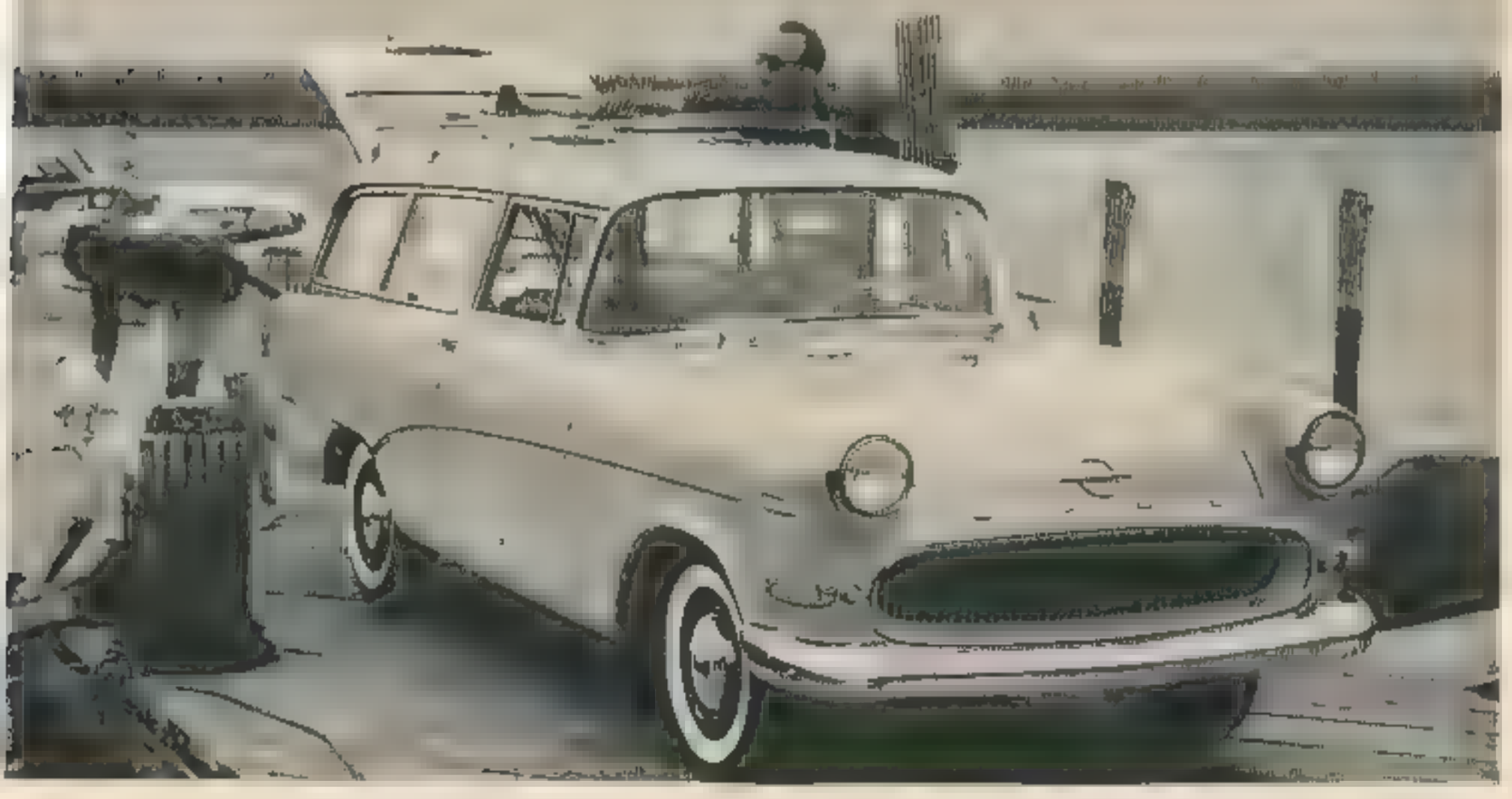
L. E. Ward, Jr., Manager
Industrial and Agricultural Dept.
Drawer U-831 (Phone Diamond 4-1451, Ext. 474)
Norfolk and Western Railway
Roanoke, Virginia

Norfolk and Western RAILWAY

For quick, competent assistance on shipping problems — talk with the N&W freight traffic Sales and Service representative nearest you . . . in one of 39 key cities across the U. S.

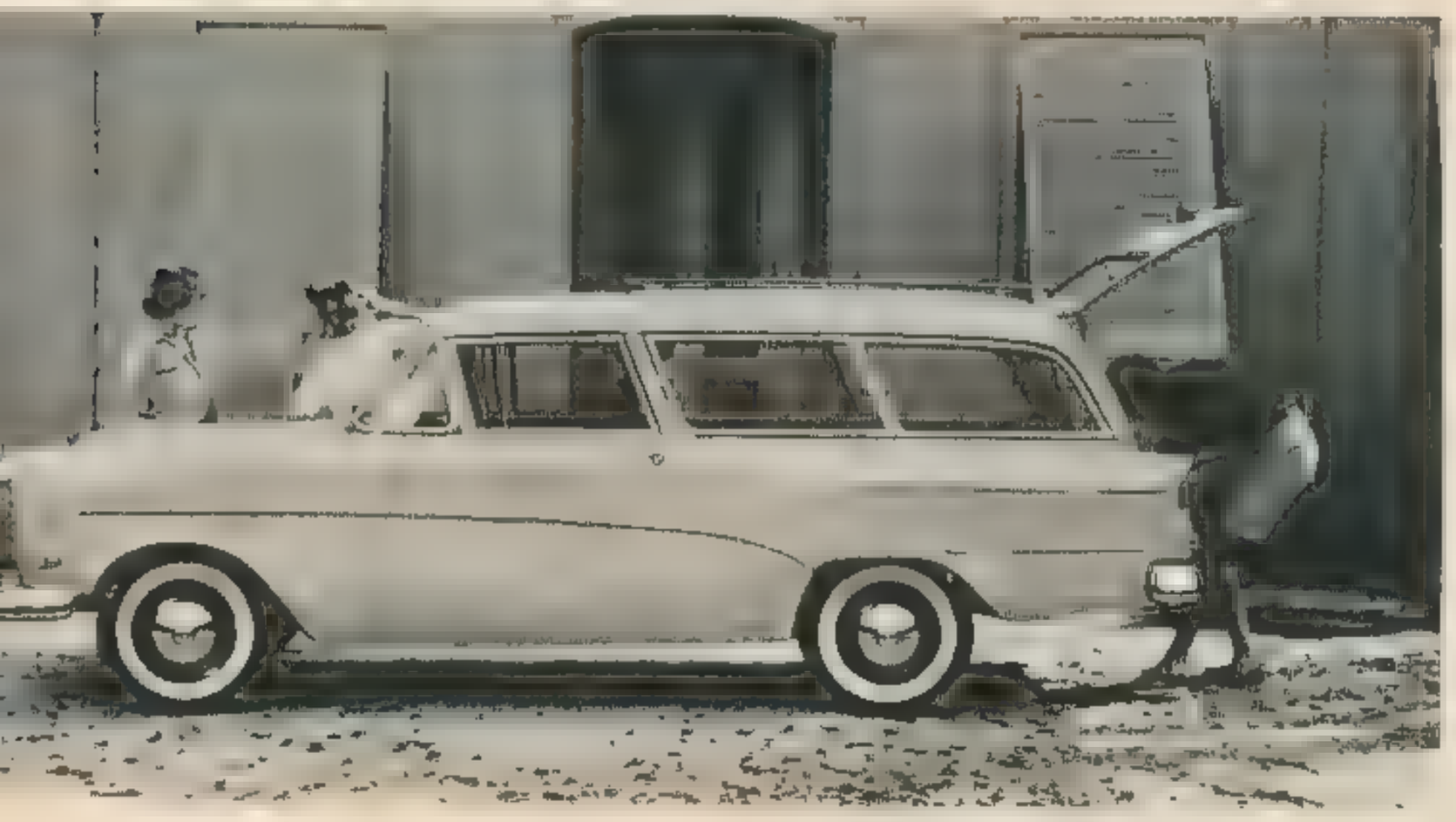
GERMAN MADE

Popular and precision-built Opel Caravan gives you station wagon usefulness without bulk. Peppy performance with economy. Built with American big-car ideas.



AMERICAN STYLE

It has room aplenty for a family of five . . . and vacation gear, too. Or fold down the wide rear seat and get nearly 6 feet of flat cargo space for a ½-ton load!



THIS IS OPEL

Up to 30 miles per gallon. 56 horsepower, oversquare 4-cylinder engine. 174 in. long, 5'3" wide. Standard 3-speed shift. Opel Caravan station wagon, MANUFACTURER'S SUGGESTED RETAIL PRICE $2292.60 P.O.E. New York*. Also available: Opel Rekord 2-door sedan.

*(Including heater, defroster, turn indicators, delivery, handling, Fed. excise taxes.) Transportation charges, state, local taxes, accessories and opt. equipment inc. whitewall tires additional.

THE BIG SMALL CAR BUILT IN GERMANY BY GENERAL MOTORS—SOLD AND SERVICED ALL OVER AMERICA BY

BUICK DEALERS

PLUS & MINUS

CONTINUED

transfer money abroad to earn higher rates of interest

Effect on the U. S., so far, has not been harmful. The U. S. gold stock still is greater than it need be, equal now to 42.6 per cent of outstanding notes and deposits of Federal Reserve Banks, compared with the 25 per cent required by law. If necessary, the law could be changed to lower the ratio, as was done in 1945

Some risks, however, may now be developing from the rapid drain on U. S. gold and dollars. So long as the U. S has a large deficit in its balance of payments, the loss of gold is likely to continue. Now that exports of merchandise no longer provide a comfortable surplus over imports, the U. S., sooner or later, may have to cut foreign aid or foreign investments, or to erect barriers to imports.

Best choice, in the view of Government officials, is to meet foreign competition head-on and restore a good balance of merchandise exports over imports. To do this, it will be necessary to stop inflation of U. S. wages and prices, increase productive efficiency, produce the kinds of goods most wanted by buyers.

Other choices, officials say, either will fail to restore a balance to U. S international accounts or will thwart major policies of the Government.

Foreign aid, almost 5 billions in 1958, included 2.6 billions of military aid. If this is cut, many countries will be unable or unwilling to buy the kind of defense the U. S. wants them to have. Much aid, moreover, is in the form of gifts of goods and does not involve a payment of dollars by U. S. Cutting this kind of aid will not help the U. S. balance of payments, unless the country denied the aid decides to pay the U. S. for goods it has been getting free.

American private investment abroad, amounting to 3 billion dollars in 1958, includes investments in foreign branch plants and subsidiary companies. These are needed to take advantage of low costs abroad and meet world competition.

Strength of business in the U. S. has not been undermined by the rise of imports and the fall of exports. Though needed to help pay for foreign aid and investments, an export surplus is not necessary to U. S. prosperity.

See also: Business Around the World, page 113; Trend of American Business, page 127

Automatic Winch
Flashing Lights
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Fire Truck $6.99
It Actually
Sprays Water!
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STRUCTO *Steel Strong Steel Sturdy*

- Scale models of real equipment, with real working parts
- Heavy gauge steel, 2-coat finish of finest auto enamel
- Stand a child's rough treatment, practically unbreakable

A 13-Pc. Truck Assortment. He's a big time trucker now, with five die-cast metal trucks, steel road signs, wooden logs.

DUMP TRUCK. Lever raises body, tailgate swings open to dump load. Has 6 rubber wheels. About 10 inches long.

STAKE TRUCK. Removable stakes for side or end loading, or use as flat bed truck. Has 6 rubber wheels. About 9 inches long.

LUMBER TRUCK. Scale model truck with load of five real logs included. Six rubber wheels. About 10⅝ inches long.

TRANSPORT TRUCK. Contrasting Grille. About 7¼ inches long.

PICK UP TRUCK. Contrasting Grille. About 6⅜ inches long.

3 STEEL ROAD SIGNS. "School", "Stop", "Speed Limit". Abt. 4½ high.

48 T 1312—Complete Set. Ship. wt. 6 lbs. . . . . Special **3.99**

B Pumper Fire Truck. Actually sprays water! Fill tank, push pump button down—water sprays to "put out the fire." Two ladders on side truck hangers. Fire engine red, baked-on enamel finish, aluminum trim. About 19⅞ in. long.
48 T 1318 –Wt. 5 lbs. 8 oz. . . . **6.99**

C Deluxe Power Wrecker. Heavy-duty wrecker is completely automatic. Operates from two regular flashlight batteries (sold separately below). Push lever back—winch winds out tow line. Push lever forward—tow line winds in. Lights flash alternately when winch is in operation. Boom adjusts to desired height. Abt. 23 in. long. *Adv. Nat. at $8.95.*
48 T 1319–Ship. wt. 6 lbs. 8 oz. **7.99**

D Deluxe Hydraulic Dumper. Sit back and watch hydraulic cylinder raise and dump truck body automatically. Just press the unload lever. Dumping action is slow, for even spreading of load. 10 rubber wheels. Abt. 20⅜ in. long. *Adv. Nationally at $5.95.*
48 T 1313–Ship. wt. 6 lbs. . . . **4.99**

E Dump Truck. One of the best trucks available for those heavy earth-moving jobs. Body raises and lowers by means of a lever. 6 wheels. Abt. 15¾ in. long.
48 T 1308—Wt. 4 lbs. 4 oz. . . . **2.59**

F Deluxe Camper with Battery-Operated Outboard Motor. New fleetside camper-truck with boat and trailer. Trailer has crank-operated winch to load and unload boat. Wooden boat is powered by battery-operated motor—uses 1 "D" battery (sold below). Boat goes in any direction or in circles . . . position motor to steer boat. Abt. 29 in. long. *Adv. Nat. at $7.95.*
48 T 1317—Truck, Trailer, Boat, Motor. Wt. 5 lbs. **6.99**
48 T 1300–Boat and Motor Only. Abt. 13 in. long. Wt. 1 lb.. **3.59**

G 12-Piece Anti-Aircraft Set. Fight off the enemy by shooting missiles into the air. Powerful searchlight swivels all around, throws more than 20-foot beam. Launcher revolves 360°. Elevation knob raises and lowers firing tubes. Push button to send off plastic missiles with safe rubber tips. Sturdy transport truck abt. 13¼ in. long, has "all-weather" canvas top, hitches to searchlight trailer or missile launcher trailer. 3 firing missiles, 6 vinyl soldiers. Uses 2 "D" batteries (sold below). *Adv. Nat. at $5.95.*
48 T 1315—Complete 12-Pc. Set. Ship. wt. 6 lbs. . . . . Only **4.99**
Flashlight Batteries ("D"-cells). 48 W 2340—Wt. 1 lb. . . 4 for **67c**

Tilt-Top Trailer With Bulldozer

H He Loves Seeing Bulldozers in Action, so give him a small scale outfit of his own. The trailer truck carries bulldozer to construction place . . . tilts to ground level, lets bulldozer roll down, then tilts back up again. Brightly colored. About 20 in. long. *Advertised Nationally at $6.95.*
48 T 1316—Ship. wt. 7 lbs. . . . . Complete Set **5.99**

Bulldozer Only. Blade pushes dirt, can be tilted up between jobs . . . sturdy spring holds it in position. Heavy gauge steel, 4 massive wheels for rugged road work riding. About 11¾ in. long.
48 T 1299 –Ship. wt. 3 lbs. **3.59**

Power Shovel and Dump Truck

J Power Shovel. Two hand-wheels control raising, lowering of boom, loading and unloading of shovel. Automatic power shovel scoops up dirt, lifts load, dumps. Cab revolves 360°. Durable enamel finish. Rugged tractor treads.
48 T 1310 About 26½ in. long. Wt. 4 lbs. . . . **3.59**

K Dump Truck. Here's how to get that road built! Use lever to raise body. Durable two tone enamel finish. 4 rubber wheels. About 10¾ in. long.
48 T 1302 Ship. wt. 1 lb. 8 oz. **84c**

DeLuxe Auto Transport

Stock Farm Set

L Here Come the New Cars . . . on a big transport truck just like those traveling our busiest highways. Two die-cast metal automobiles and pick-up truck are specially built to fit the transport. Fun for separate use, too! Carrier sturdily built of steel, with brightly colored finish, 10 wheels. Special ramp for easy loading and unloading. About 24¼ in. long. Ramp extends length to about 31½ inches.
48 T 1314 Ship. wt 6 lbs. 4 oz. **4.99**

M Pint Size Ranchers Can't Be Without This. Plastic stakes on the bright red stock truck can be removed for flat bed hauling. Rear stake panel has reel sliding gate for loading. Portable stock loader hitches to truck for hauling, hooks on in reverse position for loading purposes. Plastic fence section makes a corral (see sketch). 4 plastic animals included. Truck about 15 in. long. Length overall about 31 in.
48 T 1298—Ship. wt. 4 lbs. 8 oz. **4.99**

A
Leather Belt To Make
NAME BELT
LARRY
Make Moccasins — Wear Them
B
Make Handsome Leather Gifts
C
D Make A Clutch Purse
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Make A Lovely Bouquet
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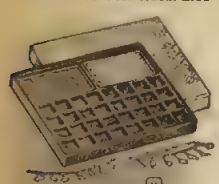
Hobby Kits Are Fun

FOR THE WHOLE FAMILY TO ENJOY

Motorized Boat Kits. Build real showpiece models that *run in water*. Authentically detailed. USN MINESWEEPER (160 parts) abt. 17½ in. long; PT TORPEDO BOAT (134 parts) abt. 15 in. long. 3-V. motors, "crew", cement, stands. Need 4 Penlite batteries; buy below. *Sell not. for $2.49 and $2.98 each.*
48 T 2439 Wt. 3 lbs...Both **4.27**

"Flying Model" Planes. Build BIG scale models—*20-in. wingspan!* Fit colored pieces together; cement included. Rubberband powered, FAIRFIELD TRAINER PT 19B, used to train World War II pilots; CESSNA DE-2 BIRDDOG, used by USMC for liaison flights. Authentic detailing. *Sell not. for $1.98 each.*
48 T 2438—Wt. 1 lb. ..Both **2.97**



H

A-D **Leather Craft Kits.** Such fun to make useful, professional-looking gifts. Genuine leather pieces pre-cut, ready to assemble without tools. Inst.

(A) Name Belt. Spell out your name, club, school in bright nail-heads. Leather pieces, lacing, tracing alphabet, nail-head setter. Makes belt up to 32 in. long.
48 T 2610—Ship. wt. 12 oz..... **1.67**

(B) Indian Moccasins. Authentic style, comfortable indoors or out. Genuine cowhide, pre-punched, beaded; leather innersole glued in position. Child's shoe sizes: Med. (11½ to 13½), Lge. (1 to 3), Ext. Lge. (3½ to 5). Instructions.
48 T 2506—*State size.* Wt. 10 oz..... **1.77**

(C) Leather Gifts for Everyone. Pieces pre-tooled in lovely designs, ready to lace. Billfold, coin purse, comb case, 4-hook key case, parking coin-key case, link belt (up to 36 in.). Steel needle, lacing.
48 T 2505—Ship. wt. 1 lb. 8 oz.... **2.77**

(D) Clutch Purse. Smart for sis or mom! Just lace pre-punched holes. Suedine lining, secure gold-color spring lock.
48 T 2558—7½x4x2 in. Wt. 1 lb.... **1.67**

E-G **Motorized Car Kits.** Build 'em—watch 'em go! Scale models with authentic details. Easy to assemble; no tools or glue needed. Instructions.

(E) Hot Rod. Complete electric system—even has headlights! Really steers, goes forward, reverses. Plastic pieces snap together. 3-V. motor. Needs 2 "D"-cell batteries—buy below. Abt. 9½ in. long.
48 T 2609—Ship. wt. 1 lb. 5 oz..... **2.57**

(F) (G) Racers. Powerful motor for high speed! Plastic pieces (abt. 35) screw together. Use "C" cell batteries—buy below; (F) needs 1, (G) needs 2.

(F) Indianapolis-type. Wt. 1 lb. 2 oz.
48 T 2598—Abt. 8½ in. long..... **1.67**

(G) "MG" Continental-type. Wt. 1 lb. 2 oz.
48 T 2597—Abt. 9¾ in. long... ..... **1.77**

H **"Lovely Lady" Charm Jewelry** (left). Make bracelets or necklaces to wear—or *give!* 32 gold metallized charms (car, bird, drum, heart, etc.); 84 snap-together link chains, hooks. Plastic tray. Inst.
48 T 2555—Box 11½x9⅝ in. Wt. 1 lb. **1.79**

BATTERIES for Items on This Page
48 W 2341—"C"-cell. Wt. 8 oz.....4 for **67c**
48 W 2340—"D"-cell. Wt. 1 lb. ....4 for **67c**
48 T 2346—AA Pen Lite. Wt. 4 oz. ..4 for **50c**

U **280 MM Atomic-Powered Cannon.** Fun to assemble it—exciting to fire it! Realistically detailed replica of *largest mobile field piece in U.S. Army*—represents 85 tons of vehicle and weapon. 265-pc. kit includes 2 gun transports, gun carriage, gun. A working model, too: gun fires, gears elevate and traverse gun barrel, gun carriage swivels 360°; hinged breech, spring-loaded firing rod. 7-man "crew", 2 atomic shells.
48 T 2400 - Abt. 26 in. long overall (see sketch). Inst. Wt. 2 lbs. 4 oz... **3.47**

J K **Boat Kits—wonderful Father-Son projects.** Motorized boats *run in water* when powered by batteries.

(J) Motorized Yacht "Atlantic". A thrill to build, display (or *sail*). BIG scale model of famous 3-masted schooner that set trans-Atlantic record to win Kaiser Cup in 1905. Authentic, complete in minute detail—over *200 plastic pieces.* Vacuum-formed sails, "crew", Glue, stand, 3-V. motor. Abt. 28½x4½x21 in. high. Needs 2 "C" cells—buy below. *Mail.*
48 T 2594 M—Instructions. Wt. 4 lbs. **3.97**

(K) Motorized Air Boat. Speeds through water with real hydroplane action! Simply snap plastic pieces together—no glue. Flexible propeller. 3-V. motor. Needs 2 "D" cells; buy below. Abt. 11 in. long.
48 T 2608—Ship. wt. 1 lb. 5 oz.... **2.57**

L M N **Ready-to-Run Motorized Boats.** A real fun sport. Add batteries, throw switch—*watch 'em go!* Nothing to assemble or put together. Sturdy plastic; authentic detailing from stem to stern 3-V. motor. Fury needs 1, others need 2 "C" cell batteries—order below.

(L) Fury. Inboard Cabin Cruiser.
48 T 2575—Abt. 9½ in. long. Wt. 1 lb. **1.57**

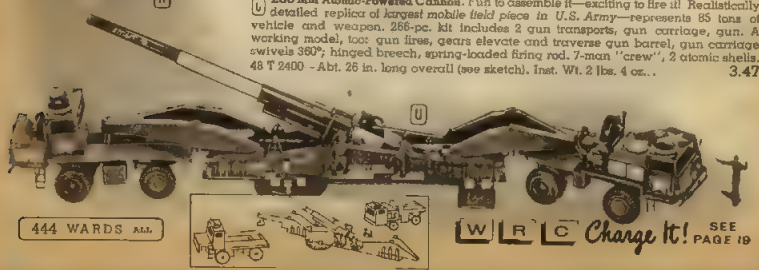
(M) Zephyr. Outboard Sportster.
48 T 2576—Abt. 13 in. Wt. 1 lb. 2 oz.. **2.97**

(N) Wizard. Outboard Sports Runabout.
48 T 2577—Abt. 14½ in. Wt. 1 lb. 2 oz. **3.97**

P **Birds of the World Set** Fascinating to bird lovers of all ages. Make life-size models of Robin, Goldfinch, Parakeet—simply snap plastic pieces together. Then follow numbered color diagram to reproduce colorful plumage.—Color pellets, paint fluid, brush, "tree branches" for mounting. *Sell not. for $1.00 each.*
48 T 2554—Set of 3. Wt. 1 lb. 8 oz... **2.57**

R **Flower Art Kit.** A delightful new hobby — make amazingly lifelike roses! Just assemble pliable plastic petals, stems, leaves of 6 lovely roses (stems abt. 17 in. long). 2 ferns for your bouquet!
48 T 2607—Inst. Ship. wt. 2 lbs. ... **2.27**

T **American Bald Eagle Kit.** King of birds—our Nation's symbol! Abt. 11 in. high, 18½-in. wingspan. Abt. 33 plastic parts, cement, paints, brush. Wt. 1 lb.
48 T 2445—Mounting base; inst..... **1.97**



W L C Charge It! SEE PAGE 19

FINEST QUALITY STERLING SILVER

ALVIN STERLING

Designed, manufactured and guaranteed by the GORHAM MFG. COMPANY

Showing beautifully designed back of handles with name engraved in each
Luncheon Knife Hollow Blade
Illustrations Actual Size

*Chateau Rose**

SOLID STERLING SILVER

The romantic beauty of yesteryear becomes the fashion of today. The revival of elegance in home decoration reaches back to the Regency and Louis XIV eras, with a touch of Victorian to add zest to the ensemble.

"Chateau Rose" is a happy blending of the traditional beauty of these time-favored motifs. As they have lived in the past . . . "Chateau Rose" will live in the future, to become one of your cherished heirlooms of tomorrow. Substantial in weight throughout.

Its beautiful highlights are softened to a silvery lustre by its smooth butler finish.

*Trade Marks

	Retail Price Without Tax	List Price
STAPLES	**Each**	**Each**
Teaspoon	$4.09	$ 4.80
*Luncheon or Place Knife	5.91	7.08
Luncheon or Place Fork	6.14	7.36
Salad, Pastry or Fish Fork, Ind.	5.88	6.82
Cream Soup Spoon	5.45	6.54
*Dinner Knife	7.03	8.46
Dinner Fork	8.64	10.36
Butter Spreader, Flat Handle	4.55	5.46
*Butter Spreader, Hollow Handle	4.55	5.46
FANCY DOZENS	**Each**	**Each**
Cocktail or Oyster Fork	$4.09	$ 4.80
Coffee Spoon (After Dinner)	2.50	3.00
Dessert or Oval Bowl Soup Spoon	6.36	7.64
Iced Beverage Spoon	5.45	6.54
CARVING SETS	**Each**	**Each**
*Roast Carving Set, 2 pc., Knife and Fork	$38.84	$46.37
Roast Carving Steel	19.32	23.18
*Silver, 10" Blade	12.50	15.00
*Carver's Assistant	12.50	15.00
*Steak Carving Set, 2 pc., Knife and Fork	20.45	24.54

4-PIECE PLACE SETTING

Knife, Fork, Teaspoon, Salad Fork

Luncheon Size	Retail	$21.82
	List	$26.18
Dinner Size	Retail	$25.46
	List	$30.54

5-PIECE PLACE SETTING

Knife, Fork, Teaspoon, Salad Fork, Cream Soup Spoon

Luncheon Size	Retail	$27.27
	List	$32.74
Dinner Size	Retail	$30.91
	List	$37.10

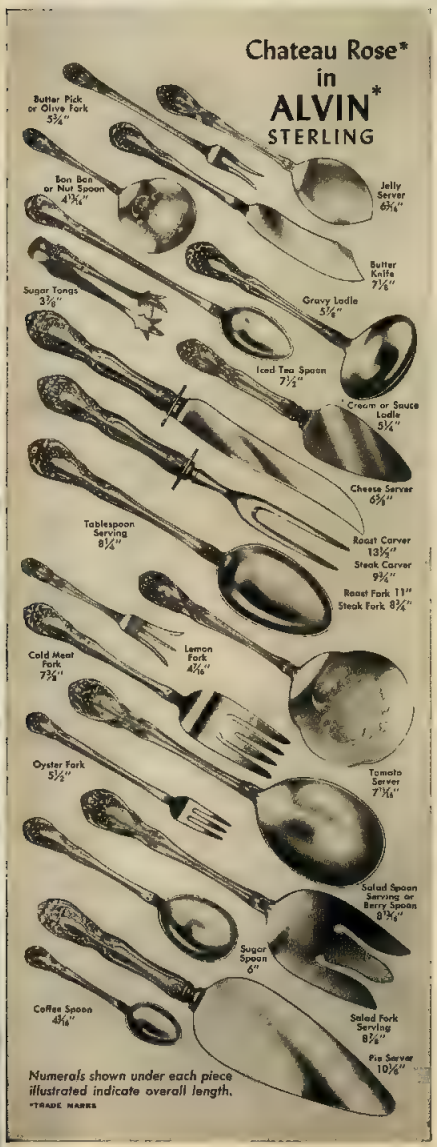
6-PIECE PLACE SETTING

Knife, Fork, Teaspoon, Salad Fork, Cream Soup Spoon, Butter Spreader

Luncheon Size	Retail	$31.42
	List	$38.18
Dinner Size	Retail	$35.45
	List	$42.54

	Retail Price Without Tax	List Price
FANCY SINGLE PIECES	**Each**	**Each**
*Bar or Party Knife	$ 6.36	$ 7.64
Bonbon or Nut Spoon	7.45	8.54
Butter Knife	8.18	9.82
Butter Pick or Olive Fork	5.23	6.28
Cake Separator, Hollow Handle	10.00	12.00
*Cheese Server	6.36	7.64
Cool Meat or Salad Fork	10.91	13.10
Cream or Sauce Ladle	6.82	8.18
Gravy Ladle	12.50	15.00
Jelly Server	8.82	8.18
Lemon Fork	4.32	5.18
*Pie Server	10.68	12.82
Salad Fork, Serving	17.05	20.46
Salad Spoon, Serving	17.05	20.46
Sugar Spoon	6.36	7.64
Sugar Tongs	8.18	9.82
Table or Serving Spoon	10.68	12.82
Tomato Server, Flat Handle	15.00	18.00

*Hollow Handle, Mirror finish Stainless Steel Blades or Tines



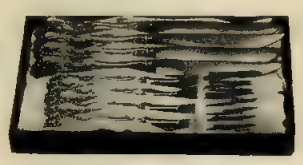
Essential Serving Pieces

The Finest for Gift Giving

SPECIFY PATTERN DESIRED

ALL PIECES ILLUSTRATED ARE AVAILABLE IN THE FOLLOWING POPULAR ALVIN PATTERNS

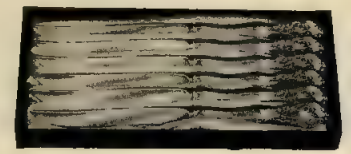
CHATEAU ROSE, Illustrated on Page No. 276
CHAPEL BELLS, Illustrated on Page No. 286
SOUTHERN CHARM, Illustrated on Page No. 284
DELLA ROBBIA, Illustrated on Page No. 281
CHASED ROMANTIQUE, Illustrated on Page No. 285
PRINCE EUGENE, Illustrated on Page No. 278
BRIDAL BOUQUET, Illustrated on Page No. 280
FRENCH SCROLL, Illustrated on Page No. 279
SPRING BUD, Illustrated on Page No. 283
ROSECREST, Illustrated on Page No. 282



STEAK KNIVES AND FORKS

Set consists of 4 Individual Steak Knives Sterling Silver Hollow Handles Hollow Ground, Stainless Steel Blades with 4 Matching Sterling Silver Forks. Attractive Gift Box — (Chateau Rose Pattern Illustrated) Available in all Alvin Patterns

$54.55 RETAIL **$85.46 LIST**



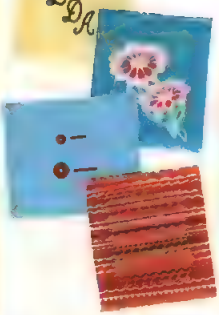
STEAK KNIVES

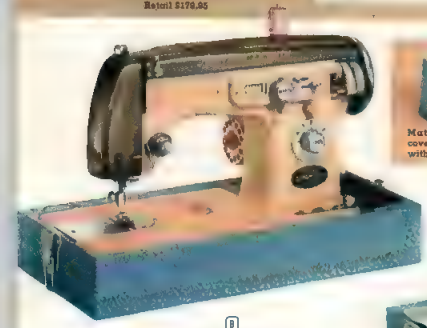
Sterling Silver (Set of 6) Individual Hollow Handle Steak Knives with Hollow Ground Mirror Finished Stainless Steel Blades. Attractive Gift Box (Chateau Rose Pattern Illustrated) Available in all Alvin Patterns

$42.25 RETAIL **$50.72 LIST**

Stitchmaster dial puts 18 embroidery patterns at your fingertips! Zig-Zag width control dial lets you vary those patterns to create original designs!

Ⓐ STITCHMASTER SUPER-AUTOMATIC ZIG-ZAG PORTABLE MACHINE
Retail $179.95

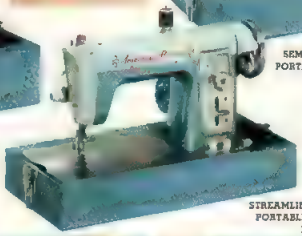




Matching leatherette-covered carrying case with each portable

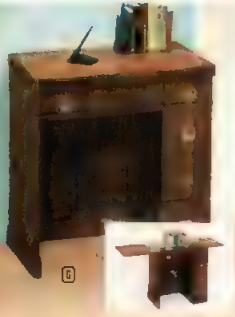
Ⓒ SEMI AUTOMATIC ZIG-ZAG PORTABLE SEWING MACHINE
Retail $119.95

Ⓑ FULLY AUTOMATIC ZIG-ZAG PORTABLE SEWING MACHINE
Retail $159.95



Ⓓ STREAMLINED STRAIGHT STITCH PORTABLE SEWING MACHINE
Retail $89.95

Ⓔ



Ⓖ

Ⓗ

Top-Quality Sewing Machines

American Beauty

NOW FOR THE FIRST TIME American Beauty Sewing Machines THREAD THEMSELVES automatically! No more squinting and poking—just swing the new automatic threader into position, push the button, and presto—your needle is threaded! Threader swings up out of the way when not in use. You can depend on American Beauty for superior performance, care-free operation! Sturdy vibration-free motors operate on 110-120 volts, AC-DC. Extra needles and bobbins can be purchased at any sewing-goods store. Instruction manual included. MANUFACTURER'S 25-YEAR GUARANTEE BOND.

AMERICAN BEAUTY ZIG-ZAG MACHINES do everything a straight-stitch machine does, plus all the normally troublesome details of finishing—without attachments. Because its needle can move from side to side as well as up and down, it sews on buttons, makes button-holes, monograms, embroiders, appliques, blindstitches hems, overcasts seams, darns, mends—and of course sews straight, forward and reverse. You can machine-finish a job from first seam to last button with a flick of the finger and without removing material to sew on covers! Available in portables [A] to [C] and in desk or console models [E] to [H] on this page. Sewing aids, instruction manual, extra needles, and bobbins included with each machine.

[A] AMERICAN BEAUTY STITCHMASTER SUPER AUTOMATIC ZIG-ZAG PORTABLE

- **Ultimate in sewing convenience—just dial any one of 18 patterns you want—and you're ready to sew!**
- **New American Beauty automatic needle threader saves time, eyestrain—threads needle automatically!**
- **Turns out designs that are sharp and precise, designs that add beauty and decorativeness!**

Completely automatic—just dial any one of the 18 basic pattern settings engraved on Stitch-master dial control. By using stitch width and length dial controls you can create a countless number of fancy stitches. Ideal for everyday sewing, too! Sews on buttons, makes buttonholes, mends tucks, shirts, overcasts, bartacks. Blind stitches a hem professionally. Push-button controls put a world of sewing magic right at your fingertips! Simple fabric selector push-button adjusts feed control for any weight fabric. Forward-reverse push-button changes sewing direction swiftly—no need to remove material or stop the machine to back-track. Stitch length regulator dial adjusts stitch length forward and reverse. Presser foot floats over pins, no need to baste first. Heavy materials won't catch or bind. Built-in darner. Full-size sewing head, round bobbin. Push-button automatic bobbin winder. Built-in sewing light over needle. Foot pedal for speeds from slow crawl to fast. Portable green leatherette-covered wood case, 18 x 9 x 15 in. Also in desk or console models [E] to [H].

64-0847 F 9387 Wt. 50 lbs.*...Retail **$179.95**

[B] AMERICAN BEAUTY FULLY AUTOMATIC ZIG-ZAG PORTABLE SEWING MACHINE

- **18 magic cams assure you a multitude of original patterns for custom embroidery designs!**
- **New American Beauty automatic needle threader eliminates eyestrain, fumbling, and frustration!**
- **Completely automatic from start to finish—so easy to use, makes all kinds of sewing a pleasure!**

No levers to move, no knobs to turn—just drop in one of the 18 magic cams for the basic pattern you want! Stitch pattern is engraved on each cam so you can't make a mistake. Adjust width and length dials for a countless number of stitch variations. You can embroider children's clothing, monogram tablecloths, etc. The machine does the work—all you do is guide the material! Sews all your basic sewing, too. Makes buttonholes, sews on buttons, bartacks, overcasts, blindstitches, appliques, darns, mends! Push-button controls fabric selector, automatic bobbin winder, forward-reverse, built-in darner. Flexible walking foot sews over pins and heavy seams. Dial controls for tension adjustment, stitch length regulator, zig-zag width regulator. Full-size head, round bobbin. Built-in sewing light directly above needle. Foot control pedal for speeds from slow to fast. Portable wood case with blue-and-white simulated leather covering—18 x 9 x 15 in. Also in desk or console models [E] to [H].

64-0839 F 8185—Wt. 50 lbs.*...Retail **$159.95**

[C] AMERICAN BEAUTY SEMI-AUTOMATIC ZIG-ZAG SEWING MACHINE

- **Push-button magic—does straight sewing and zig-zag stitching without cumbersome attachments!**
- **Built-in automatic threader for new convenience, quick and trouble-free needle threading!**
- **Makes sewing fun—finish the entire sewing job from first seam to last button in far less time!**

All push-button operation makes it so easy to sew for the beginner as well as the expert! Besides all the fine features of the straight-stitch machine, you can create your own embroidery patterns, sew monograms and appliques, fl overcasts seams, blind-stitches, sews on buttons, makes button-holes. Push-button fabric selector adjusts feed for extra heavy to sheer fabrics—prevents puckering. Push-button reverse control. Dial width regulator and dial length regulator. Automatic bobbin winder with a spare bobbin while you sew! Full-size head, round bobbin. Simplified threading with automatic needle threader. Built-in sewing light. Foot pedal for speeds from slow to super fast. Portable wood case with blue-and-white leatherette covering. 18x9x15 in. Also in desk and console models [E] to [H].

64-0458 F 8282—Wt. 50 lbs.*...Retail **$119.95**

[D] AMERICAN BEAUTY STREAMLINED STRAIGHT-STITCH PORTABLE SEWING MACHINE

- **Push-button performance in this deluxe straight-stitch machine at a moderate budget price!**
- **Built-in automatic threader saves you time when you're ready to sew—threads needle in a jiffy!**
- **Sews all materials—push-button fabric selector adjusts feed to sheer synthetics, heavy denims!**

Now a deluxe straight-stitch machine at a budget price—without sacrifice of quality! Forward and reverse sewing in double-lock stitch. Stitch-length selector dial gives uniform length forward and reverse. Push-button fabric selector adjusts feed for extra heavy or sheer fabrics—prevents puckering. Built-in automatic push-button darner—mends large holes, ragged tears. Weaves neat, uniform patch without leaving a bumpy surface. Simplified threading with new automatic needle threader. Automatic bobbin winder fills extra bobbins as you sew. Sews over heavy seams and pins—no need to baste! Full size head, round bobbin. Built-in sewing light. Foot pedal controls speeds. Portable blue-and-white leatherette-covered wood case 18x9x15 in. Also in desk, console models [E] to [H].

64-0318 F 4482—Wt 45 lbs.*....Retail **$89.95**

[E] to [H] DESK AND CONSOLE MODELS

- **American Beauty sewing machines in cabinets!**
- **Superbly crafted to add glamor to home decor!**
- **Styles complement modern or traditional rooms!**

All in one compact unit—precision-built American Beauty sewing machine and a beautiful piece of furniture! Sewing machine heads [A] to [D] are available in cabinets [E] to [H]. Cabinet cleverly disguises sewing machine as an attractive piece of furniture that becomes an integral part of your home decor. Designed for use in any room. Cabinet centralizes your sewing area, provides storage space for sewing extras, gives you more work space, and provides a steady level sewing surface. Always ready for use—no need to lift and carry heavy machine. Just flip open the hinged cover, raise machine, and begin to sew! Cabinets are made of durable hardwood and selected veneers. Highlighted by gleaming brass hardware. Each has knee-lever speed control.

[E] American Beauty President Desk Model. Makes any room a sewing center. Serves as desk, too! Three drawers hold sewing accessories. Available with sewing machines [A] to [D]. Measures 34½x18x31 in. high, opens to 69 in. wide. **Limed oak, walnut, mahogany finish—specify.**

Stitchmaster Automatic Zig-Zag. Specify finish.
64-2645 FF 14893—Wt 118 lbs.* Retail **$258.95**
Fully Automatic Zig-Zag machine. Specify finish.
64-2637 FF 13579—Wt. 118 lbs.* Retail **$238.95**
Semi-Automatic Zig-Zag machine. Specify finish.
64-9830 FF 11687—Wt. 118 lbs.* Retail **$198.95**
Straight Stitch sewing machine. Specify finish.
64-8822 FF 8997 Wt. 111 lbs.* Retail: **$168.95**

[G] American Beauty Contemporary Desk Model. Beautiful as a desk, useful as a desk too! Four handy drawers hold all your sewing accessories. Available with sewing machines [A] to [D]. 30x17½x31 in high, opens to 60 in. wide. **Walnut, mahogany, limed oak finish—specify.**

Stitchmaster Automatic Zig-Zag. Specify finish
64-2636 FF 14893—Wt. 114 lbs.* Retail **$258.95**
Fully Automatic Zig-Zag machine. Specify finish.
64-2678 FF 13579—Wt. 114 lbs.* Retail **$238.95**
Semi-Automatic Zig-Zag machine. Specify finish.
64-2660 FF 11687 Wt. 114 lbs.* Retail **$198.95**
Straight-Stitch sewing machine. Specify finish
64-2652 FF 8997 Wt. 110 lbs.* Retail **$168.95**

[H] American Beauty Console Model. A handsome piece of furniture in any room! Front panel door swings open for ample leg room. Accessory tray. Available with machines [A] to [D]. 22x18x31 in. high, opens to 44 in. wide. **Mahogany, walnut, limed oak, or maple finish—specify.**

Stitchmaster Automatic Zig-Zag. Specify finish
64-7644 FF 12021—Wt. 76 lbs.* Retail **$219.95**
Fully Automatic Zig-Zag machine. Specify finish
64-7636 FF 10687 -Wt. 76 lbs.* Retail **$189.95**
Semi-Automatic Zig-Zag machine. Specify finish
64-2701 FF 8788—Wt. 76 lbs.*...Retail **$149.95**
Straight-Stitch sewing machine. Specify finish
64-2694 FF 7349—Wt. 71 lbs.*...Retail **$119.95**

[J] QUILTED SEWING CASE

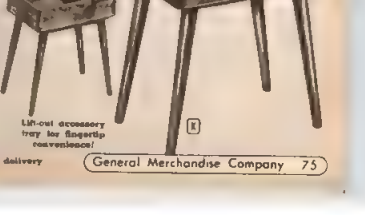
So handy! Keeps sewing accessories together. Roomy storage compartment for patterns and material. Sliding divided tray, large fabric pocket. Lucite carrying handle. Sturdy wood frame with quilted plastic covering in two colors. Case measures 10 x 12 x 6 in.

34-5084 A 348—Red. Wt. 4 lbs....**$4.98**
24-5159 A 348—Pink. Wt. 4 lbs....**$4.98**

[K] CONVENIENT SEWING STOOL

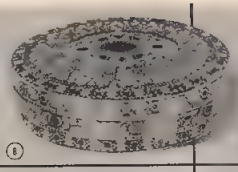
So handy—and comfortable, too! Thickly padded 12 x 16 in. seat is covered with pyroxylin-coated fabric. Spacious storage compartment under seat holds sewing extras—has lift-out accessory tray. Stands 18 in. high—stores out of the way under desk or console. Sturdy, stable design—hardwood with mahogany, walnut, or limed oak finish—specify.

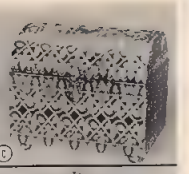
31-2041 CC 864—Wt. 5 lbs. .Retail **$9.95**

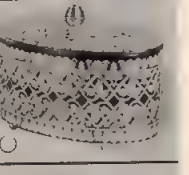


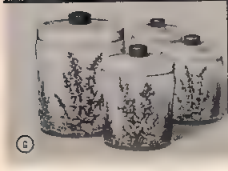
Lift-out accessory tray for fingertip convenience!

* Not available—shipped from Wisconsin—pay shipping on arrival. Allow 2 weeks for delivery









Two Piece Ming Snack Set

Classic vividly colored design distinguishes the handy set of serving trays. Excellent for snacks, TV trays, serving trays, etc. Size 12x9½". Colorful design matches Ming compote No. 415H23.

415H22 148 RETAIL SET OF 2 **$3.50**

Matching Ming Serving Tray

Large serving Tray. Same design and vivid coloring as above but larger. Excellent for serving TV dinners, snacks, etc. Size 15x3". Matching Ming compote No. 415H23.

415H21 148 RETAIL, EACH **$2.50**

Baret Metal Ware

Baret Metal Ware combines the durability of metal with the delicate designs and vivid coloring of fine china. Choose from the varied and beautiful designs to accent any interior

Ⓐ **Mosaic Bonbonniere.** Domed closely fitting cover is molded in with Gold ball knob and four Golden ball feet. An ideal serving container for foods and delicacies. Gold lacquered inside. Size 5½" diameter, 3" deep.

415H13-115 ..... RETAIL **$1.95**

Ⓑ **Moresque Bonbonniere.** A delicate mosaic-like pattern conspicuously covers this bonbonniere in conservative hues of Gold, Blue Rose, Cream and other harmonizing colors. Use for candy and other food delicacies. Also large enough in use for sewing materials, etc. Size 5½x4¾x2¾"

415H8-129 RETAIL **$2.25**

As above Moresque Chest. Oblong chest with same finely detailed exterior as above Size, 8⅝"x6½"x2 ½"

415H16-115 RETAIL **$1.95**

Ⓒ **Arabesque Trunk.** This beautiful trunk has an authentic design in attractive Green Blue, and Rose colors. Four Golden feet and Gold color handle. Use for food delicacies or cigarettes. Size 5 3/4x4x3¼"

415H18 139 RETAIL **$2.49**

Ⓓ **Red Lacquer Caddy.** Chinese Red background with Gold and Pink oriental motif design makes this handy metal container both useful and decorative. Use for teabags, coffee etc. Size 4½x4¼"x2½"

415H17 118 .....RETAIL **$2.00**

Ⓔ **Rosey Pagoda.** An unusually shaped dish for candies or food delicacies. Golden base with delicate, colorful flower design on cover. Silver knob. Size 6¼" long, 4½" wide, 3½" high

415H12 115 .. RETAIL **$1.85**

Ⓕ **Arabesque Bonbonniere** Vivid Green Rose, and Blue colors are tastefully applied on this charming bonbonniere. Gold box knob and four Golden ball feet. For candies, foods and delicacies. Size 6½x4¼x2½"

415H19-119 RETAIL **$2.00**

Ⓖ **Windsor Garden Canister Set.** This four-piece canister set with its freshly colored patterns and unusual styling breathes a note of garden air into every kitchen. Lavender, Yellow Blue, and Green flowers on Cream and Tan checked background. Tightly fitted covers have Green knobs. Sizes, No. 1, 3⅝"x3½"; No. 2, 4⅛"x5¾", No. 3, 5¾x7⅝", No. 4, 6⅞"x8⅜"

415H8-285.....RETAIL **$5.00**

Ⓗ **Serving Tray.** Large serving tray with attractive wildlife design in soft natural colors. Raised edge. Alcohol resistant. Excellent as snack or TV trays. Size 18x13"

415H27-148..... RETAIL, EACH **$2.50**

As above: Pheasant scene snack trays. Set of two snack trays smaller than above. 12x9½"

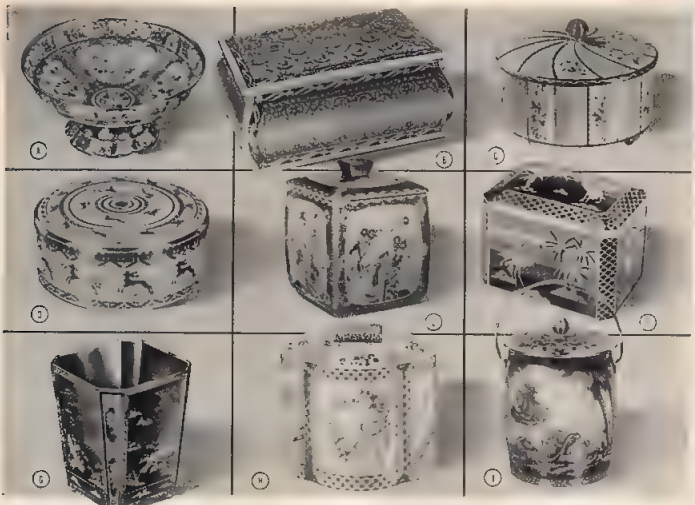
415H29-148 RETAIL, SET OF TWO **$2.50**

Ⓘ **Oriental Waste Basket.** A colorful waste-basket with delicate design in varied soft hues similar to ancient oriental designs. Predominating Green and White background. Tapered design, gleaming White interior. Size 8½x6½" at top, and 6⅝" at bottom. 11" high.

415H32-149... .. ..RETAIL **$2.50**

As above Chinese Waste Basket Traditional flower and bird designs in predominating Blue and white backgrounds. Same dimensions as above

415H33-149 . .....RETAIL **$2.50**



Imported from England

Fashioned in practical metal, these colorful pieces have the appearance and quality of fine porcelain china. Alcohol-resistant, will not break, chip, or rust.

Mint Compote. A classic, vividly colored design distinguishes this replica of an ancient mint compote. Predominating Green and White with delicate touches of Rose, Blue and other colors are not off by the Gold rim. Size 7½" in diameter, 3⅞" high.
415H23-175.....RETAIL **$3.00**

Filigree Chest. Use this rich Tudor box for cookies, cool desserts, candy or [illegible]. Has end handles of Red Lion Gold [illegible]. White enamel inside and outside, [illegible] 7" x 4".
415H18-129.....RETAIL **$2.40**

Lunch Box. Use this attractive tin and wire cool storage unit daily. Ample room for [illegible] Green and Gold. Size 5½" in diameter, 2⅝" high.
415H20-125.....RETAIL **$2.20**

Large Sherwood Cake Container. Excellent for keeping cakes rolls, bread fresh. Vari-colored design with deer and bird motif in predominantly Green and Gold colors. Air-tight seal keeps foods fresh. A colorful and festive touch for the home or as a gift. Size: 8" diameter, 2" deep.
415H24-115.....RETAIL **$1.95**

As above: Sherwood Bonbonniere. Same coloring as above. Gold knob. Size: 5⅝x4¼x 2½" deep. Oval shape.
415H25-125.....RETAIL **$2.20**

Sea Scout Jar. A peaceful scene in a charming setting suggesting the colorful days of long ago. A useful and decorative addition to any home. Green and White background. White enameled inside. Double walled lid. Size: 6½x4½x5"
415H27-115.....RETAIL **$1.95**

As above Persian Jar. Delicately colored in beautiful Persian scenes with predominating Pink and White background. Size 4½x4½x5"
415H26-115.....RETAIL **$1.95**

Tropical Caddy. Brilliant Blues are the background for the delicate Pink flamingo birds and Gold edging on this handy box. Use for all types of food delicacies, or as a cigarette box. Size: 4½x3⅝x2¾".
415H29-85
415H29-88—Lots of 12.RETAIL, EA. **$1.60**

China Garden Waste Basket. Oriental designs in soft Green, Coral and Turquoise with delicate gold trim stand out against the Black Background. Gold bail foot. A "decorator" touch with the popular far-eastern look. Size. 8½x8½" at top tapering to 6⅛" square at bottom. 11" high.
415H6-235.....RETAIL **$4.00**

As above. Attractive tray measuring 16x13" Design matches wastebasket above. Raised edge to prevent spilling.
415H30-148.....RETAIL **$2.50**

Insert Trinket Box. This beautifully decorated box will hold any item as well as food delicacies. Green knob sets off the multi-colored scenes on the sides. Lacquered finish oval shape. Size: 6x4½x4¼".
415H31-110.....RETAIL **$1.85**

Treasure Cookie Barrel. This attractive barrel is air tight and will keep cookies or other foods fresh. Sturdy Gold handle. Sailing ship in Gold on a Cream background framed by Green trees and Red and Gold treasure scene. 5½" diameter, 8¼" deep.
415H15-125.....RETAIL **$2.20**

Decorative Plates

Decorative Plates. These colorful plates have the appearance and quality of fine porcelain china. Lovely on walls, shelves or as serving platters. Will not break, chip or rust. Alcohol-resistant. Wonderful for picnics or TV snacks. Size: 10" diameter.

Assortment consists of one pair each: Floral, Castle and Bird designs.
415H37-275—Asst. of 3 pair.
RETAIL, ASST **$4.50**

BENRUS

Official Watch of Famous Airlines

Paramount "Z" . . . a "success story" in styling and performance! Square case of 10K yellow rolled gold plate has non-corrosive steel back. Handsome expansion band is a series of gold-bar links, 6 of them with leather inserts. 17-jewel movement.
187-054 A3085 Black dial **$65.00**
187-062 A3085 White dial **65.00**

The name Benrus has long been a symbol of undisputed excellence in watch-making. Masterpieces in design and in precision accuracy—every watch made by Benrus is fully guaranteed. All are anti-magnetic, shock-resistant, temperature compensated. All have an unbreakable mainspring. Benrus—choice of men of distinction. Benrus—choice of all men who demand the finest. Each watch is handsomely gift boxed.

E **Senior Exec** . . a watch gifted with a confident, authoritative design that reflects the never-fading accuracy of its 17-jewel movement. 10K yellow rolled gold plate case with stainless steel back. Matching expansion band. Well defined full figure dial
187-021 A2490 10K Yellow Rolled Gold Plate. **$49.50**

F **Kingsman** . . . without a doubt, a princely design! 10K yellow rolled gold plate case (stainless steel back), paired with an unusually handsome expansion band. Beveled gold strips on inlaid leather inserts flank the case like guards of honor. You'll find the 17-jewel movement of noble stature in service, year after year.
187-039 A2850 10K Yellow Rolled Gold Plate. **$59.50**

G **Citation Pride "21"** . . . boldly masculine—a masterpiece of precision and design! Definitely for the man who appreciates the beauty of uncluttered simplicity . . . case is a square frame of gold, highlighted by a black dial and black suede strap. The watch: altogether elegant. The 21-jewel movement; supremely accurate
187-070 A3690 10K Yellow Gold Filled. **$75.00**

H **Citation Monarch** . . king of them all in regal appearance, unequalled performance! Big square case is ultra thin . . . flat as a silver dollar, yet it houses the precision-perfect 17-jewel Benrus movement with unbreakable mainspring. Band's leather faced links taper to join gold bars that expand for comfortable fit.
187-088 A3990 Yellow Case. **$92.50**

K **Citation Shane "21"** . . . has a built-in look of leadership. Handsome round case; white dial with gold markers and hands; rich leather strap. 21-jewel movement is accurate to the split second.
187-187 A5500 14K Yellow Gold. **$135.00**
187-195 A3690 10K Yellow Rolled Gold Plate. **75.00**

On this page, RETAIL prices include 10% Federal Excise Tax

Automatic . . . Waterproof

—two important Benrus guarantees! Automatic watches are self-winding, can't over-wind . . . just the normal motions of your wrist keep them running for 36 hours without rewinding. Waterproof watches have precision-fitted cases that seal out dirt, dust and moisture. They are guaranteed waterproof if crystal, case and crown remain intact. All Benrus watches are handsomely gift boxed.*

[E] **Sea Champ** . . . every inch a champion, from the shock-absorbing 17-jewel movement to the handsome expansion band with leather inserts! Guaranteed waterproof* . . . even an accidental dousing won't harm it. Stainless Steel case, luminous dial, sweep second hand.
187-096 A2480 Stainless Steel **$49.50**

[F] **Sea Exec "Z"** . . . top-bracket in appearance and performance! Guaranteed waterproof* . . . tailored round case protects the shock-absorbing 17-jewel movement from dust, dirt and moisture. Luminous black dial, sweep second hand. Expansion band.
187-104 A3050 Yellow top, steel back **$65.00**

[G] **Sky Prince** . . . needs no pampering whatsoever! Waterproof*, shock-resistant and the self winding 17-jewel movement has an unbreakable mainspring. Luminous dial, full sweep second hand. Stainless steel case, expansion band with leather inserts
187-112 A3340 Stainless Steel **$71.50**

[H] **Sky Jet** . . . winds itself as you wear it, can't over wind. Guaranteed waterproof*, anti-magnetic, shock-protected . . . keeps perfect time under really rugged conditions. Case tapers to join expansion band with leather inserts. Luminous dial. 17 jewels
187-120 A3990 Yellow top, steel back **$85.00**

[K] **Sky Ace "25"** . . . ace-high in performance and in styling! Guaranteed waterproof* . . . handsome case is precision engineered to protect the 25-jewel movement from dust and moisture. Winds automatically. Luminous dial. Expansion band with leather inserts
187-146 A4290 Stainless Steel **$85.00**

[L] **Sky Atom "25"** . . . supremely accurate! 25-jewel movement winds itself, absorbs shocks, has an unbreakable mainspring. Exceptionally handsome case and expansion band with leather inserts are correlated in design. Luminous dial, sweep second hand.
187-138 A4745 Yellow top, steel back **$95.00**

[M] **Golden Regent "25"** . . . at the peak of perfection in design and precision . . . its "heart" is Benrus' fabulous 25 jewel movement! Ultra thin case with hidden crown, expansion band. Self-winding, guaranteed waterproof*.
187-161 A8500 14K Yellow Gold. . . **$195.00**
187-179 A5660 10K Yellow GF. . . . **125.00**

On this page, RETAIL prices include 10% Federal Excise Tax

BENRUS

Official Watch of Famous Airlines

Paramount "21" . . . a "success story" in styling and performance! Square case of 10K yellow rolled gold plate has non-corrosive steel back. Handsome expansion band is a series of gold-bar links, 6 of them with leather inserts. 17-jewel movement.
187-054 A3085 Black dial **$65.00**
187-062 A3085 White dial **65.00**

The name Benrus has long been a symbol of undisputed excellence in watch-making. Masterpieces in design and in precision accuracy—every watch made by Benrus is fully guaranteed. All are anti-magnetic, shock-resistant, temperature compensated. All have an unbreakable mainspring. Benrus—choice of men of distinction. Benrus—choice of all men who demand the finest. Each watch is handsomely gift boxed.

(E) Senior Exec . . . a watch gifted with a confident, authoritative design that reflects the never-failing accuracy of its 17-jewel movement. 10K yellow rolled gold plate case with stainless steel back. Matching expansion band. Welf defined full figure dial.
187-021 A2490 10K Yellow Rolled Gold Plate **$49.50**

(F) Kingsman . . . without a doubt, a princely design! 10K yellow rolled gold plate case (stainless steel back), paired with an unusually handsome expansion band. Beveled gold strips on inlaid leather inserts flank the case like guards of honor. You'll find the 17-jewel movement of noble stature in service, year after year.
187-039 A2850 10K Yellow Rolled Gold Plate **$59.50**

(G) Citation Pride "21" . . . boldly masculine—a masterpiece of precision and design! Definitely for the man who appreciates the beauty of uncluttered simplicity . . . case is a square frame of gold, highlighted by a black dial and black suede strap. The watch: altogether elegant. The 21-jewel movement: supremely accurate.
187-070 A3690 10K Yellow Gold Filled **$75.00**

(H) Citation Monarch . . . king of them all in regal appearance, unequalled performance! Big square case is ultra thin . . . flat as a silver dollar, yet it houses the precision-perfect 17-jewel Benrus movement with unbreakable mainspring. Band's leather faced links taper to join gold bars that expand for comfortable fit.
187-088 A3990 Yellow Case **$92.50**

(K) Citation Shane "21" . . . has a built-in look of leadership. Handsome round case; white dial with gold markers and hands; rich leather strap. 21-jewel movement is accurate to the split second.
187-187 A5500 14K Yellow Gold **$135.00**
187-195 A3690 10K Yellow Rolled Gold Plate **75.00**

On this page, RETAIL prices include 10% Federal Excise Tax

Automatic . Waterproof

– two important Benrus guarantees

Automatic watches are self-winding, and never need . . . suit the various motions of your arm. Keep them running for 36 hours without winding.

Waterproof watches have precision fitted case that seals out dirt, dust and moisture. They are guaranteed waterproof. Watches are not from ornaments intact. The Benrus watches are handsomely gift boxed.*

E Sea Champ . . . every inch a champion from the sheath absorbing O-ring movement to the handsome expansion band with leather inserts. Guaranteed waterproof.* Stainless steel case and bezel. Expansion band with leather inserts. Luminous hands and dots. Sweep second hand. Shock resistant. Stainless steel case and bezel. Luminous hands and dots. Sweep second hand. Expansion band with leather inserts.
187-096 A2480 Stainless Steel **$49.50**

F Sea Ease "I" . . . top-drawer in appearance and performance. Guaranteed waterproof.* Stainless steel case protects the shock-absorbing movement from the dust and moisture. Luminous hands and dots. Sweep second hand. Expansion band.
187-104 A3020 Yellow top steel back **$63.00**

G Sky Prince . . . needs no pampering, what never. Waterproof,* shock-resistant and self-winding . . . and guaranteed for an unbelievable 2 years. Stainless steel case and bezel. Luminous hands and dots. Sweep second hand. Expansion band with leather inserts.
187-112 A2340 Stainless Steel **$71.50**

H Sky Jet . . . winds itself as you wear it, won't rust, water-proof. Guaranteed waterproof,* anti-magnetic, shock protected. Keeps perfect time under rough and tumble. Case tapers to give expansion band with leather inserts. Luminous hands and dots.
187 120 A3990 Yellow top, steel back **$85.00**

I Sky Ace "25" . . . see high on performance and sterling. Guaranteed waterproof.* Automatic self-winding movement. Unique twist to the case expansion band and inserts. Stainless steel with yellow gold finish. Luminous hands and dots. Sweep second hand. Expansion band with leather inserts.
187-146 A4790 Stainless Steel **$83.00**

J Sky Atom "25" . . . supremely accurate self-winding movement with shelf shock-resistant mechanism. Unique case and expansion band with leather inserts are available in 14-kt. yellow gold, waterproof and hand-engraved.
187-138 A4745 Yellow top steel back **$95.00**

K Golden Regent "25" . . . at the peak of perfection in design and performance. Smart as Benrus ever created. Ultra thin case with fluted lugs, square bezel. Stainless steel case and bezel. Yellow gold finish.
187-161 A8500 14K Yellow Gold **$195.00**
187-179 A5660 14K Yellow Gold **125.00**

BULOVA

The Masterpiece Watch

Sun Clipper . . . has the look of success all men admire. Winds itself automatically—shock-resistant, anti-magnetic, waterproof* too. Tailored round case; expansion band with leather inserts. Raised numerals on luminous gold color dial. 17 jewel precision movement.
189-175 A4750 10K Yellow RGP.**$85.00**

The excellence of Bulova design is what attracts you first—but the heart of a watch is its movement. And inside the case of a Bulova rests multi-jeweled precision that is the result of the knowledge and skill of master craftsmen. Handsome, highly dependable, unfailingly accurate . . . each Bulova watch has an unbreakable mainspring, is fully guaranteed, and handsomely gift boxed. Bulova—symbol of the finest since 1875.

(E) **Senator "J" . . .** forthright in design, unmatched in accuracy! Square case is distinguished with tailored end pieces that join it handsomely to an expansion band of sculptured links. Raised gold numerals, small second hand. Shock-resistant. 17 jewels.
189-506 A2375 10K Yellow Rolled Gold Plate **$35.75**

(F) **Banker "A" . . .** a man's watch of impressive dignity. Part-circles and rich, sculptured detailing emphasize the rectangular lines of the case. Expansion band duplicates case's handsomeness with intricately faceted links. 17 jewels. Shock-resistant.
189-209 A2750 10K Yellow Rolled Gold Plate..... **$45.00**

(G) **Princeton "A" . . .** at the head of the class in beauty and precision performance! Supremely accurate 21-jewel Bulova movement is shock-resistant. The long, lean lines of the 10K yellow rolled gold plate case make it the center of attraction. Shaded dial; hand applied gold numerals. Expansion band has leather inserts.
189-217 A3750 10K Yellow Rolled Gold Plate..... **$59.50**

(H) **Royal Clipper . . .** winds itself automatically, with the normal motions of your wrist; can't over-wind. Certified waterproof*, shock-protected, anti-magnetic—and handsome too! Tailored round case has a rolled gold plate top, stainless steel back. Matching expansion band. Luminous dial, full sweep second hand. 17 jewels.
189-142 A3750 10K Yellow Rolled Gold Plate.....**$59.50**

(K) **Senator "EW" . . .** waterproof*, shock-resistant this handsome 17-jewel Bulova is the unanimous choice of men who demand precision performance under all conditions! Round case has chrome top, steel back; expansion band with leather inserts. Sweep second hand.
189-183 A2995 White luminous dial..... **$49.50**
189-191 A2995 Black luminous dial..... **49.50**

On this page, RETAIL prices include 10% Federal Excise Tax

The fabulous Bulova "23" Series

sets a new standard in timekeeping perfection
Each 23-jewel movement is precision timed to 6 adjustments . . . for unfailing accuracy in any weather, in any position and at any degree of mainspring tension
Every watch on this page is fully guaranteed—self-winding, shock-resistant, anti-magnetic certified waterproof after intensive scientific tests. Guaranteed waterproof* white crown, case and crystal remain intact.*

(F) **Bulova 23 "A"** . . . wins highest honors for design and performance! 23-jewel movement, set to 6 adjustments for supreme accuracy—housed in a gleaming stainless steel case with hidden crown. Self-winding, certified waterproof*. Handsome expansion band.
189-274 A4250 Stainless Steel **$71.50**

(G) **Bulova 23 "S"** . . . perfect choice for the punctual man of refined good taste. Self-winding 23-jewel movement, set to 6 adjustments. Handsome round case; leather band. Certified waterproof*, anti-magnetic, shock-resistant Hand applied gold numerals.
189-282 A4500 10K Yellow RGP . . **$75.00**

(K) **Bulova 23 "F"** . . . handsome, highly dependable! Self-winding, certified waterproof*, shock-resistant, anti-magnetic. 23-jewels, set to 6 adjustments. Stainless steel case. Expansion band with leather inserts.
189-340 A4750 White dial **$85.00**
189-357 A4750 Black luminous dial **85.00**

(L) **Bulova 23 "G"** . . . without a peer in performance! Winds itself, resists shock; anti-magnetic, waterproof*. 23 jewels, set to 6 adjustments. 10K yellow rolled gold plate case; matching expansion band.
189-308 A4950 White dial **$95.00**
189-316 A4950 Black luminous dial . **95.00**

(E) **Bulova 23 "B"** . . . superior on all counts! 23-jewel movement is set to 6 adjustments—winds itself automatically. Shock-resistant, anti-magnetic, certified waterproof*. Steel case; leather strap. Sweep second hand
189-258 A3750 White dial **$59.50**
189-266 A3750 Black luminous dial. **59.50**

(H) **Bulova 23 "U"** . . . a design aristocrat, a precision masterpiece—this is the watch for the man who must have the finest! Square case, rich leather strap. Self-winding 23-jewel movement, set to 6 adjustments. Shock-resistant, anti-magnetic, waterproof*
189-290 A4500 10K Yellow RGP . . . **$75.00**

(M) **Bulova 23 "D"** . . . luxurious from the beautiful 14K gold case to the 23-jewel movement, set to 6 adjustments for the ultimate in accuracy! Certified waterproof*, shock-resistant, anti-magnetic, self-winding. Hand applied gold markers. Leather strap.
189-365 A7950 14K Yellow Gold . **$150.00**

On this page, RETAIL prices include 10% Federal Excise Tax

Way Out in Front in Performance and Value

COMET'S Ready-to-Fly All-Plastic Gas Models and Ready-to-Run Racing Car

Snark SM-62 TRUE-TO-SCALE Intercontinental GUIDED MISSILE

PLUS-H $14.95

Ready-to-Fly, True-to-Scale, U-Control GAS MODEL. High-Impact Plastic. Complete with LAUNCHER, Control Handle and Lines and .049B "OK" Cub Engine with Auto-Recoil Starter.

A scale version of the Air Force's dramatic intercontinental missile, modified for thrilling control flights! Big—18¾" long; beautiful—in rich red and yellow plastic, complete—with mobile 6-wheel launcher, powerful engine, control handle and lines, in striking 4-color box.

Length 18¾"
Span 13⅛"
Weight 7¼ oz.

COMMENDED PARENTS MAGAZINE

Complete with Gas Engines

Regulus SSM GUIDED MISSILE

Ready-to-Fly, U-Control GAS MODEL High-Impact Plastic. Complete with .049A "OK" Cub Engine and Twist-Cord Starter, Control Handle and Lines

This model has only one rival in value—Comet's own Tri-Pacer! Smart, sleek, blue-and-white color scheme, 14¾" long cushion-rubber tires, tricycle landing gear, colorful decals. Complete with engine, starter, control handle and lines in a full-color chest

Length 14¾"
Span 14"
Weight 6 oz.

High Impact Plastic

PLUS-H $7.95

BELOND AP Special Engine Powered RACING CAR

PLUS-H $11.95

TRUE-TO-SCALE

Ready-to-Run, High-Impact Plastic. Complete with .074 "OK" Cub Engine with pull starter, Bridle and Tetherlines.

Replica of the racing car that won the 1957 and 1958 Indianapolis Speedway classics, beautifully molded in dazzling yellow plastic! Genuine rubber tires, decals, driver, bridle and tetherlines—ready-to-run! Telescoping 3-color box.

Length 11"

COMET MODEL HOBBYCRAFT, INC. • 501 WEST 35TH STREET, CHICAGO 16, ILLINOIS
200 FIFTH AVENUE, NEW YORK 10, NEW YORK

SEE COMET—1st in Sales, Design and Value—at the TOY FAIR in ROOM 903—HOTEL NEW YORKER

COMET Sets the Pace with these Outstanding All-Plastic READY-TO-FLY U-Control Gas Models

1st in SALES in the Ready-to-Fly Field—because it's 1st in VALUE!

Length—11¼"
Span—16"
Weight—6 oz.

Complete with "OK" Cub 049A Gas Engine, Starter, Control Handle and Lines

PLM-33 $7.95

TRUE-TO-SCALE

This faithful reproduction of the snappy, highly popular sports and executive plane has scored a sensational success! Vivid blue and orange high impact plastic! Rich in life-like details. Cushion rubber tires, tri-cycle landing gear, control handle and lines and twist-cord starter. Striking full-color "safety-storage" container!

THE Sabre 44

Complete with "OK" Cub Fast-Starting .049B Gas Engine, Starter and Control Handle and Lines

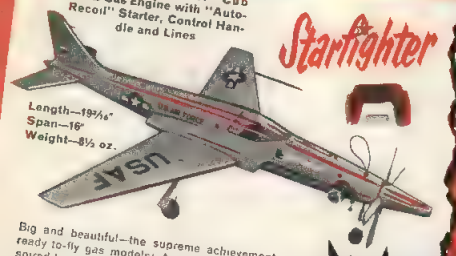
Length—14¾"
Span—14"
Weight—6¼ oz.

Top favorite of hundreds of thousands of ready-to-fly enthusiasts! Its swept-back wing design and powerful engine make it a flashy, breathtaking performer in the air! High-impact plastic in brilliant colors makes it a joy to the eye! Nothing to assemble—ready-to-fly! Comet designers haven't overlooked one detail—this is a honey of a plane! Packed in a sturdy, colorful protective chest. Really big value!

PLM-44 $9.95

COMMENDED PARENTS MAGAZINE

Starfighter



Complete with "OK" Cub .049B Gas Engine with "Auto-Recoil" Starter, Control Handle and Lines

Length—19⅞"
Span—16"
Weight—8½ oz.

Big and beautiful—the supreme achievement in ready-to-fly gas models! An original design, inspired by supersonic jets like the Starfighter F104 and record-breaking Voodoo 102 with 1200 m p h speeds! Rich grey high-impact plastic, many realistic details. Powerful "OK" Cub 049B engine starts in a flash! New type double-wheel nose gear, cushion-rubber main wheels, control handle and lines in a dazzling full-color protective chest!

PLM-46 $14.95

THE Mustang F-51

Length—13⅜"
Span—16"
Weight—7½ oz.

TRUE-TO-SCALE

Complete with "OK" Cub .049B Gas Engine with "Auto-Recoil" Starter, Control Handle and Lines

This big, impressive scale model of the historic fighter plane sets new sales records every year! High-impact plastic in a striking two-tone color scheme, packed in a handsome color-printed protective chest—and truly ready-to fly! Clear plastic bubble canopy, many other realistic details. The efficient "OK" Cub engine assures smooth, quick starts! A lot of plane at a value packed price!

PLM-45 $12.95

COMET MODEL AIRCRAFT, INC. — 501 WEST 35TH STREET, CHICAGO 16, ILLINOIS
200 FIFTH AVENUE, NEW YORK 10, NEW YORK

SEE COMET—1st in Sales, Design and Value—at the TOY FAIR
in ROOM 900—HOTEL NEW YORKER

You're in the PROFITABLE TOOL BUSINESS

MOUNTING FIXTURES

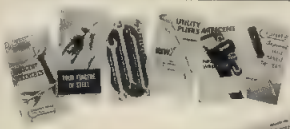
Seven styles available for window, counter and floor use mounting from one to sixteen standard display boards.

WINDOW CARDS

Colorful, easel backed displays on which actual tools are supported.

DISPLAY BOARDS

Twenty-three standard display boards, 12" x 24", available at no cost. Also special displays to match store fixtures.



ENVELOPE STUFFERS

Cover all principal items. Can be imprinted with dealer's name.

MINIATURE CATALOGS

INSTRUCTION LITERATURE

"How to Use Hand Tools" is supplied free to trade and vocational schools and to individuals purchasing any Crescent Tool.

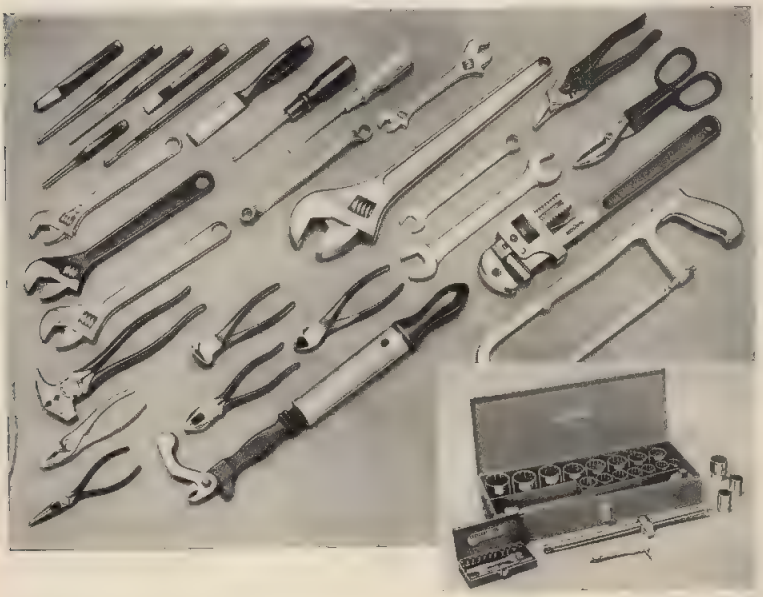
NATIONAL ADVERTISING

Reaches millions of tool buyers who are hardware store customers.

JAMESTOWN, N. Y. **CRESCENT TOOLS** *Give Wings to Work* ®

Mention Hardware Age When Writing

With the COMPLETE CRESCENT LINE



In today's expanded CRESCENT and CRESTOLOY family of famous name tools, hardware dealers have an extremely broad assortment of daily purchased items. All represent top quality at popular price . . . some have exclusive design and utility features available in no other tools regardless of cost.

Dealers who stock and promote the *complete* Crescent line are capitalizing *all the way* on a brand name that is second to none in the minds of both amateur and professional mechanics. Crescent supplies not only an accepted product, but also the merchandising and promotional material to keep sales moving.

CRESCENT TOOL COMPANY

Mention Hardware Age When Writing

Cruis Along
packs 22 feet
full of fishing action
and flashing speed!
ANGLER 22... is the fisherman's favorite!
It has a hard top to protect the angler from the sun and sudden showers... a roomy cockpit that is ideal for fishing. For inlet running and trolling there is a stern tiller as well as the forward wheel. Inside there are two quarter berths. The marine toilet, side curtains, cockpit cover are extras.
SPORTSTER... is the perfect day boat!
The tremendous cockpit holds a boat load of family and friends... it is famous for flashing speed. There is a stern tiller as well as a forward wheel and inside you'll find two quarter berths. Extras include marine toilet, navy top, side curtains and cockpit cover.

CRUIS ALONG BOATS, INC., Solomons 4, Maryland • A Subsidiary of *The Overlakes Corporation*

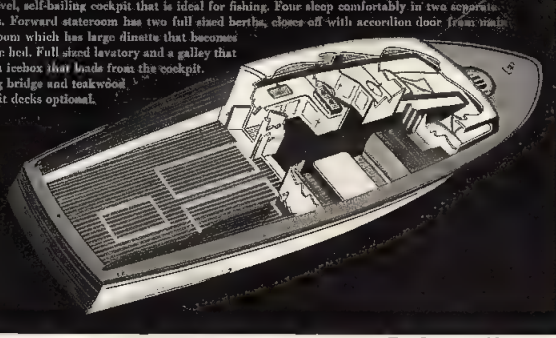
Cruis Along

creates shore-like comfort at sea for the sportsman and his family!

the BLUE WATER 31

with or without a flying bridge

Easily the most exciting design of 1959. This beamy, mahogany planked cruiser has a large, one level, self-bailing cockpit that is ideal for fishing. Four sleep comfortably in two separate cabins. Forward stateroom has two full sized berths, closes off with accordion door from main stateroom which has large dinette that becomes double bed. Full sized lavatory and a galley that has an icebox that loads from the cockpit. Flying bridge and teakwood cockpit decks optional.



CRUIS ALONG BOATS, INC., Solomons 4, Maryland • A Subsidiary of *The Owerlakes Corporation*

Every Little Mother

E Table-type Model $6.97 F $3.97

She'll love to learn her A-B-C's of sewing!

E Little home makers like to sew on this miniature model. Like mother's, it sews the strongest of chain stitches and has an extension table that provides extra space in which to work. Hand wheel controls speed in easy, safe operation. Thread tension adjusts to fabric thickness, pressure foot holds it firmly. Safety guard, enclosed gears protect little fingers. Bright, colorful enamel finish, die-cast head, plated trim. Uses 12x1 No. 14 needle. Extra needle and thread included. Hardwood base has drawer, metal clamps to hold machine on table. From West Germany

49 N 1221—12x4¼x6¾ in. high. Shipping weight 2 pounds 12 ounces $6.97

Similar to above, metal base only, no drawer or extension table

F 49 N 1250—Size 8½x4¾x6 inches. Shipping weight 1 pound 14 ounces 3.97

Sewing kit and carrying case contains materials to make complete wardrobe for pretty doll. Kit of scissors, needle, thimble, thread, buttons, colored rickrack, 7½ inch doll has movable arms, sleeping eyes, and real hair!

49 N 1357—Case size, 18x11x2 in. Shipping weight 1 pound 8 ounces $1.84

A **New Three Level Design with Pool.** Spacious patio picture windows, light and doorbell that work. Modern colors inside and out. Light powered by standard flashlight (battery not included, see below). Sturdy steel house has plastic door that opens, plastic stairs and railings for front entrance and access to lower level. Also 2-way barbecue unit. Family of 6 includes, mother, father, sister and baby, diving boy and sitting girl at pool. 35 plastic utensils. Plastic furniture includes *Living Room:* 3-pc. Sectional Sofa, Odd Chair, Torch Lamp, TV Console, Corner Table, Coffee Table. *Dining Room:* Table, 2 Arm Chairs, 2 Side Chairs, Buffet Server. *Kitchen:* Sink, Refrigerator, Stove, 2 Stools, Breakfast Bar. *Dinette:* Dinette Table, 4 Chairs. *Bath:* Hollywood Tub, Commode, Lavatory, Bench and Hamper. *Bedroom:* Bed with separate headboard, Vanity, Bench and Dresser. *Nursery:* Crib, Hobby Horse, High Chair. *Utility Room:* Washing Machine, Mangle, Clothes Basket. *Patio:* Redwood-type Chaise, Love Seat, Chair, Table with Umbrella, Coffee Table. *Pool:* Diving Board, Ladder, Water Toys. Over-all length of house and pool 38 inches.

79 N 01471—Over-all size 29½x16x14 in. high. Shpg. wt. 10 lbs. .. $8.99

34 N 4650—2 standard flashlight batteries. Shpg. wt. of 2, 8 oz. ... 2 for 35c

E **Colonial Style Twin Dormered 2-Story** with Stairs, Breezeway and Den. White brick and blue clapboard exterior on sturdy steel. Plastic door that opens, doorbell, outdoor playground gym set, plastic cupola with weather vane. Polyethylene furniture colored to match decor. *Living Room:* Sofa, Club Chair, Barrel Chair, TV Set. *Dining Room:* Table, 2 Chairs, Buffet. *Kitchen:* Table, 3 Chairs, Refrigerator, Stove-Sink Unit. *Bedrooms:* Double Bed, Vanity, Bench, Chest-on-Chest. *Bath:* Toilet, Tub, Washstand. *Nursery:* Crib, Play Pen, Potty Chair. *Den:* Piano Bench, Ping Pong Table, TV Set, 2 chairs. *Playground:* 2 Swings, Ladder, Slide, Teeter-Totter, Sand Box.

79 N 01470—32x15 x27 x high. Shipping weight 8 pounds $5.97

C **5-Room Colonial design** in metal has picture window, shutters, stairs, patio-style canopy. Brightly decorated 2-tone exterior with attractive simulated shrubbery. Plastic furniture includes *Living Room:* Sofa, Club Chair, Barrel Chair, TV Set. *Dining Room:* Table, 2 Chairs, Buffet. *Kitchen:* Table, 3 Chairs, Refrigerator, Sink-Stove Unit. *Bedrooms:* Double Bed, Vanity, Bench, Chest. *Nursery:* Crib, Play Pen, Potty Chair. *Bath:* Toilet, Tub, Wash stand. *Outdoors:* Umbrella table, 2 Chairs, Chaise. Plus, 35-pc. utensil set.

49 N 1469—Over-all size 24½x9x15½ in. high. Shpg. wt. 6 lbs. 6 oz. $3.98

D **Miniature Dining Room and Kitchen.** Box opens to form colorful room setting. Detachable metal sidewall contains cabinets, sink, stove, refrigerator. Doors open to show tiny accessories including toaster, coffee set, broom, teapot, 2 saucers, 2 cups, saucers, plates. Metal wall forming unit as breakfront cabinet, table with 4 chairs, 2 candlesticks, 4 cups, saucers, tumblers.

49 N 1121—Shipping weight 1 pound 7 ounces $1.80

Five-piece Cleaning Set $1.87

Happy-Time cleaning set. Lots of fun to use. Metal sweeper 9½x7½ in. has bristle brush and bottom that opens to empty. Plastic bristle mop with 44 in. wood handle, metal dustman 26 in. high, and wood handled dust mop. Plastic apron.

79 N 01302 Shpg. wt. 3 lbs. $1.87

Friction Vacuum that works! $1.87

What fun to push motor runs 'cold,' sparks really fly and so does dirt! Picks up by suction and revolving brush. Vinyl dust bag rotates and tilts for easy emptying. Over-all length 27 inches. From Japan.

49 N 1203 Shpg. wt. 2 lbs. $1.87

Famous Weave-Rite Hand Loom $3.98

Such fun and so easy for busy little weavers. An authentic reproduction of large models. Has 3 plastic warp holders with assorted colored threads to weave scarves, mats, holders or pot holder for sale. Comes set assembled, 9½ in. high, 8 in. long. Easy to follow instructions. Made of sturdy styrene plastic.

49 N 1353 Shipping weight 3 pounds $3.98

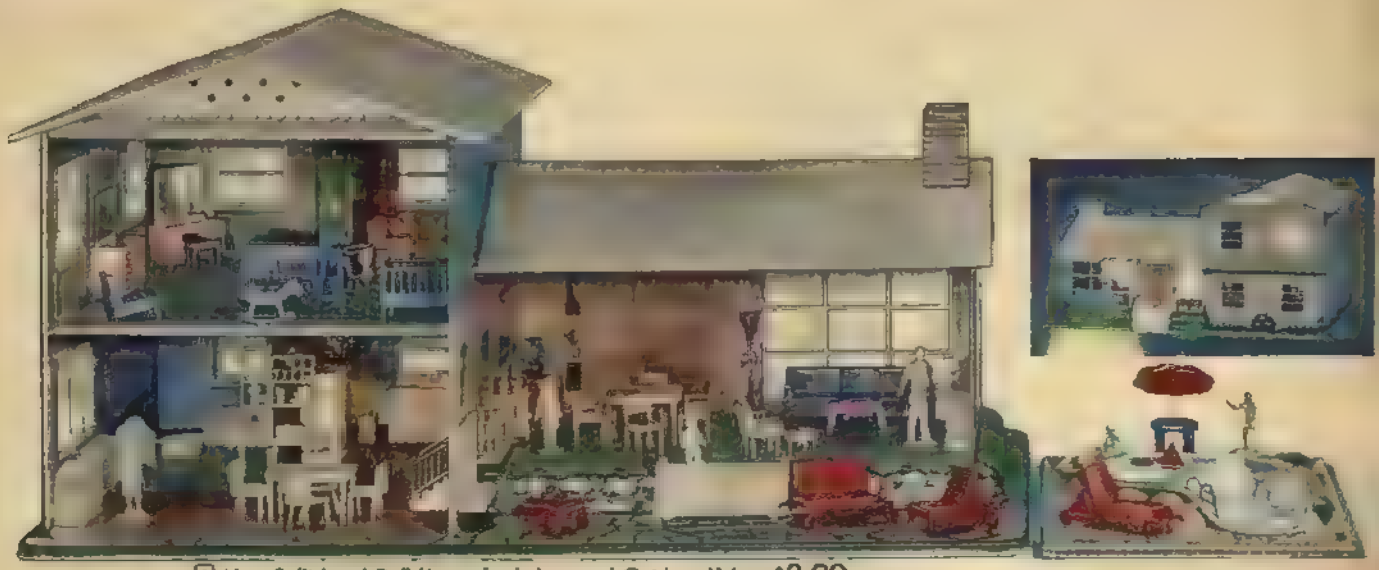
Sew-It-Yourself Set

Fun in the making. Terry towels with applique pictures. Pattern with 3 designs, colored transfer, colored tape, needle, thimble.

49 N 1379 Wt. 4 oz. $1.92

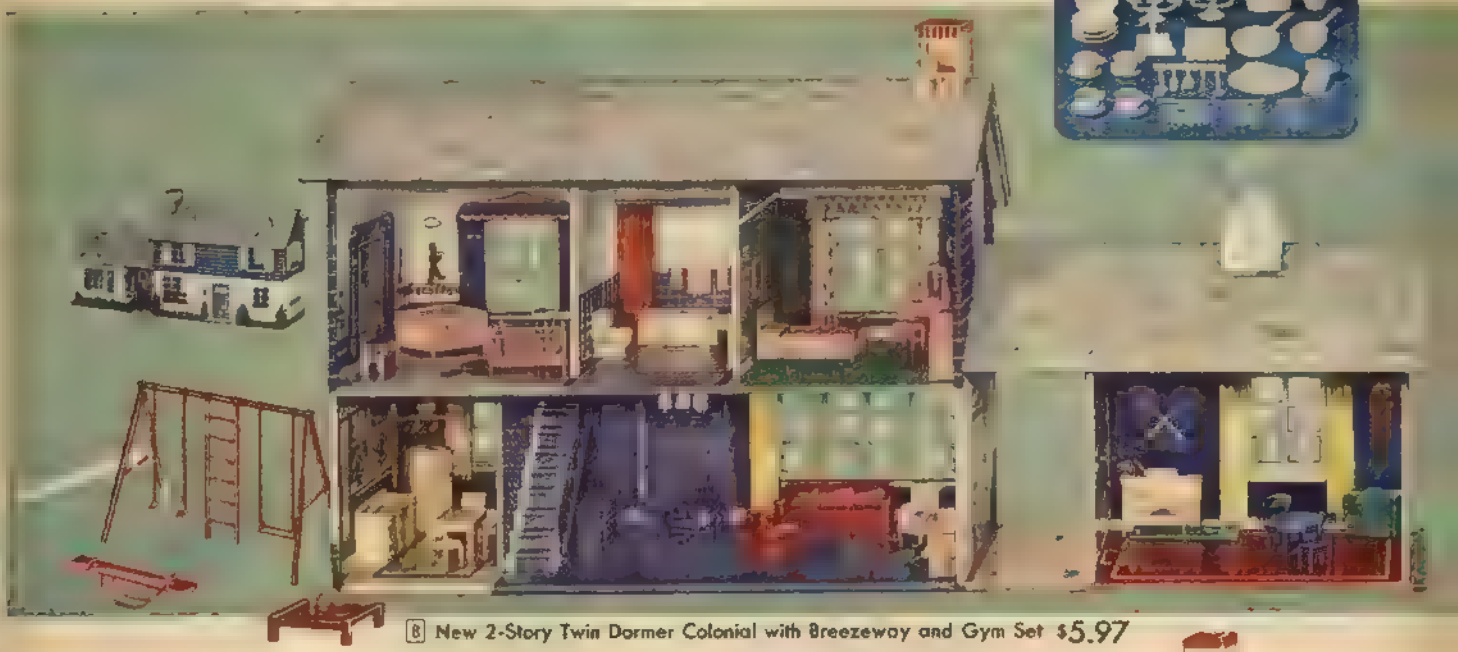
Add Toys to your Easy Terms Order . . Only 10% down on $20 or more!

Wants a Happi-Time Home for her Dolly



[A] New Split-Level Doll House for Indoor and Outdoor Living $8.99

BONUS OFFER: 35-pc. set Miniature Tableware at right with house (A), (B), or (C)!

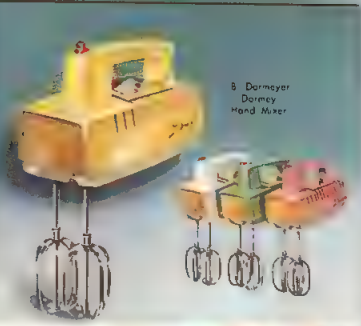


[B] New 2-Story Twin Dormer Colonial with Breezeway and Gym Set $5.97

[D] Model Dining Room and Kitchen $1.80

[C] 5-Room Colonial Style $3.98

(A) Sunbeam Mixmaster Hand Mixer



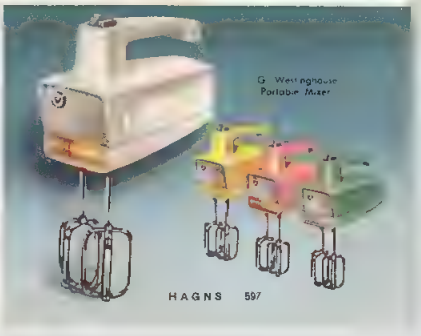
(B) Dormeyer Dormey Hand Mixer

(C) Dormeyer Mix Well

(D) Dormeyer Mix-Maid

(E) Dormeyer Silver Star

(F) General Electric Portable Mixer

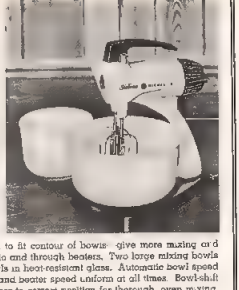


(G) Westinghouse Portable Mixer

Sunbeam

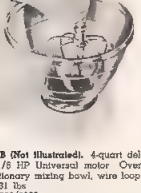
Automatic MIXMASTER

- **Greater Power**
- **Greater Performance**



All new mix-finder dial with 12 speeds, 12 scientifically correct mixing speeds always at user's fingertips. Bullseye mixing chart for 22 most common mixing operations. Powerful governor controlled motor maintains full power at all speeds. Never runs faster or slower than desired speed—has longer lasting life and greater operating efficiency. Automatic beater ejector—twist handle and beaters drop out for easy washing. Exclusive larger bowl-in beaters mix all ingredients more thoroughly and evenly. Beaters shaped to fit contour of bowls—give more mixing and greater aeration. All batter is carried into and through beaters. Two large mixing bowls included. 4-quart and 1-quart 2⅜ oz. bowls in heat-resistant glass. Automatic bowl speed control automatically keeps bowl speed and beater speed uniform at all times. Bowl-shift lever shifts beaters at a touch of the finger to correct position for thorough, even mixing. Easy portability—just pull, trigger and lift motor and beaters for portable use. 110-120V, AC/DC, UL approved. Ship. wt. 21 lbs. **Automatic juice extractor included.**

19E1-8287—White. ..... RETAIL **$46.95**



KitchenAid

Hobart Brothers

Planetary Action

FOOD MIXERS

Model 3-C. Ideal for the average family. Exclusive planetary action reaches every part of the food and beats it uniformly no matter how large or small the quantity. Front-vision speed guide. 10 definite speeds with intermediate speeds. 3-quart pyrex bowl, all-purpose beater, upfront mixing guide. Die-cast frame finished in durable White enamel. Size: 13¾x17½x12⅛". ⅓ HP Universal motor with lifetime lubrication 110-120V, AC/DC. Ship. wt. 34 lbs.

16E60-2X4376/4378 ..... RETAIL **$89.50**

Model K4 B (Not illustrated). 4-quart deluxe model. Has all the features of Model 3-C (above). 1/3 HP Universal motor. Overall height 14". Base: 8x14". Includes 3-quart tinned stationary mixing bowl, wire loop whip and combination flat beater-pastry knife. Ship. wt. 31 lbs.

16E61-2X7839/8203 . RETAIL **$124.50**

Model K5-A (Not illustrated). Deluxe 5-quart model. Especially designed for the large family. Has all features of Model 3-C and Model K4-B. Single-motion lever elevates bowl to mixing position. Overall height 17", base: 11x12". Included 5-quart tinned steel mixing bowl, wire loop whip and combination flat beater-pastry knife. Ship. wt. 37 lbs.

16E62-2X8784/8181 ..... RETAIL **$139.50**

KITCHENAID ACCESSORIES

Rotor Vegetable Slicer. New design—fits all models. Shred or slice vegetables and fruits for a variety of uses. Salads made in a matter of minutes. Ship. wt 3 lbs.

16E68-1165. ..... RETAIL **$17.95**

Food Chopper. An indispensable accessory. Chops meats, vegetables nuts and dates. White porcelain. Ship. wt 3 lbs.

16E67-841 ..... RETAIL **$12.95**

garden fresh goodness!

BALANCED FOOD JUICER

Extracts all the pure juice from any fruit or vegetable and separates roughage at the same time. No peeling or coring of fruits or vegetables. Have a glass of juice in 30 seconds. Not a blender or liquifier. Acid and alkali proof. Rubber suction cups prevent marring of any surface. Easy to operate. Keep spotless with only soap and water. Life-time lubricated bearings. Powerful ½ HP heavy duty motor 110V AC-DC. Fully guaranteed for 1 year. Ship. wt. 15 lbs.

16E255-3X4797/5197, ... RETAIL **$79.95**

Good Mixers in any Company

(A) Sunbeam Mixmaster Hand Mixer

Famous Sunbeam quality. New streamlined styling. Large mixer performance in compact portable hand mixer size. Convenient thumb switch speed control for folding, blending, stirring, mixing, beating or whipping. Exclusive push button beater release. Extra stable heel rest. Easy kitchen wall storage. Ship. wt 4 lbs.

19E5-1468—Pink	RETAIL	**$21.00**
19E4-1468 Turquoise	RETAIL	**21.00**
19E7-1468—Yellow	RETAIL	**21.00**
19E8-1468—White	RETAIL	**21.00**
19E9-1665—All Chrome	RETAIL	**23.50**

(B) New Dormeyer Portable Mixer

Three full-power balanced speeds for any job a large mixer can do! King-size chrome beaters have automatic release for removing. Light weight, perfect balance for easy portable use. Stands on end for easy draining into bowl. Hangs on wall for convenient storage. New modern design. Ship. wt 4½ lbs.

16E413-3X1319/1384—White	RETAIL	**$19.95**
16E414-3X1319/1384—Pink	RETAIL	**19.95**
16E415-3X1319/1384—Yellow	RETAIL	**19.95**
16E416-3X1319/1384—Turq.	RETAIL	**19.95**

(C) Dormeyer Mix-Well Mixer

Complete with Electric Food Grinder and Juicer. Ten full powered speeds for every mixing blending, whipping folding grinding or juicing need. A real kitchen work saver. Easily detached from stand for portable use. Magic-mix arm shifts beaters for large or small opal glass mixing bowls. Grinder or juicer easily attached to special power receptacle in front of mixer. Beautiful white finish. Complete with all equipment, instructions and recipe book. Ship. wt 21 lbs.

16E14-3X2842/2773—Dormeyer Mix-Well $39.95

(D) Dormeyer Mix-Maid

Top quality and performance at budget price! Nine full powered speeds to handle any mixing need. Easily detached for portable use. Automatic beater release for easy cleaning. Complete with two glass mixing bowls, instructions and recipe book. Beautiful white finish. Ship. wt 15 lbs.

16E353-3X1981/1079—Mix-Maid RETAIL **$23.95**

(E) Dormeyer Silver Star Mixer

Complete with Meat Grinder and Shoe-Shredder attachments. Time and work saver at outstanding beauty, grinds slices, shreds and mixes. Ten full-powered mixing speeds. Shoe-shredder and grinder fit directly into the front power drive. Mixer is detachable from stand for portable use. Automatic beater release. Magic-Mix arm and automatic bowl scraper. Gleaming chrome mixer head and base. Two stainless steel mixing bowls. Instructions and recipe book included. Fully guaranteed. Ship. wt. 21 lbs.

16E356—3X3365/4150—Silver Star Mixer $58.95

(F) General Electric Portable Mixer

Light weight Giant. Weighs less than 3 lbs., yet powerful enough for even the heaviest cake batters, gentle enough for sauces. Convenient three speed control on handle. Easily visible mixing chart on mixer top. Removable cord set. Heel rest allows dripping into mixing bowl. Ship. wt 4 lbs.

17E5-1397—White	RETAIL	**$19.95**
17E8-1397—Pink	RETAIL	**19.95**
17E7-1397—Yellow	RETAIL	**19.95**
17E8-1397—Turquoise	RETAIL	**19.95**

(G) Westinghouse Portable Mixer

Extra power for heavy duty mixing, yet light and well balanced. Three speeds for blending, folding mixing batters, beating eggs, whipping potatoes and fluffy frostings. Convenient heel rest. Choice of kitchen-matching colors. Ship. wt 4 lbs.

16E422-6X1365/1428—White	RETAIL	**$21.00**
16E423-6X1365/1428—Pink	RETAIL	**21.00**
16E424-6X1365/1428—Yellow	RETAIL	**21.00**
16E425-6X1365/1428—Aqua	RETAIL	**21.00**

ELGIN

The Handsome Way To Tell Time

Calcutta . . . a triumph of precision accuracy and handsome masculine design. Winds automatically as you wear it. Shock-resistant, dustproof and waterproof*. Classically simple 14K yellow gold case. Raised gold numerals and markers, sweep second hand. Padded alligator strap. 17 jewels.
188-052 A7950 14K YG. **$125.00**

The name Elgin on the dial is your assurance of quality, integrity, dependable accuracy and years of faithful service. A recognized leader in fine jeweled watches for 94 years, Elgin has produced more than 55,000,000 timepieces. Every Elgin watch contains Elgin's exclusive Dura-Power mainspring, guaranteed never to break. Automatic watches wind themselves with the natural movements of your wrist. Waterproof watches are guaranteed waterproof while case, crown and crystal remain intact. -*

(E) **Valor** . . . husky and handsome, a superb example of Elgin quality! Winds itself automatically, resists shocks; waterproof* too—it's on-the-job with you, all the time. Polished steel case, matching expansion band. Luminous dial, sweep second hand. 17 jewels.
188-003 A2995 Stainless Steel. **$49.95**

(F) **Sheldrake** . . . rugged, good looking 17-jewel Elgin Shockmaster. Winds itself with the normal motions of your wrist. Waterproof*—even an accidental dousing won't harm it. Stainless steel case and curved bar-link expansion band. Luminous dial; sweep second hand.
188-011 A2995 Stainless Steel. **$49.95**

(G) **Capetown** . . . just the watch for the man who insists on precision accuracy coupled with ruggedness and masculine good looks. This 17-jewel Elgin Shockmaster is waterproof*, self-winding, shock-resistant and handsome. Tailored round case, matching expansion band. Raised gold numerals on luminous Nite-Glo dial; sweep second hand.
188-029 A3995 10K Yellow Rolled Gold Plate. **$59.50**

(K) **Barcelona** . . . distinguished for precision, performance and perfection of design. Winds itself, resists shock and damage from water* (handsome case is precision engineered to seal out dust and moisture). Full figure Nite-Glo dial with sweep second hand lets you watch the minutes slip by—even in the dark. Expansion band.
188-037 A3995 10K Yellow Rolled Gold Plate. **$59.50**

(L) **Lakeshore** . . . for the man of impeccable taste and perfectionist standards of performance. Self-winding, shock-resistant, waterproof*. 10K yellow gold filled case. Modified sunburst dial design, luminous dots and hands. Sweep-second hand. Expansion band. 17 jewels.
188-045 A5750 10K Yellow Gold Filled. **$95.00**

On this page, RETAIL prices include 10% Federal Excise Tax

For the man of today, who is constantly striving for improvement through efficiency, the regulation of his day becomes largely a matter of time. Elgin watches offer him the final word in accuracy and dependability for his fast-moving, activity-packed day. Elgin proudly presents the newest ideas in fine watch design. All with precision movements in a complete selection of smartly styled designs. Elgin watches are fully guaranteed . . . each is handsomely gift boxed.

(E) **Bismark** . . . distinctively handsome! Tapering end pieces and leather strap give the round case an attractive elongated look. Full figure luminous dial lets you tell time, day or night. Water-resistant,* shock-resistant, 17-jewel movement.
188-094 A2250 Chrome.. . . **$29.95**

(F) **Coldwell** . . . sleek as a thoroughbred, and even more dependable—the handsome square case contains a 19-jewel Elgin movement with Dura-Power mainspring! Luminous Nite-Glo dial with raised gold numerals; high curved crystal. Tailored expansion band.
188-102 A2995 10K Yellow RGP. **$49.95**

(G) **Thorndale** . . . long and lean—has the elegant, tailored simplicity that appeals to men of distinction. And it has the split-second accuracy of Elgin's superb 19-jewel movement! Raised gold numerals and markers, high curved crystal. Matching expansion band.
188-110 A3995 10K Yellow RGP. . . **$59.50**

(H) **Balboa** . . . rugged as they come! Waterproof*, shock-resistant . . . this handsome 17-jewel Elgin Shockmaster will be on your wrist on-the-job or on-the-town. Stainless steel case and expansion band. Luminous dial with sweep second hand.
188-128 A3250 Stainless Steel, ... **$55.00**

(K) **Harland** . . . truly, the handsome way to tell time! Straight-line case has flared end pieces that emphasize its classic simplicity. High curved crystal, raised gold markers and handsome expansion band complete the look of elegance. 19 jewels.
188-136 A3995 10K Yellow GF. **$69.50**

(L) **Direct Reading** . . . new as the next minute! This unique watch needs no hands to point to the hour. V-opening on the dial tells you the time at one quick glance! 17-jewel Elgin Shockmaster with Dura-Power mainspring. Round case, expansion band with leather inserts.
188-144 A3995 10K Yellow RGP **$69.50**

(M) **Spencer** . . . a perfect rectangle of elegance! Case forms a simple frame around the white dial with applied gold numerals and diamond-cut markers. Basket weave band attaches to lapped end pieces, has fold-over safety clasp. 19 jewels.
188-151 A4500 10K Yellow GF. **$79.50**

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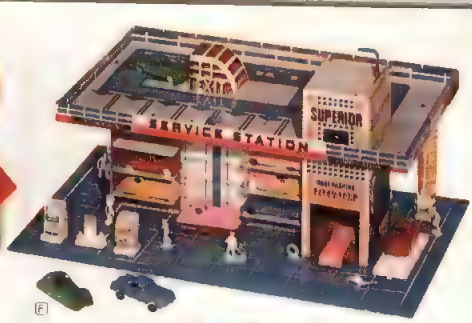

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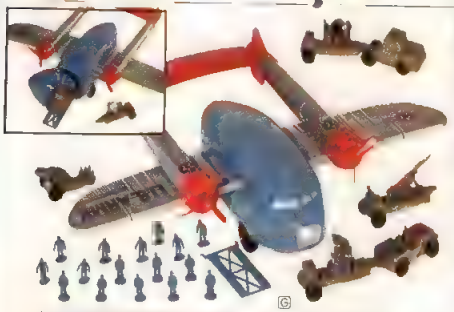

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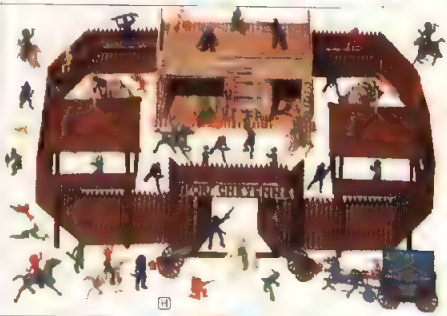

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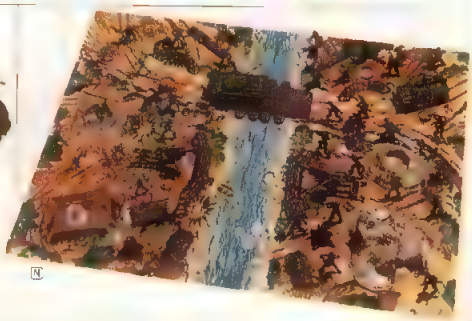
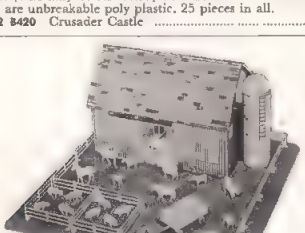


N

FORT PIONEER . . . the Great Western Frontier Post. Any lad will create his own frontier days drama with these authentically detailed, unbreakable plastic pieces. Frontiersmen and Indians in action poses have interchangeable weapons and equipment. Big take-apart fort has 8¾" entrance with swing gates, 6½" fort sections, corner block houses, headquarters building, flag and pole. Also includes 9½" take-apart covered wagon and harness, realistic teepee and a 6½" long cannon that actually fires harmless, soft cannon balls.
896-738 B350 Fort Pioneer Take-Apart Set..... **$4.98**

CRUSADER CASTLE . . . captures the fancy of every imaginative youngster. Gives hours of play fun, plus a chance to re-create one of history's most romantic eras! Easy to assemble plastic castle is 22x16x 12" high. Authentic drawbridge and gate can be lowered or raised; simply turn hand wheel and see it happen. And here they are, ready for action: 4 knights with lances, 4 horses, plus 12 other knights and damsels (who may be distressed, but can never be demolished). All figures are unbreakable poly plastic. 25 pieces in all.
891-192 B420 Crusader Castle **$5.98**



"SUNNYFIELD" FARM SET . . realistically reproduced to harvest many happy hours of play for one child . . . or a group of children. Big barn with metal stanchion boasts space for four cows; attached silo has removable roof. Stock includes 33 animals: cows, sheep, pigs, calves, chickens, colts and horses . . . of flexible, durable vinyl plastic Also has tractor with cart and 12-section fence Metal barn measures 19" long, 8½" wide and 11" high Both boys and girls will adore life "down on the farm" from sun-up to sun-set
894-378 B280 "Sunnyfield" Farm Set with 33 animals .. . **$3.98**

Stir Young Imaginations

with these realistic reproductions of the big, wide world they live in. Give them a chance to create . . . to act out their own exciting adventures!

E **"GUNSMOKE" with Marshal Matt Dillon . . .** maintaining law and order in famed, adventure-packed Dodge City. Far better than viewing, your youngster is producer and star of every western show he creates. Authentic, unbreakable figures include the marshal himself, cowboys and Indians—all with interchangeable weapons and accessories. And there's a take-apart buckboard wagon, 6½" long, jail house, bank building, horses to saddle, corral fence, hitching post.
896-746 B210 "Gunsmoke" Set of unbreakable plastic... ... .. **$2.98**

F **COMPLETE SERVICE STATION . . .** realistic right down to the automatic car lift! Attendants can "man the pump", tinker with motors, professionally park cars. Two-story metal and plastic garage consists of metal base, garage and upper park-area, elevator, 2 gas pumps, also assorted cars, oil rack, air reel, tires, tire-jack, plastic figures and washing unit. Car ramp extends from roof to lower level. Has car lift, parking rack with elevator.
891-747 B420 Service Station. 25x16¾x10¼" high..... **$5.98**

G **FLYING BOX CAR and COMBAT TEAM . . . an airborne army of thrills!** 2-engine flying box car, 22x18x5½" high, with plastic fuselage, safety metal wings and booms; unbreakable turning propellers, cowlings and tail sections. Cargo plane nose opens for loading equipment. Radar trailer has rotating scanner; elevating howitzer shoots harmless shells: Nike missile trailer with launcher that rotates, shoots soft missiles; trailer with rotating searchlight; truck car and jeep. Unbreakable soldiers; plastic accessories.
891-200 B420 Flying Box Car and Combat Team **$5.98**

H **IT'S FORT CHEYENNE . . .** realistic replica of the famous old army outpost! Fort of metal and plastic, authentically decorated and detailed, with complete stockade and gateway: 2 movable block houses, metal headquarters building and stable. Soft plastic cowboys, Indians, riders, horses, soldiers with wagon and moving horse Cannons shoot harmless bullets Size: 30" long, 20" deep, 9" high.
891-713 B420 Fort Cheyenne **$5.98**

K **MOUNTIE OUTPOST . . .** lets a youngster "get his man everytime" just like a real Canadian Mountie does! This exciting replica of an authentic Outpost includes brightly decorated metal Royal Canadian Mounted Police headquarters, jail and trading post. Unbreakable plastic igloo, dog-team and sled, eskimoes, trappers and mounties on skis and horseback add to the drama of tracking down lawbreakers . . . afford endless hours of imaginative action and fun.
891-234 B210 Mountie Outpost **$2.98**

L **U.S. NAVAL BASE . . .** the perfect action toy for those sea-going imaginations! Realistically detailed naval base is metal and plastic with metal lithographed platform on which your enchanted youngster will find a metal warehouse and gantry rig plus magnetic crane, jeeps, trucks, marine and sailor figures, plastic fences, cargo nets, torpedoes and ships cargo What fun to pull the aircraft carrier, cargo ship and destroyer into the metal piers! All three ships have wheels for easy on-the-floor play. Size: 22x22x10½"
891-721 B420 U.S Naval Base **$5.98**

M **U.S. MARINE "LAND-SEA-AIR ASSAULT" . . .** the battle wages hot and heavy with 3 exciting craft leading the attack! Each is an authentic copy. Land-and-Sea Invader is 10½" long; comes apart . . . has swivel machine guns, operating winch, tarpaulin, etc. Take-apart P T. Raider is 12" long: has swivel pom-pom guns, torpedoes that can actually be launched, radar antennas, etc. Helicopter is 10½" long: has removable equipment Includes action-posed marines and interchangeable accessories, weapons. Unbreakable plastic.
896-753 B210 U.S. Marine "Land-Sea-Air Assault" **$2.98**

N **ARMY MANEUVERS . .** provides a choice battleground for those eternal, make-believe wars! The lithographed metal base is authentically equipped with army vehicles, 2 howitzers that fire harmless shells, pontoon bridge, bunkers, barbed-wire entanglements and two metal lithographed field hospitals to repair the wounded. To fight in this realistic battle, there are two complete armies of plastic soldiers—all in action poses! 34½" long x 37⅛" wide
891-739 B280 Army Maneuvers **$3.98**

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- **THE PENN LINE**
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- **SCINTILLA RAIL and POWER WORKS, INC.**
  Room 305, 200 Fifth Ave. Bldg
- **TRU-SCALE MODELS**
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A dependable watch is all-important to the busy man . . . that's why so many choose Hallmark. They know the Hallmark stamp of quality . . . depend on its matchless accuracy . . . appreciate the handsome styles that compliment good taste. There's nothing more masculine than a Hallmark . . its fine jeweled movement with unbreakable mainspring is shock-protected with Incabloc . . takes rugged treatment without skipping a second. Hallmark . . . on the wrists of prompt men everywhere!

F Sea Rover . . . Water-resistant** has 25*-jewels for hardy service. Equally smart for dress and sportswear. Chrome case, stainless steel back. Luminous hands and figures. Matching expansion band has leather insets. Unbreakable mainspring. Shock-protected
183-269 A2240 Chrome **$75.00**

K Commodore . . . distinguished dress watch, waterproof** and crafted with 23*-jewels for precision timekeeping. Gold-filled band is a blend of expanding links and leather. Gleaming case has stainless steel back. Unbreakable mainspring. Incabloc shock protection.
183-319 A2980 Yellow RGP. **$95.00**

G Clifton . . . highlights drama in its bold black dial with raised gilt figures, striking squared design. Combination expansion bracelet matches the gleaming case. Stainless steel back. 25*-jewel movement with unbreakable mainspring. Shock-protected
183-285 A2630 10K Yellow RGP **$80.00**

L Dolphin . . . Waterproof**, and it winds itself! Yellow case has stainless steel back; smoothly joins the gold-filled expansion band. Luminous hands, figures. Added attraction: red sweep second hand. 17-jewels; unbreakable mainspring. Shock-protected.
183-277 A3265 Yellow. **$105.00**

E Colombine . . . luxurious from the richly carved case to the leather insets in the gold-filled expansion band. Handsomely masculine—a pride to give—and wear. Stainless steel back. Shock-protected 17-jewel movement with unbreakable mainspring.
183-251 A2100 10K Yellow RGP. **$67.50**

H Adventurer . . . self-winding, waterproof** 25*-jewels give maximum accuracy. Chrome top case, stainless steel back. Steel combination expansion band with leather insets. Luminous hands and hour dots. Unbreakable mainspring. Shock-protected.
183-301 A3290 Chrome. **$105.00**

M Sea Classic . . . superb self-winding watch is waterproof**, magnificently styled. Modern 2-tone dial has luminous hands and dots. Case has stainless steel back, joins the gold-filled expansion band. 25*-jewels, unbreakable mainspring. Shock-protected.
183-293 A3615 Yellow RGP . **$115.00**

**Guaranteed waterproof as long as case, crown and crystal remain intact*

HALLMARK

Time For A Lifetime

Time rests lightly on the woman's wrist wearing a Hallmark watch . . . renowned for beauty, elegance and high precision. This fine selection features newest casual-to-dress styles . . . each one a designer's masterpiece. Movements are shock-protected with Incabloc . . . take all the abuse of daily wear without sacrifice to accuracy. Extra jewels give maximum life. For moments to remember . . . give her a Hallmark.

*Includes RESEVOIR (U.S. Pat. No. 2478865) oil reserve jewels that add extra jewels to the customary 17 friction-bearing jewels to assure better service, longer wear

E **Coriere . . .** romantic as a tropical night. Gleaming gold plate case tapers into matching gold-filled expansion bracelet . . . styled to harmonize with dress or casual wear. 17-jewel movement is shock-protected with Incabloc . . . will serve her faithfully for years

183-145 A2195 10K Yellow Rolled Gold Plate **$71.50**
183-152 A2195 10K White Rolled Gold Plate **71.50**

F **Samba . . .** 21*-jewel charmer boasts design as rhythmic as its namesake in step with young moderns of any age! Scalloped rolled gold plate case is backed with stainless steel, matched perfectly with gold-filled expansion bracelet. Accurate shock-protected 21*-jewel movement.

183-160 A2360 10K White Rolled Gold Plate **$75.00**

G **Lucrezia . . .** glamor in gleaming gold. Case is daintily carved and styled to enhance any ensemble. Modern stick figure dial is easy to read. Matching gold-filled expansion bracelet. Precise 21*-jewel movement has unbreakable mainspring, shock protected with Incabloc.

183-178 A2830 14K Yellow Gold **$90.00**
183-186 A2830 14K White Gold **90.00**

H **Chevy Chase . . .** 25*-jewel beauty, dramatically attuned to today's slim-lined fashions—looks equally smart with dress or casual wear. Tapered 14K gold case flows into matching gold-filled expansion bracelet. Shock-protected with Incabloc. Unbreakable mainspring

183-194 A3025 14K Yellow Gold **$95.00**
183-210 A3025 14K White Gold **95.00**

K **Capri . . .** fired with 2 diamonds, its regal case joins a matching gold-filled expansion bracelet carved to echo the theme. Stainless steel back. Precise 25*-jewel movement, shock-protected with Incabloc.

183-228 A2995 10K Yellow Rolled Gold Plate **$95.00**
183-236 A2995 10K White Rolled Gold Plate **95.00**

L **Garland . . .** self-winding, waterproof**—and styled for high fashion news! Combination expansion bracelet is a boldly tapered series of gold-filled links . . . sets off smart simplicity of dust-protected case. Stainless steel back, 23*-jewel movement. Unbreakable mainspring, shock-protected with Incabloc

183-244 A4250 10K Yellow Rolled Gold Plate **$135.00**

On these pages, RETAIL prices include 10% Federal Excise Tax.

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the FIRST and most famous name in scientific

A BRILLIANT

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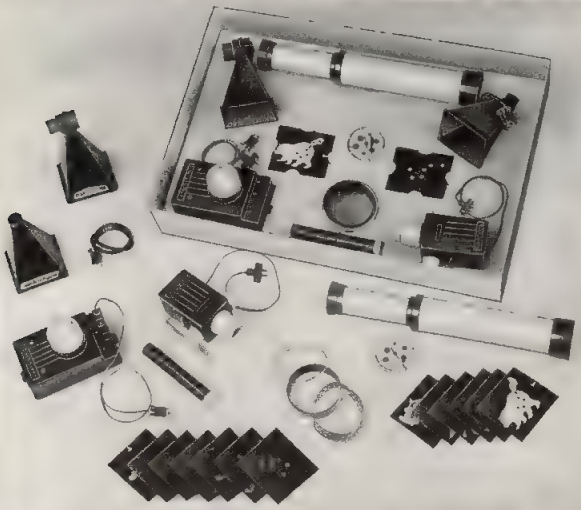
LINE FOR '59!

precision manufactured . . .

profitably priced!



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S T E R

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STARMASTER Telescopes!

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Complete Home Observatory!
3 feet long...stands 4 feet high on 30" steel tripod legs! TWO eyepieces!
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Famous Harmatone Musical Toys

A ST. MARYS "Southwind"
B CHATHAM "Percy"
C CHATHAM "Moss Rose"
D NORTH STAR "Orono"
E SPRINGFIELD "Fresno"
F FARIBO "Sunset"
G CHATHAM "Glen Ross"
H HUDSON BAY "Pontiac"
I FARIBO "Windsor"
J CHATHAM "Brandon"
K CHATHAM "Plaid"
L CHATHAM "Lansdowne"

Petal Polka

Chatham's Petal Polka. A blend of Rayon and Nylon. A brand new lightweight blanket with hand-screen printed all-over petal pattern. Size 72x90" 4" Duraloom 100% Acetate binding. Colors: Pink, Blue, or Turquoise pattern on White background. Plastilm wrapped. Ship. wt 5 lbs.

42M35-385 ... ...RETAIL **$4.98**

Blossom Time

Purrey Reversible "Blossom Time." Winter-weight. Size, 72x90". 100% Nylon. Scattered self-tone flowers in center. Printed binding on 4 sides. Choice of solid colors: Turquoise, Yellow, Pink or Beige. Gift boxed.

42M37-898—Specify Colors. ..... . RETAIL **$11.98**

Summer Rose

Chatham's "Summer Rose." A blend of Rayon, Cotton and Orlon. A brand new lightweight blanket with hand-screen printed all-over rose pattern. Size: 72x90". 4" Duraloom Acetate binding. Pastel colors: Pink, Yellow or Blue. Plastilm wrapped. Ship. wt. 6 lbs.

42M8-460—Specify Colors..... ..... RETAIL **$6.15**

Blankets Created for Beauty and Warmth

• NORTH STAR • CHATHAM • SPRINGFIELD
• FARIBO • HUDSON BAY • ST MARYS

Ⓐ St. Marys "Southwind" blanket with luxurious 7" nylon binding on ends. 100% pure wool warp and filling. Choice of Primrose Yellow, Alpine Rose, Sky Blue, White, or Frost Green. Solid colors only. Boxed.

42M40-1440—66x90" .RETAIL **$17.95**
42M41-1625—80x90". .RETAIL **$19.95**

Ⓑ Chatham "Purrey" Blanket. Lightweight warmth—made of orlon and rayon. 100% nylon binding. Will launder beautifully and retain shape and softness. Guaranteed against moth damage. Will fit twin or full size beds. Non allergenic. Choice of Blue, Pink, Yellow, Brown, White or Green. Specify.

42M5-765—72x90" . ..RETAIL **$10.95**

Ⓒ Chatham "Moss Rose" Blanket. Rayon-orlon blend purrey. Colors are fast—will not fade—retains shape and softness after repeated launderings. Beautiful "Moss Rose" hand-screened print. Durable nylon binding. White weight for warmest comfort. Choice of Pink, Blue, or Yellow on White background. Fits both twin or full size beds. Size: 72x90".

42M6-888—72x90".... RETAIL **$12.95**

Ⓓ North Star "Oriole" Blanket. Authentic basket weave—loomed of the most choice 100% wool. Block plaid in vibrant autumn Walnut or Rose shades. Launders easily—lightweight—retains shape and softness. Matching acetate satin binding for long wear. 5 year guarantee against moth damage. Size: 80x90"

42M31-1525—80x90" RETAIL **$19.95**

Ⓔ Springfield "Fortune" Blanket. All pure wool in a smooth finish and bound with glistening 7" nylon satin. Choice of decorator colors: Seafoam Green, Gold, Rose Pink or Spice. One of Springfield's finest all-wool blankets. Available in twin or full size. Specify color.

42M27 1225—66x90" ....RETAIL **$18.95**
42M29 1550—80x90". .. RETAIL **$24.95**

Ⓕ Faribo "Sunset" Blanket. 100% virgin acrilan—non allergenic. Machine washable—will not shrink or lose its softness. Edges are whip-stitched in matching yarns. Guaranteed against moth damage. Will fit twin or full size bed. Choice of colors: Mocha with Green, White and Gold stripes, or Rose with Green White and Mocha stripes. Specify.

42M42-1195—72x90", ...RETAIL **$16.95**

Ⓖ Chatham "Orleans Lace" Blanket. Famous blend of rayon and orlon by Chatham. Lovely hand-screened print in the New Orleans flavor. Lightweight, yet warm. Completely washable will not shrink or lose its softness. Guaranteed against moth damage. Non-allergenic. Choice of Blue on White or Pink on White. Specify. Fits both twin and full size beds.

42M39-898—72x90" RETAIL **$12.95**

As above in soft summerweight. Specify color.

42M36-630.. ....,.....RETAIL $8.95

Ⓗ Hudson Bay "Point" Blanket. England's finest 100% virgin wool blanket made famous by Admiral Byrd when he chose to take one of them to the Antarctic. Beautifully finished: ends require no binding. Pre-shrunk to required size. In multi stripes of Red, Green, Gold and Black on a White background. Fits both twin and full size beds. Size 72x90"

42M38-2895—72x90" RETAIL **$35.95**

Ⓙ Faribo "Sunset" Blanket. 100% virgin acrilan fiber. Soft as fine cashmere. Lifetime nylon binding. Mildew and moth proof—shrink resistant. Retains its texture and softness after repeated washings. Comfortable and lightweight. Choice of decorator colors: Tropical Rose, Mint Green, Sky Blue, Pink, or Beige. Will fit both twin and ful size beds.

42M43-1040—72x90" .. RETAIL **$15.95**

Ⓚ Chatham "Brandon" Blanket. 100% finely loomed wool. 6½" matching nylon binding. Guaranteed moth proof and shrink resistant. Colors will not fade. Lightweight, but winter-warm. Choice of decorator colors: Yellow, Pink, Green, Turquoise, Beige, Blue, or White. Specify. Twin and full size beds.

42M33-1175—80x90".....RETAIL **$18.95**

As above: 66x90"

42M34-1040—66x90". .. RETAIL **$14.95**

Ⓛ Chatham "Plaid" Blanket. The best at a budget price. Quality rayon and nylon blend. Washable and fast drying. Durable nylon binding. Guaranteed against moth damage. Provides warmth without weight. Non allergenic. Choice of decorator pastel in Rose or Green. Specify. Will fit both twin and full size beds.

42M44-580—72x90". .....RETAIL **$7.95**

Ⓜ Chatham "Lansdown" Blanket. Chatham's famous Lansdown 100% wool blanket of extra fine quality. In the new suede-like finish. 6½" 100% nylon binding. Size: 80 x 90". Guaranteed mothproof. Launders easily and retains its softness and shape. Choice of Light Green, Yellow, Pink, Blue, or White. Specify color.

42M45-1895—90x90" ...RETAIL **$27.50**

ITC MODEL CRAFT

HOBBY DIVISION OF IDEAL TOY CORPORATION

DOG KITS!

SO ITC INTRODUCES 5 NEW DOG CHAMPIONS

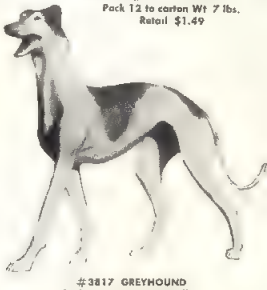
#3822 BULLDOG
Pack 24 to carton Wt. 12 lbs.
Retail 98¢

#3823 FOX TERRIER
Pack 24 to carton Wt 12 lbs
Retail 98¢

#3818 BOXER
Pack 12 to carton Wt 7 lbs.
Retail $1.49

#3826 BEAGLE
Pack 24 to carton Wt. 12 lbs
Retail 98¢

#3816 FRENCH POODLE
Pack 12 to carton Wt 7 lbs.
Retail $1.49



#3817 GREYHOUND
Pack 12 to carton Wt. 7 lbs.
Retail $1.49

#3825 SCOTTIE
Pack 24 to carton Wt 12 lbs.
Retail 98¢

#3824 SPANIEL
Pack 24 to carton Wt 12 lbs.
Retail 98¢

#3814 GERMAN SHEPHERD
Pack 12 to carton Wt. 7 lbs.
Retail $1.49

#3815 COLLIE
Pack 12 to carton Wt. 7 lbs.
Retail $1.49

CASH IN ON FULL-PAGE DOG CHAMPION AD IN JANUARY "BOYS' LIFE"!

SET COMPOSITIONS

32-PC SET—Service for 6
Shipping weight 22 lbs.

6 Dinner Plates	6 Fruit Dishes
6 Cups	1 Medium Size Platter
6 Saucers	1 Vegetable Dish (Open)
6 Bread and Butter Plates	

53-PC SET—Service for 8
Shipping weight 35 lbs.

8 Dinner Plates	1 Creamer
8 Cups	1 Cov'd. Sugar (2 pcs.)
8 Saucers	1 Medium Size Platter
8 Fruit Dishes	1 Vegetable Dish (Open)
8 Soup-Cereals	
8-Bread-Butter Plates	

93-PC SET—Service for 12
Shipping weight 65 lbs.

12 Dinner Plates	12 Salad-Dessert Plates
12 Cups	1 Creamer
12 Saucers	1 Cov'd. Sugar (2 pcs.)
12 Fruit Dishes	1 Medium-Size Platter
12 Soup-Cereals	1 Large-Size Platter
12 Bread Butter Plates	2 Vegetable Dishes (Open)
	1 Pickle Dish (Use as Stand for Sauce Boat)
	1 Sauce Boat (Use Pickle Dish as Stand)

IMPORTANT NOTICE: All Compositions Include Full Size Dinner Plates.

Shipped Direct from Factory in Newell, West Virginia . . . Allow 2 Weeks for Delivery.

COLOR SAFE OVEN PROOF
Knowles
SEMI U.S.A. VITREOUS

SUN GLOW . . . Bedazzling orange and yellow daisies, underscored with subtle greys, cheered with gay yellow linings for cups and creamer. Knowles sets this sunny table with classic coupe plates and graceful soaring shapes.

6K971F1433	32-Pc. Set	Retail	21.50
6K973F2433	53-Pc Set	Retail	36.50
6K973F4330	93-Pc Set	Retail	64.95

America's Finest Dinnerware

Superb Craftsmanship for over 58 years

Styled by KALLA

Festival

FESTIVAL . . full stalks of ripening grain in sun struck yellow, yellow brown and shadow-gray, interspersed by slender leaves in zodiac arrangement, with a spatter effect tying the whole together. Modern, yet agelessly beautiful as Nature herself on the new "Forecast" shape.

6K952F1833	32-Pc Set	Retail	27.50
6K953F2933	53-Pc Set	Retail	44.00
6K954F5130	93-Pc Set	Retail	76.95

Weather Vane

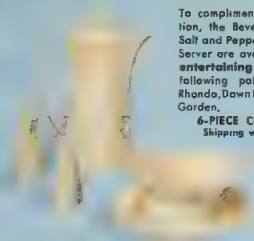
WEATHER VANE . . . A gay prediction of a merry mealtime climate. The crisp black of hand-forged iron, mingled with earth tones from bronze to sand, creates a charming silhouette against the glowing white of this Forecast group.

6K974F1300	32-Pc. Set	Retail	19.50
6K975F2167	53-Pc. Set	Retail	32.50
6K976F3863	93-Pc Set	Retail	57.95

Blossom Time

BLOSSOM TIME . . . Fresh as a spring landscape in melting pinks and yellows, sparked with olive green leaves. This glittering white coupe shape by Knowles glows against dark polished woods, would make the prettiest table.

6K977F1433	32-Pc Set	Retail	21.50
6K978F2433	53 Pc. Set	Retail	36.50
6K979F4330	93 Pc Set.	Retail	64.95



To compliment your selection, the Beverage Server, Salt and Pepper, and Multi-Server are available as an **entertaining** set in the following patterns: Delft, Rhondo, Dawn Rose, Summer Garden.

6-PIECE Completer Set
Shipping weight 4½ lbs.

COLOR SAFE OVEN PROOF
Knowles
SEMI U.S.A. VITREOUS

America's Finest Dinnerware

Superb Craftsmanship for over 58 years

Americana Shape Designed by KALLA

DELFT . . . Lend a warm pastoral note from a suburban or city room. Crisp blue and white blend with the traditional rimmed shape of Delft to make a classic that will grow more treasured with each year.

6K955F1433	32-Pc. Set	Retail	21.50	6K957F4330	93-Pc Set	Retail	64.95
6K956F2433	53-Pc Set	Retail	36.50	6K967F663	6-Pc Set	Retail	9.95

Summer Garden

SUMMER GARDEN . . . A charming nosegay of pretty pinks and yellows with a circlet of olive leaves. Rimmed plates and provincial shapes of Summer Garden have a pleasant traditional flavor that makes a refreshing accent for today's homes.

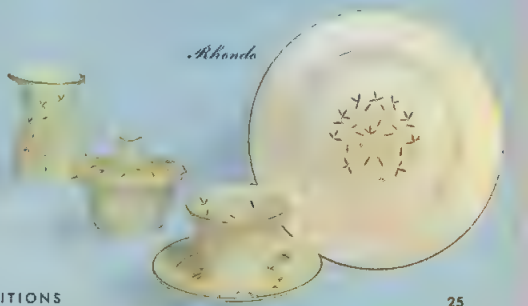
6K964F1433	32-Pc Set	Retail	21.50
6K963F2433	53-Pc Set	Retail	36.50
6K966F4330	93-Pc Set	Retail	64.95
6K970F663	6 Pc Set	Retail	9.95

Dawn Rose

DAWN ROSE . . . Part of the gracious tradition of bygone days, can creats pleasant new pace for dinner hours now. Sprays of pink roses, framed in shaded grey foliage, are gracefully placed against this newest rimmed shape.

6K953F1433	32-Pc. Set	Retail	21.50
6K959F2433	53-Pc. Set	Retail	36.50
6K960F4330	93-Pc. Set	Retail	64.95
6K968F663	6-Pc. Set	Retail	9.95

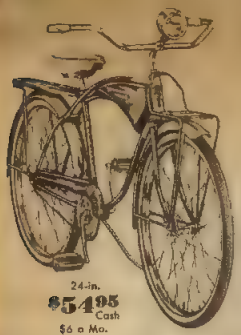
Rhondo



RHONDO . . . Elegant and formal, but with a contemporary flavor, Rhondo is delicately patterned with flowers of cocoa, bronze and saffron then rimmed in gold. The broad rimmed plates and traditional shapes of Rhondo promise the most gracious hospitality.

6K961F1433	32-Pc Set	Retail	21.50
6K962F2433	53-Pc Set	Retail	36.50
6K963F4330	93-Pc. Set	Retail	64.95
6K969F663	6-Pc. Set	Retail	9.95

SEE OTHER SIDE FOR SET COMPOSITIONS



24-in.
$54.95 Cash
$6 a Mo.

Luxury *HAWTHORNE* Tank

Dazzling Beauty with Double Carriers. Machine welded frame—boys' Metallic Red, girls' Blue. White trim. Coaster brake. Chromed fenders and rims. 24 or 26x1.75 Whitewall tires. Rear reflector. Chromed 2 cell headlight (Order batteries below.) Wt.: 26 in. 53 lbs.; 24 in. 49 lbs. See "Ship. Notice."

60 W 3084 RW—Boys' 26 in. **55.95**
60 W 3085 RW—Girls' 26 in. **55.95**
60 W 3086 RW—Boys' 24 in. **54.95**
60 W 3087 RW—Girls' 24 in. **54.95**

24-in.
$46.93 Cash
$5 a Mo.

DeLuxe *HAWTHORNE* Trio-Bar

Trio-Bars Form Swept-V. Machine welded frame—Boys' Metallic Red, Girls' Blue. White trim. Chromed carrier, enameled fenders. 2-cell light (Order batteries below.) Rear reflector. Chromed trim. 2-tone Troxel saddle. Coaster brakes. 24 or 26x1.75 Whitewall tires. Wts. 26 in. 50 lbs.; 24 in. 47 lbs.

60 W 3030 RW -Boys' 26 in. **47.93**
60 W 3032 RW—Boys' 24 in. **46.93**

Swept-V for Girls. Same as above. Wts. as above.

60 W 3031 RW Girls' 26-in. Bike. **47.93**
60 W 3033 RW Girls' 24-in. Bike. **46.93**

NOT IN 15 CHRISTMAS SEASONS

A Bike Buy Like This

MORE BIKES IN WARDS GENERAL CATALOG

HAWTHORNE

26 or 24 in. Boys' or Girls' **$34.88** Cash $4 a Month

An Equipped Swept Twin-Bar That's a Joy to Behold . . . and Ride. Compare its features—equals quality selling for $39.95. Twin-bar style is tops in beauty. Bonderized machine-welded frame—Finish lasts and lasts.

Look at the Expensive Bike Features. Chrome plated safety coaster brakes. Riverside Supreme 24 or 26x1.75 tires. Butyl tubes. White coil spring saddle with matching White handgrips for that distinctive extra touch.

***Plus* Features.** Full chain guard. Rear luggage carrier. Chromed 2-cell headlight (Order batteries below.) Chromed truss rods, kick stand. Boys' with gleaming Red frame, Black fenders; Girls' Metallic Blue. Smart double white fender stripes. Ship. wt. both sizes 56 lbs.

60 T 3046 RW—Boys' 26 in. . . . **34.88**
60 T 3047 RW—Girls' 26 in. . . **34.88**
60 T 3044 RW—Boys' 24-in. size **34.88**
60 T 3045 RW—Girls' 24-in. size **34.88**

Bike Ordering Notice. 24 in. Bikes for riders 7–10 years; 26 in. for riders 9 years and up. State Freight, Truck or Express from Stock or warehouse near Detroit. Pay chgs. nearest point

"D" BATTERIES FOR BICYCLE LIGHTS

Not included. Order 2 for ALL BIKE light.

60 W 13259—Ship. wt. 8 oz. . . 2 for **33c**

Boys' or Girls' 26-in. Tank Model For 9 Yrs. and Up **$39.60** Cash

Girls' Model

...An Exclusive HAWTHORNE Bike

NEW TANK MODEL... LOADED WITH DELUXE EXTRAS

Ⓒ **Color-styled, Fully Equipped *HAWTHORNE*** . loaded with DeLuxe Extras to make your boy or girl the proudest youngster in the neighborhood this Christmas. Slim, graceful advanced Tank design. Rear Luggage Carrier holds books and supplies. Streamlined 2-cell Headlight (order batteries separately on Page 219). Full length protective chain guard, and rear fender safety reflector. Gleaming chrome handlebars have white rubber hand grips. All Chrome Safety Coaster Brakes operate with touch-of-the-foot pressure for sure, fast stops. Machine welded and bonderized frame provides greater strength, prevents corrosion. New Colors: Gleaming Metallic Beige and Brown, white trim, for Boys; Two-Tone Metallic Green, white trim, for Girls. 26-in. size for Ages 9 and up, 24-in. size for riders 7–10 yrs. Both sizes with 1.75 tires. Ship. wts.: 26-in. models 53 lbs., 24-in. models 51 lbs. See "Ship. Notice" below. $4 Down, $4 Monthly.

60 T 2966 RW – Boys' 26-in...Cash **39.60** 60 T 2967 RW—Girls' 26-in...Cash **39.60**

60 T 2964 RW—Boys' 24-in...Cash **39.60** 60 T 2965 RW –Girls' 24-in...Cash **39.60**

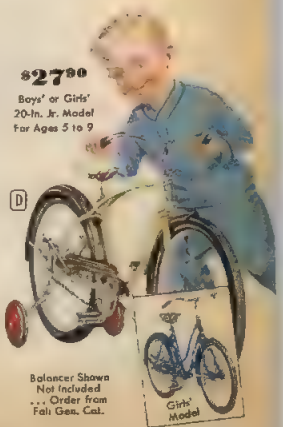
Shipping Notice. All Bikes on these two pages are shipped promptly from Stock in Mail Order House or Detroit Warehouse. *Be Sure to State: Freight, Truck or Express.* You pay shipping charge from nearest point.

"BIG BIKE" STYLING FOR JUNIORS

Ⓓ **Big Bike Style, Little Bike Prices...on Junior *HAWTHORNE* 20-in. Models.** They're built to the same quality specifications as Wards full size Hawthornes. All have Safety Coaster Brakes and regular spoked bicycle wheels—*plus* puncture-proof smooth-riding semi-pneumatic 1¾-in. tires. Comfortable saddle seat, full length chain guard. Balancer not included—order from Fall General Catalog, Page 953. Rubber grip handlebars. Ball-bearing construction on moving parts for easier, smoother operation. Rugged 1-in. steel tube frame. Colors: Boys' bike in Beige and Brown; Girls' in Blue and White. *See "Shipping Notice" Above.*

60 W 3022 RW—Boys' 20-in. Model. Wt. 36 lbs.....$3 Down, $3 Mo. Cash **27.90**

60 W 3023 RW—Girls' 20-in. Model. Wt. 36 lbs.....$3 Down, $3 Mo. Cash **27.90**



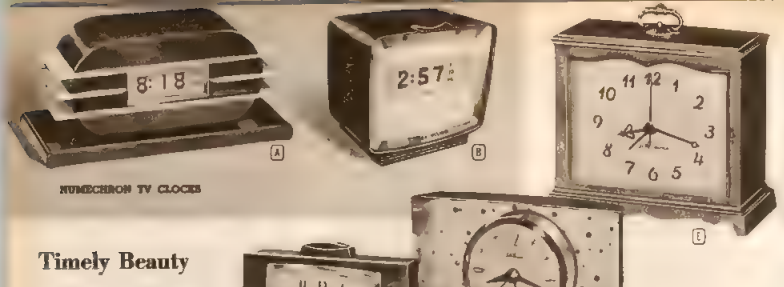
$27.90
Boys' or Girls' 20-in. Jr. Model For Ages 5 to 9

Ⓓ

Balancer Shown Not Included ...Order from Fall Gen. Cat.

Girls' Model

G
J
K
K
Built-in Wall Clock
Adds Modern Accent
A beautiful Howard Miller "built-in that "belongs" in every home. You can't beat its elegant design, its reasonable price, its accurate performance — or its easy installation!
H
L
Choice of golden finish — or all black finish!
M
N
Choice of black finish or copper-toned finish!
P
R
S



NUMECHRON TV CLOCKS

Timely Beauty for Every Home!

Flawless Styling Combined with Dependable Accuracy

It's the little touches that make your decorating plan a success—and the right decorator clock can add so much interest to a room! Choose from this varied array of electric and key wind models—distinctive designs to use in a kitchen, bedroom, living room, or den—in lovely finishes that blend with everything from the traditional to the ultra modern in home furnishings. Styled in the height of good taste—they're wonderful "gift material." Tool Made by masters of the time-keeping art—precision-engineered to assure accurate, dependable performance.

[A] "CENTURY" NUMECHRON ELECTRIC

• **Space-Age styling adds an up-to-date note!** A clock of today styled for the future! Dome-shaped 3 x 1 in. full-vision window glows in the dark—registers correct time to the hour, minute and second! "Colorama" numerals. High-styled plastic case in rosewood color with ivory-toned laurels. 7¾ x 4 x 4½ in. high

11-2599 A 1017—Shpg. wt. 3 lbs. Retail **$16.95**

[B] "GLOLITE" ELECTRIC TV LAMP CLOCK

• **Good-looking "TV" clock glows in the dark!** Miniature 2¾ x 2½ in. "TV screen" shows hour, minute, and second hand! Gold "Colorama" numerals. Switch control gives soft TV or night light. Turn switch off—and entire unit glows in the dark. "Stare-break" feature relieves eyestrain. Wal nut-toned plastic case 6 x 3½ x 5⅝ in.

11-2219 A 717—Shpg. wt. 4½ lbs. Retail **$11.95**

[C] DE LUXECHRON "BOOT" ALARM

• **Repeater alarm lets you sleep longer!** A handsome addition to any bedroom—this electric alarm clock wakes you, lets you "snooze" for a while, then calls you again in 10 minutes. 4 x 3 in. white dial with dark gray numerals. Black minute and hour hands, brass sweep second hand. Mahogany case 4¼ x 2½ x 3½ in. high

11-2185 A 1017—Shpg. wt. 2 lbs. Retail **$14.95**

[D] SETH THOMAS "SPLENDOR" ALARM

• **Golden bubbles "silent" in clear lucite!** Bevelled and beautiful—the splendor of fine Venetian glasswork captured in a modern creation of transparent lucite! Sparkling golden bubbles "float" within the crystal-clear case. And it's dependable because it's electric—with a persistent bell alarm that gets you up on time, every time! 3½-in. silver-toned dial with golden numerals, hour markers, hands and sweep second hand. 7⅜ x 2¾ x 4⅜ in. high.

11-2193 A 2031—Shpg. wt. 4 lbs. Retail **$32.50**

[E] SETH THOMAS "LORRAINE" ALARM

• **Lovely provincial design for table or mantel!** An electric alarm clock designed to enhance any setting—traditional or modern. It's beautiful enough to use on table or mantel, dependable enough to use at your bedside. 1⅛-in. silver plated dial with applied brass numerals and sweep second hand. Solid hardwood case in rich mahogany finish with antique brass decoration. 6⅝ x 3⅜ x 6½ in high

11-2201 A 1575—Shpg. wt. 3 lbs. Retail **$24.95**

[F] BUILT-IN ELECTRIC WALL CLOCK

• **Brings a custom-decorated look to any room!** So easy to install, yet it performs real decorating miracles! Adds the glitter of gold to your walls, the height of convenience to your home. Entire mechanism recesses into wall; connects to existing electrical system. Fits into a standard 4-in. octagonal receptacle of 2-in. depth—no wires or plugs showing. Near markers and minute, hour, and second hands in satin finished brass. Designed to be mounted at a diameter of 9 to 11 in. Complete instructions included

11-2359 A 1020—Shpg. wt. 3 lbs. Retail **$15.95**

[G] MASTERCRAFTERS "STARBURST" CLOCK

• **Built-in light for indirect illumination!** Lavish starburst design focuses all eyes on your walls, draws attention to your good taste! A brilliant multi-pointed goldplated star encircles the easy-to-read 5-in. dial. Complete with brass finished bezel, golden numerals and hands, red sweep second hand—all on a striking black-and-white background. Built-in light enhances the beauty of the clock, doubles its convenience—pin-switch control. 24-in. diameter

11-5352 A 1107—Shpg. wt. 5 lbs. Retail **$19.95**

[H] WELBY WALL CLOCK AND SCONCES

• **Dramatize your wall with clock-sconce group!** Perfect grouping for traditional interiors—a striking and unusual accent for contemporary furnishings. Gleaming ensemble reproduced in famous Wel Wood and brilliantly finished in hand-applied antique gold. Adds that bold, yet simple touch of elegance so vital to all decors

[I] Sunburst 20-in. 8-Day Clock. Fairly ablaze with beauty to brighten any room in your home. The dainty circular face is surrounded by a golden network of richly detailed Wel Wood "flames." Large Roman numeral markings on a white dial with graceful baroque hands. Accurate 8-day imported movement—wind it only once a week. 6-in. dial, 20-in diameter

11-1062 A 1797—Wt. 6 lbs. Retail **$29.95**

[K] Pair of "Swirl" Sconces. Use the pair alone—or combine with clock [I] above for an exciting ensemble. "Swirl" sconces molded of Wel-Wood with beautifully detailed scroll-work in golden metallic finish. Right and left sconces—5¼ x 17 in high. Each holds two candles (not incl.)

11-2276 W 1077—Pair. Wt. 4 lbs Retail. **$17.95**

[L] WELBY "SABRE" WALL CLOCK

• **New decorator beauty for the modern home!** The combination of black and brass adds a dramatic decorator's touch to any setting. Distinctively designed with 18 gold-finished rays radiating from a circular 8-in. jet-black face. Polished brass hands and raised gold-toned hour markers make time-telling easy. Accurate 8-day imported front-wind movement—precision-engineered for dependability. Large 36-in. diameter

11-1757 W 1350—Wt. 3 lbs. Retail **$22.50**

Same as clock above, but all-black finish.

11-1785 W 1350—Wt. 3 lbs. Retail **$22.50**

[M] WELBY "SPRAYE" WALL CLOCK

• **Rich-looking brass accent for your wall!** Simplicity of design that suits any setting! Shimmering spray-effect in solid brass adds new interest to your walls—accurate time-keeping to your home. Gleaming all-brass clock features 7-in. satin brass dial accented by a wide black band. Raised faceted markers and polished brass hands add final touch of elegance. 8-day front wind movement. 28-in diameter Not ma labe

11-2292 W 1350—Shpg. wt. 7 lbs. Retail **$22.50**

[N] SESSIONS "CLIMPSE" WALL CLOCK

• **Its distinctive styling makes it a favorite!** Sessions marks the trend in time with this dramatic electric wall clock—a popular favorite in homes today. Graceful stylized leaves form a lacy halo around the white metal dial—provide smart contrast. Charcoal numerals and hands, brass sweep second hand for accurate reading. 12-in. diameter. Metal frame in your choice of black wrought iron or copper finish. Wt 3 lbs.

11-1146 A 528—Black ..... Retail **$7.95**

11-2243 A 663—Copper ..... Retail **$8.95**

[P] MASTERCRAFTERS "DAVELL" CLOCK

• **Keep in step with time—beauty your home!** Modern decorator wall clock with a lovely open-work design to enhance the decor of any room. Luxurious golden finish. Easy-to-read 5½-in. dial has black numerals and hands—sweep second hand. A dependable electric timepiece in a style that's sure to please. 14-in. diameter

11-2235 A 827—Shpg. wt. 3 lbs. Retail **$8.95**

[Q] MASTERCRAFTERS "FIREPLACE" CLOCK

• **Miniature fireplace adds warm glow to room!** A real attention-getter—indirect lighting adds realism to the quaint fireplace design, lets clock double as a night or TV light. Styled in wood-toned brown plastic with 4-in. golden dial, large black numerals and hands, red sweep second hand. Lighting controlled by convenient pin switch. Clock measures 7½ x 4¾ x 10½ in overall. Designed for beauty, crafted for accuracy

11-3583 A 1017—Wt. 3½ lbs. Retail **$18.95**

[R] MASTERCRAFTERS CHURCH CLOCK

• **Bell rings on hour and half hour!**

A fascinating electric clock! Miniature figure at bottom pulls cord to ring the bell—a single stroke on hour and half hour. Light shines through door and "stained glass" windows—flicks on and off at a touch of the pin-switch control. Beautifully detailed golden plastic case has detachable arches. 4-in. dial with black Roman numerals and hands, red sweep second hand. Clock measures 7½ x 2¾ x 12½ in. high.

11-2237 A 1077—Wt. 3½ lbs. Retail **$17.95**

Clocks [A] to [H] and [N] to [R] have dependable self-starting electric motors that operate on 110-120 volts, 60 cycles, AC. They come complete with cord and plug. UL approved. All clocks are backed by one-year manufacturer's guarantee.

Prices on this page do not include Federal Excise Tax—see page 721

SCOTT leaves all other

Full electrical system with generator, full gearshift... the 60 hp Flying Scott!

You're looking at the most exciting new outboard in America. Rugged as an Army mule. Compact as a watch. Lean and light enough to fit a wide range of boats—even in pairs!

With only three cylinders, the Flying Scott delivers a strong 60 horsepower* that planes big cruisers, tows water skiers effortlessly—and sends runabouts flying at up to 50 mph! The secret: a bold, simple new design that trims bulk, cuts vibration, and delivers more smooth power at the prop.

Yet for all its lightning, this sweet sixty handles as easily as a new car. You start it with the turn of a key (full electrical system with generator is standard, no extra cost). As you cruise, the new offset lower unit counteracts propeller torque for easier steering. New Single Lever Control (optional, extra cost) synchronizes your throttle and full marine gearshift, gives you safe, sure command of your boat. And Scott's bail-a-matic pump bails your boat—automatically! $950, freight extra.

*OBC certified at 4800 rpm.

MARINE PRODUCTS DIVISION McCULLOCH

outboards years behind!

Lean, light and loaded with "go"... the lively new 25 hp Scott!

What's your pleasure—skin-diving, skiing, or just skimming the waves? The lean, queen-sized new "25" was born for fast action, brimming with eager power.

Over 29.9 cubic inch piston displacement delivers power that puts her into the "big motor" field. New deep breathing double "V" valves let you gun her smoothly from easy idle to wide open throttle.

Rubber cushion mounts and idle relief exhaust add hush to her hustle. Steering's easier, thanks to an offset lower unit that counteracts propeller torque. And Bail-a-matic power bailing ends forever an old boating chore.

Choose manual or turn key electric-starting, choose from six smart hood colors. Let the high-style, high-sprinted 25 hp* Scott add new fun to your happy days! Manual starting, $449, electric starting with generator, $529. Freight extra.

TO NEW SCOTTS—3.6 TO 60 HP
Ask your dealer about a Scott-powered outboard combination that suits your brand of outboard fun. Or send for colorful free 1959 Scott catalog. Write Scott Folder, Dept. MB-19, at address below.

CORPORATION MINNEAPOLIS 13, MINNESOTA

Watch Them Go!

1 **Flying Helicopter With Control Tower.** Fly your own "whirlybird," make your own rescues! Just crank the gear box—make helicopter take off, control it as it flies around, then land it where you wish. Flexible propeller blades. Lithographed metal; tower abt. 9½ in. high, helicopter abt. 5½ in. long. 26-in. cable. West Germany.

48 T 2890—Shipping weight 1 lb. 8 oz... 3.49

7 **Flying Helicopter.** Fly it by remote control . . . crank gear box. Flexible propeller blades. Lithographed metal, abt. 9 in. long; 36-in. cable From West Germany.

48 T 2891—Shipping weight 1 lb. 8 oz.....3.49

48 T 2892—Same as (2), but with 5½-in. helicopter and 33½-inch cable. Shipping weight 10 oz..... 1.69

3 **Fire Station.** Set plastic fire engines against spring in station, release lever . . . doors open automatically, alarm rings, engines race to the fire. Lithographed metal station abt. 9½x4½x7 in. From West Germany.

48 T 2894—Shipping weight 1 lb. 4 oz. 1.69

4 **Battery-Operated Cable Car** runs up and down on its cable. An exact replica of those used on mountain tours. Red and green lights change as car changes direction. 18-ft. cable (easily shortened), 7-in. metal car. Uses 2 "D" batteries—order on Page 403. From Japan.

48 T 2893—Shipping weight 1 lb. 10 oz.....2.59

5 **Donald Duck Car.** Won't run off edge of flat surface, just changes direction, and continues on. Head bobs. Clockspring motor. Metal, abt. 6¾ in. long.

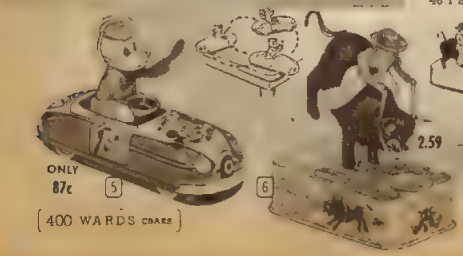
48 T 2942—From Japan. Ship. wt. 10 oz..... 87c

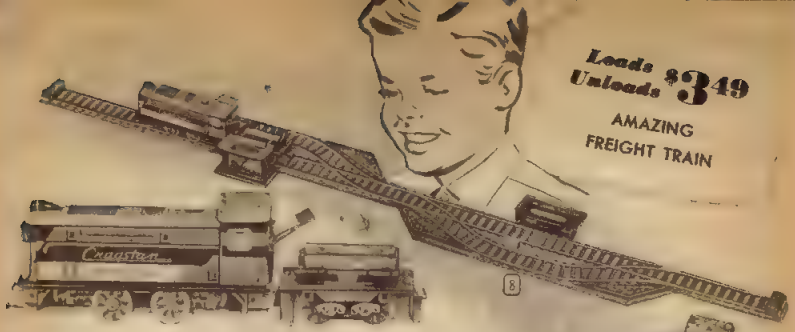
6 **Bubbling Bull.** He tries to buck his rider off, then dips his nose into bubble solution, and blows bubbles. Plush-covered bull, metal stand. Abt. 8 in. high.

48 T 2837—From Japan. Ship. wt. 1 lb. 4 oz..... 2.59

7 **Mechanical Bucking Bronco.** Watch him buck, spin, kick out while his tail keeps spinning 'round and 'round. Just wind him up with attached key. From Japan.

48 T 2953 Abt. 7¾ in. long. Ship. wt. 10 oz.....89c





8

Magical Mechanical Toys

8 Shuttling Freight Train Set. Battery-operated locomotive goes to end of track to pick up freight car, then stops at loading platform. *Logs are loaded automatically.* Train then goes to unloading platform where logs are dumped. Locomotive abt. 7 in. long; freight car, loading, unloading platform abt. 4 in. long. 54-in. track. Uses 1 "D" battery—order, Pg. 403. From Japan.
48 T 2895—Wt. 2 lbs. 10 oz.....**3.49**

9 Scenic Express. What excitement there is as 3-car train speeds around the track through the 2 tunnels. Semaphore and gate operate automatically. Colorful metal base and cars; plastic locomotive. Strong, clockspring wind-up motor. Base abt. 22x13x2¾ in. Train abt. 11½ in. long.
48 T 2848 Ship. wt. 4 lbs.....**2.79**

10 "Diesel" Caterpillar Tractor. Climbs hills, pulls loads, crawls over objects. Harmless sparks fly from exhaust, stack. Bull dozer scraper is adjustable. Rubber treads; brake lever, rear hook. Clockspring motor. Metal with plastic scraper. About 10x6x6½ in.
48 T 2868—Wt. 1 lb. 10 oz.....**2.69**

11 Metal Tractor. Powerful clockspring motor enables tractor to climb steep grades and pull heavy loads. Sure-grip rubber treads. Harmless sparks fly from exhaust pipe. Abt. 8½x4¼x5¼ in.
48 T 2865 Wt. 1 lb. 6 oz.....**1.79**

12 Fleet of 8 Action Cars. Ambulance and Fire Chief cars clang bells; 2 Police cars speed along with guns banging; taxi meter records fare; swishing windshield wiper on sedan; 2 cars have windows that go up and down. Lithographed metal with rubber wheels. Car bottoms enclosed. Each about 4 in. long.
48 T 2815—Wt. 1 lb. .8 Pcs. **1.79**
48 T 2816—Like (12) above, but 1 each: Police Car, Fire Chief car, Taxi, Windshield-wiper car. Ship. wt. 8 oz.....4-Pc. Set **94c**

13 Fire Chief Car. Remote control sends this exciting little car scooting along—forward, backward, steer to right or left. Red metal, plated bumpers, hub caps. Rubber wheels. Abt. 7¾ in. long. Uses 2 "D" batteries—order on Page 403. From Japan.
48 T 2839 Ship. wt. 1 lb.....**89c**

14 Battery-Operated Helicopter. Goes on floor in all directions, meets object, changes course. Rotating propeller. Metal, abt. 12 in. long. Uses 1 "D" battery, order, Pg. 403. From Japan.
48 T 2801—Wt. 1 lb. 4 oz....**1.69**

15 Honeymoon Express. Little streamlined train goes speeding around—through tunnels, past crossing gate, stop signal. Colorful, lithographed metal. Clockspring motor. Brake. Abt. 7 in. sq., 3¾ in. high. From Japan.
48 T 2840—Wt. 1 lb.....**89c**

9 **2.79**

10 **2.69**

11 **1.79**

12 **1.79** Eight Cars

15 **89c**

14 **1.69**

13 **89c**

GIVE . . . Melmac—ITS BEAUTY LASTS—

Your Choice

SOLID OR PATTERNED

SERVICE FOR EIGHT 17.77

Savings Up To $22.18

Budget Power protects peace of mind with Prudential Insurance

IT'S SO THRIFTY

MELMAC—PRACTICALLY INDESTRUCTIBLE!

Marvelous medium-weight Melmac by two famous makers Choose from lovely sets by Lenox Plastics Inc. and Westinghouse Melmac is your best buy for lasting beauty and low cost every set priced low, every set guaranteed against breakage for 1 year by the manufacturers Vivid colors are molded all the way through can't wear off or fade—ever! Perfectly safe in automatic dishwasher and strong detergents
Open Stock Chart below for additions, replacements to sets

[1] [2] YOUR CHOICE—SOLID OR PATTERNED

Choose the set which best suits your needs and taste. Place settings in assorted solid colors, complete sets in one color, or "Peach Pink" pattern See below for Set Compositions

[1] "NEWPORT" MELMAC by Westinghouse Makes every meal a gay occasion Similar 45-pc set sells for $39 95 elsewhere . . similar 16-pc. set sells for $12.95 elsewhere

Solid Newport, State one Turquoise, Pink, Yellow or White Mailed promptly Bridgeport, Conn. (45-pc 19 lbs.; 16-pc. 8 lbs.)
F79 J 4331 . .45 Pcs. 17.77
F79 J 4329 . . .16 Pcs. 5.77

Rainbow Newport. Place settings in Turquoise, Yellow, Pink and White Mailable (45-pc. set 19 lbs.; 16-pc. set 8 lbs.)
F79 J 4330. .45 Pcs. 17.77
F79 J 4328. . . .16 Pcs. 5.77

[2] "PEACH PINK" PATTERN MELMAC by Lenox Plastics Inc Elegant floral beauty. Decorated White dinner plates, salad plates, Bone cups, creamer, sugar; others solid Pink.

40-Pc. Set Similar $51.95 elsewhere. 8 each—cups, saucers, dinner plates, salad plates, soup bowls.
F79 J 4334 Mailable (16 lbs.) . . . . . 40 Pcs 17.77

16-Pc. Set. Similar $19.95 elsewhere. Includes 4 each—cups, saucers, dinner plates, sauce dishes
F79 J 4183 Mailable (8 lbs.) 16 Pcs 7 77

5-Pc. Completer Set Similar $8.00 elsewhere 1 each creamer, sugar bowl with lid, large platter, vegetable bowl,
F79 J 4342 Mailable (4 lbs.) 5 Pcs 4 95

[3] MELMAC DINNERWARE NEW "TEA ROSE"

Made by Westinghouse Similar $59.95 and $19.95 elsewhere Decorated dinner plates and salad plates, White cups, all other pieces solid Pink. Set composition below.
F79 J 4337 Mailable. (19 lbs.) . . . . . .45 Pcs 22.77
F79 J 4336 Mailable (8 lbs.) 16 Pcs 7 77

[4] MELMAC DINNERWARE "FORGET-ME-NOT"

Made by Westinghouse. Similar $59.95 and $19.95 elsewhere Decorated White dinner plates and salad plates, White cups, others solid Turquoise Set composition below.
F79 J 4339 Mailable (19 lbs.) . . . . . 45 Pcs. 22.77
F79 J 4338 Mailable (8 lbs.) 16 Pcs 7 77

[5] MELMAC DINNERWARE—"WILDFLOWER"

Made by Westinghouse Similar $59 95 and $19 95 elsewhere Decorated White dinner plates and salad plates, White cups, others solid Turquoise Set composition below.
F79 J 4341 Mailable. (19 lbs.) . . . . . .45 Pcs 22.77
F79 J 4340 Mailable. (8 lbs.) . . . . . .16 Pcs 7 77

SET COMPOSITIONS OF MELMAC DINNERWARE

16-Pc. Sets consist of 4 each—10 in. dinner plates, cups, saucers and sauce dishes.

45-Pc. Sets: 8 each—10 in. dinner plates, cups, saucers, salad plates soup bowls, 1 each —sugar bowl with lid, creamer, platter, vegetable bowl.

NEW "FLEURETTE"—IT'S OVENPROOF!

53 PC SET 9.88

- New Anchorglass® by famous Anchor-Hocking Co
- Completely heat-and-oven proof... won't craze ever
- Translucent . . . non-porous, will not absorb stains

Similar $11 95 elsewhere - buy at Spiegel and save The newly developed oven-proof glass is winning the enthusiastic praise of all, who use it and small wonder! Foods can be warmed right in the dish for gracious oven to table serving foods stay hot at the table longer Never a worry about surface cracks (crazing) Lovely floral pattern in Pink on Milky White colorfast pattern won't wear off or scrape off

Complete Service for Eight includes 8 each cups, saucers sauce dishes, salad plates, soup plates and large dinner plates, 1 each -vegetable bowl, platter sugar bowl with lid creamer All pieces decorated
B79 J 4201 Freight or express (37 lbs.) 53 Pcs 9 88

BUY ALL YOUR DINNERWARE NEEDS NOW -PAY LATER ON NEW, LOWER BIG PLUS BUDGET POWER TERMS
TAKE ADVANTAGE OF EXTRA QUALITY, EXTRA SAVINGS
BUY THE THRIFTY WAY—FROM YOUR SPIEGEL CATALOG

MELMAC DINNERWARE OPEN STOCK ADDITIONS AND REPLACEMENTS FOR YOUR SETS

Spiegel guarantees replacement for at least 6 months after sale ends All prices net - already reduced by amount of allowable discounts "Peach Pink" pattern mailed promptly from St Louis, Mo Other patterns mailed from Bridgeport, Conn

Please state Catalog Number, name of pattern name of the pieces ordered Also state color of each piece when ordering Newport Shpg wts below Minimum order $3 00	Coffee Cup	Saucer	Plate or Salad Plate	Cereal Soup Bowl	Sauce Dish	Large Dinner Plate	Sugar Bowl with lid (and Creamer	Large Platter	Vegetable Bowl*	Divided Vegetable Bowl*
	Each	Each	Each	Each	Each	Each	Each	Each	Each	Each
(1) Newport F79 J 4332 State color of each piece White, Turquoise Pink or Yellow Mailed from Bridgeport, Conn	59	.49	59	59	49	1 09	1.69	2 69	1 69	1 99
(2) Peach Pink F79 J 4425 Mailed from St Louis Mo	.69	59	1 49*	79	.69	2.39*	3 59	2 49	2 49	
(3) Tea Rose F79 J 4290 Mailed from Bridgeport Conn	.59	49	1 19*	59	49	1.89*	1 69	2.69	1 69	1 99
(4) Forget Me-Not F79 J 4287 Mailed from Bridgeport, Conn	.59	49	1 19*	59	49	1.89*	1 69	2 69	1 69	1 99
(5) Wildflower F79 J 4289 Mailed from Bridgeport, Conn	.59	49	1 19*	59	49	1.89*	1 69	2 69	1 69	1 99
Shipping Weights for Mailmail	4 oz	4 oz	4 oz	12 oz	8 oz	2 lbs	12 oz	4 lbs	12 oz	12 oz

*Decorated pieces †For Shpg wt add 1 lb. to total wt of pcs in order . 3 lbs if platter, veg bowl or dinner plate included

See Page 271 for Budget Power—buy all your needs at Spiegel

SELIG "Pedigree Collection"

The finest in contemporary furniture—by a distinguished maker

QUALITY CONSTRUCTION

No wonder Selig modern is the choice of successful people, from Long Island to Main Street. Its expensive-looking simplicity of line makes it a distinguished background for your own gracious way of living. Selig modern is furniture you'll always be proud to own.

Every chair and sofa is cushioned in buoyant 100% Latex foam rubber—and what could be more comfortable, or hold its shape better! Covers are exquisite modern fabrics, described in detail on the opposite page. All seat cushion covers are zipper-closed so they can be removed in a flash for cleaning.

Experienced craftsmen make the frames from the very best kiln-dried hardwood. Cross-bracing and doweled corner blocks assure extreme sturdiness. Spring seat platforms are softly padded. Every construction feature is the finest you could ask!

Walk into a room and see the "Pedigree Collection"—and instantly, you recognize the quality. The smooth, tailored lines are emphasized by deeply-channeled backs. These pieces can be custom blended. Choose your favorite sofa style . . . and as many chairs as you like . . . in any of 6 fabrics, 4 finishes! All are extremely comfortable, with foam rubber cushions and foam-padded backs. When ordering, specify Grade 30 or Grade 50 fabric, also name and color of fabric (see page 589). Also specify all-brass legs; or wood legs in Walnut, Black or Blond finish.

[E] **Left-Arm Facing End Section.** 45″ wide, 32″ deep, 27″ high. From Louisiana. 95 lbs.
866-004 D9450 Grade 30 cover . **$139.50**
866-012 D9950 Grade 50 cover . . **149.50**

Right-Arm Facing End Section (not shown). Like section above, except arm is on other side. Use with that section (or with bumper, as shown in sketch) to make handsome 2-pc. sofa. 45x32x27″ overall. From La. 95 lbs.
866-038 D9450 Grade 30 cover . . **$139.50**
866-046 D9950 Grade 50 cover . . **149.50**

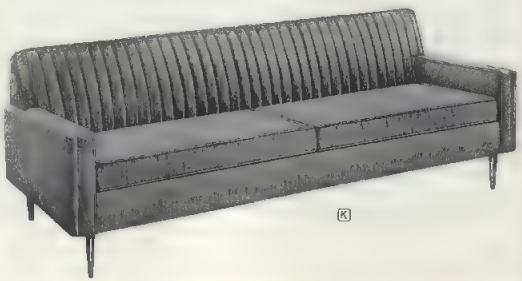
[F] **Center Section.** 44″ corner displacement. 32″ deep, 27″ high. From Louisiana. 90 lbs.
866-053 D10950 Grade 30 cover **$169.50**
866-061 D11450 Grade 50 cover . . **179.50**

[G] **End Section with Right Facing Bumper.** 53″ wide, 32″ deep, 27″ high. From La. 95 lbs.
866-079 D10950 Grade 30 cover. **$169.50**
866-087 D11950 Grade 50 cover. **179.50**

End Section with Left Facing Bumper (not shown). 53″ wide, 32″ deep, 27″ high overall. From Louisiana. Ship. wt. 95 lbs.
866-095 D10950 Grade 30 cover **$169.50**
866-103 D11950 Grade 50 cover . **179.50**

[H] **Arm Chair.** 32″ deep, 27″ high, and a full 30″ wide. From Louisiana. Wt. 80 lbs.
866-111 D7450 Grade 30 cover . . **$114.50**
866-129 D8250 Grade 50 cover . . **129.50**

[K] **2 Arm Sofa.** 83″ wide, 32″ deep, 27″ high overall. From Louisiana. Ship. wt. 140 lbs.
866-137 D15950 Grade 30 cover . **$239.50**
866-145 D16950 Grade 50 cover **259.50**



SELIG "Crestview Group"

Sectionals, sofa, chair . . . all built with extra luxury

"Crestview" is one of Selig's most successful new designs, created for those who like modern with an air of elegance. In every little detail, it reaches a new standard of luxury and beauty. There's the custom touch of sewn-square buttoned backs . . . the comfort of wide arms . . . the grace of tapered legs tipped in shining brass. The workmanship is top quality throughout.

Crestview is available in your choice of 6 distinctive coverings, in a total of 21 lovely colors. (If you order plastic upholstery, furniture backs will be in simple button design—not as shown in photograph.) All are notable for their richness and durability. When ordering, specify Grade 30 or Grade 50 upholstery; also fabric name and color. Also specify brass-tipped legs in Walnut, Black, or Blond finish.

(L) Left-Arm Facing End Section. Use as shown in picture, or pair it with the right-arm end section to make the charming grouping sketched above. 50″ wide, 33″ deep, and 29″ high. From La. Ship. wt 100 lbs

866-132 D8995 Grade 30 cover. . **$139.95**
866-160 D9995 Grade 50 cover. . **149.95**

(M) Center Section . . . turns a corner to decorative advantage, adds extra seating as well. Corner displacement 42″; 29″ high. Shipped from Louisiana. Wt. 95 lbs

866-194 D8995 Grade 30 cover. **$139.95**
866-210 D9995 Grade 50 cover. . **149.95**

(N) Right-Arm Facing End Section. Can be used with left-arm end section listed at left to make up the good-looking 2-pc. sofa shown in the sketch. 50″ wide, 33″ deep, and 29″ high. From La. Ship. wt. 100 lbs.

866-178 D8995 Grade 30 cover . **$139.95**
866-186 D9995 Grade 50 cover. . **149.95**

(P) Arm Chair. Generously sized for comfort . . . it measures 35″ wide, 33″ deep, and 29″ high overall. From La. Wt. 85 lbs.

866-228 D7950 Grade 30 cover . **$119.50**
866-236 D8950 Grade 50 cover. . . . **134.50**

(R) Extra-Long Sofa . . . outstandingly luxurious. It's a full 100″ wide. 33″ deep, 29″ high. From Louisiana. Ship. wt. 175 lbs.

866-244 D16950 Grade 30 cover **$259.50**
866-251 D18950 Grade 50 cover. . **289.50**

6 COVERINGS, IN BEAUTIFUL COLORS

Send for samples of Selig upholstery coverings below. $5.00 deposit (charged to dealer's account) will be refunded on return of book. Do NOT send cash or check.

Grade 30 Coverings—3 fabrics

Palomino . . . strong elastic-back plastic with leather look. Specify: Ice Blue, Persimmon, Tan, Bone White, Black, Olive Green

Galaxy . . . metallic boucle. Specify: Tangerine, Gold, Beige, Aqua, Charcoal/Brown

Baroda . . . tweed boucle. Specify: Tile Blue, Beige, Gold, Jade, Black, Natural.

Grade 50 Coverings—3 fabrics

Nylonub . . . metallic nylon pile frieze. Specify: Coral, Brown, Beige, Black, or Blue.

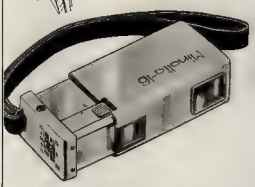
Gainsboro . . . ribbed boucle. Specify. Charcoal/Brown, Turquoise, Mocha, Champagne, Natural.

Vesuvius . . . nubby boucle. Specify: Ice Blue, Beige, Red, Mocha, or Black.

9 of Today's Best Values In Imported Cameras

Just arrived! Precious cargo from the photographic centers of Japan and Western Germany . . . precision equipment for your favorite pastime! Here are famous names, fresh ideas, fine craftsmanship . . . at prices that make them outstanding values!

Sliding camera in and out of built-in, satin-finish case advances film, cocks shutter, takes picture and counts exposures . . . all automatically!



MINOLTA "16" CAMERA

• Goes anywhere! Small as a cigarette pack!

Never again need you wish for a camera on any occasion . . . not with this new miniature carried in pocket or hand! "Takes 3¼x4¼" pictures or color slides that fit any 35mm projector . . . 20 to each film magazine that you can load in broad daylight. Direct viewfinder shows exact picture you'll get. Fixed-focus f/3.5 lens, shutter with speeds to 1/200th second and vibrationless release. Includes leather case, 2 close-up lenses.

218-321 A2995 Minolta "16" Camera **$39.95**

Film for Minolta "16" Camera

218-339 A88 Kodak Plus-X. **$1.10**

218-347 A108 Kodachrome (Daylight) **1.35**

MINOLTA AUTOWIDE 35 mm CAMERA

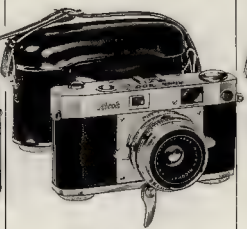
• Wide-vision lens! Easy arrow-setting!

Technically, it's a 6-element Rokkor f/2.8 lens with Achromatic Tru-Fidelity coating. In beginner's language . . . it takes in 64° more of what you see, assures authentic color rendition, eliminates haze without filter, has extreme depth-of-field f/stops and shutter speeds cross-coupled to built-in exposure meter . . . simply line up arrow with meter needle to set camera. "Lumi-frame" viewfinder, parallax-corrected for close-ups. Automatic film advance, counter re-set.

218-354 A6750 Minolta Autowide. . **$89.50**

218-362 A875 Case for Autowide. . **10.95**

218-792 A1195 Kodak Generator Flash **14.95**



RICOH "500" 35mm CAMERA

• Feature-rich (yet buyers need not be).

To your left, to your right, to your rear . . . picture opportunities happen fast, often simultaneously! The Ricoh "500" never lets you down, because its Triggermatic single-stroke film and shutter advance can keep up! Exclusive Duo-lever focusing lets you use either or both hands, so no time's lost in awkward handling. Large single-window rangefinder-viewfinder, hard coated f/2.8 lens, fold-away rapid film-rewind crank, automatic exposure counter, flash contact.

218-446 A5295 Ricoh "500" Camera. **$69.95**

218-453 A798 Case for Ricoh "500". **10.00**

218-792 A1195 Kodak Generator Flash **14.95**

REGULA IIIc Interchangeable Lens Camera

• Now! Call the shots as you see them!

Hold a session with the Regula IIIc . . . and, from where you stand, you add variety to your 35mm pictures. Without moving forward or back, you can shoot close and shoot wide. All you do is interchange lenses on bayonet mount. Lens-coupled range-viewfinder, 9-speed shutter, single stroke wind and cocking lever, flash "synch" f/2.8 lens.

218-552 A6298 Regula IIIc Camera. **$89.50**

218-560 A875 Case for Regula IIIc. . **12.50**

218-792 A1195 Kodak Generator Flash **14.95**

f/3.5 Lenses for Regula IIIc Camera

218-529 A4198 35mm Wide-Angle. . . **$59.95**

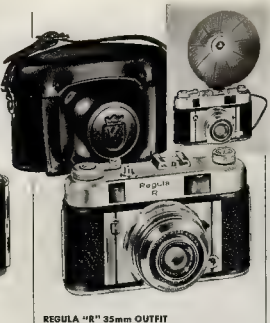
218-578 A6298 135mm Telephoto. . . . **89.50**

MINOLTA "A" 35mm CAMERA

• Precision . . . priceless yet priced less!

Climb aboard the 35mm bandwagon with a Minolta "A" . . . and you're headed for some fast-action excitement! Fast action shooting: thumb advances film and cocks shutter in one operation (prevents double exposures). Fast action focusing: index finger actuates knurled cam and helical threads. Fast action sighting: you frame field of action through single-window rangefinder-viewer. Shutter speeds to 1/300 second. f/3.5 lens, exposure counter, flash mount.

218-370 A3750 Minolta "A" Camera. **$49.95**
218-388 A625 Case for Minolta "A". **7.95**
218-792 A1195 Kodak Generator Flash **14.95**



REGULA "R" 35mm OUTFIT

• Camera, case, flashgun . . . boxed together!

Take the most meaningful 35mm features, assemble them in a single camera body, and you have . . . the Regula "R"! Precision begins with its lens . . . coated f/2.8 with click stops, in helical focusing mount, coupled to rangefinder. Rangefinder and viewfinder are combined in single window . . . incredibly accurate. Because speed is essential, you'll be grateful for the single-stroke thumb lever which advances film, cocks shutter and counts exposures all at once. Soft touch shutter release, 9-speed shutter, automatic frame counter. Eloxal coating protects against wear.

218-545 A4995 Regula "R" Outfit. **$69.95**

"Value twins" in twin-lens reflex cameras . . . the Super Ricohflex (shown at left) and the Diacord L (pictured above)

RICOH TWIN-LENS REFLEX CAMERAS

• Full feature-range, wide price-range!

The Super Ricohflex is a high quality reflex camera at an amazingly low price! It's justified by needle-sharp f/3.5 matched lenses, shutter speeds to 1/200 second, ground glass viewing and focusing, eye-level action finder, wide-angle magnifier, depth-of-field scale. 12 exp. on 120 film. Includes case, flashgun.

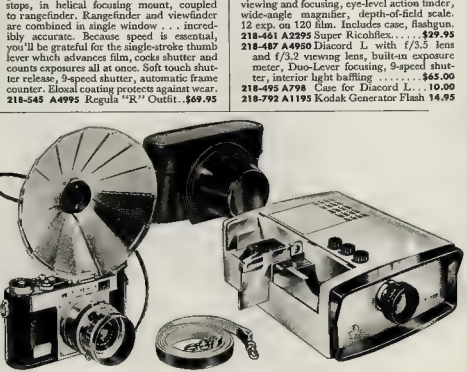
218-461 A2295 Super Ricohflex. **$29.95**
218-487 A4950 Diacord L with f/3.5 lens and f/3.2 viewing lens, built-in exposure meter, Duo-Lever focusing, 9-speed shutter, interior light baffling **$65.00**
218-495 A798 Case for Diacord L. . . **10.00**
218-792 A1195 Kodak Generator Flash **14.95**

MINOLTA SUPER "A" 35mm CAMERA

• Luxurious in every way—except price!

A new system of photography that lets you master every photographic problem with ease. One stroke of the lever advances film, counts exposure and resets shutter. You figure the shutter speed from dial on camera's top . . . or coupled exposure meter automatically sets the speed for you. Speeds: 1 to 1/400 second. 50mm. 7-element f/2 lens of highest quality. Synchronized for flash.

218-396 A9995 Minolta Super "A". . **$129.50**
218-412 A950 Case for above. **11.95**
218-420 A1450 Coupled Meter. **18.50**
218-438 A435 Booster Cell for Meter **5.50**
218-792 A1195 Kodak Generator Flash **14.95**



BRUMBERGER COMPLETE 35mm OUTFIT . . . fun begins right here—and never ends!

• Includes camera with leather case, sunshade, flashgun and projector

Better reserve a shelf in the most convenient closet in the house for this outfit! You'll be after its contents often.

This Brumberger camera goes well with the family who wants to keep it simple! Picture after picture comes out flattering to photographed and photographer . . . because settings are minimized. You focus easy, sight easy through single-window rangefinder-viewfinder. And coupling of f/3.5 lens to rangefinder makes it easy for you to set correctly. With twin-stroke film transport and shutter cocking lever, you can breeze through roll of film unmindful of camera. With 9-speed shutter, built-in self-timer.

When shooting's done, you're just halfway through the thrills of color slides. It's showtime and, with your Brumberger projector, you enjoy the same ease of handling as you did with your camera! *New* changer design eliminates magazine (and expense). *New* cooling system design employs scroll-type fan, results in 75° cooler operation. *New* lamp and condensers flood screen with uniform illumination. Color-corrected f/3.5 lens. New, modern, low silhouette . . . self-contained with foldaway handle.

218-511 A7995 Brumberger Outfit. **$119.50**

fine quality, priced low!

See Page 271 for Budget Power—buy all your needs at Spiegel

Fun on wheels....

(1) thru (11) Shown at Right

(1) REX ROCKET WAGON. Steel body; baked-on Blue enamel 8-in ball bearing disc wheels, 1¼-in. semi-pneumatic rubber tires. 16x4x34 in. long. Mail.
E36 J 3164. (31 lb.)....7.67

RADIO SUPER WAGON for tots (not shown). Red enameled steel body; 7-in. wheels, graphite bearings. 13x4x28 in. long. Mailable.
E36 J 3132. (20 lbs.)..5.87

(2) BIG RADIO FLYER wagon . . . priced extra low at Spiegel to save you more! Youngsters love it . . . they'll help Mom with errands, pull their friends. Heavy Red enameled steel body, 10-in. graphite bearing double-disc steel wheels, no oiling necessary. 1¼ in semi-pneumatic rubber tires. Measures 17¾x36 in. long. Mailable. Shipping weight 36 lbs.
E36 J 3131.....9.37

(3) DELUXE RADIO Rancher. Side panels detach easily. Steel body, baked-on Red and White enamel. 10-in double disc wheels; graphite bearings, no oiling. 1¾ in. semi-pneumatic rubber tires. 17x29x36 in. long. Mailable.
E36 J 3140 (40 lbs.) 13.35

(4) FIRE TRUCK, 6-ft. hose with nozzle fits standard spigot. Red, White enameled steel body. 4-rung ladder. Ball bearing supports; pedals adjust. Bell, flasher. (Order "D" battery, p. 346.) 18x43 in. long. Mail.
E36 J 3107. (35 lbs.).19.68

(5) MARK IX AUTO. Dual headlights, 3 taillin "lights"; Blue, Ivory enameled steel. Ball-bearing supports; pedals adj. 8-in. disc wheels, ¾ in. tires, nylon bearings. 37 in long. Mail.
E36 J 3101. (32 lbs.). 13.94

(6) FIRE CHIEF CAR. Red steel body, clear windshield. Ball bearing supports; pedals adjust. 8-in. wheels, sleeve bearings; ¾-in. rubber tires. Bell. 33 in. long. Mailable.
E36 J 3100. (30 lbs.). 10.97

(7) SEMI-TRAILER TRUCK has room for passenger! Windshield lowers. Tan and White enameled heavy steel body. Chromed rack, welded trailer hitch, sturdy bumper. Ball bearing pedal drives adjusts. 8-in. wheels, 1¼-in. semi-pneumatic tires. 45 in. long. Mailable.
E36 J 3110. (26 lbs.).18.74

TRUCK AND TRAILER—over 6 ft. long! All steel trailer; tandem 7-in. wheels, 1¼-in. semi-pneumatic tires. Trailer 30 in. long. Mail.
E36 J 3111. (51 lb)...23.95

(8) DELUXE TRACTOR. Ball-bearing chain drive, jumbo 11-in., semi-pneumatic rubber tires. "Working" hitch has 4 "sparkplugs." Swivel type front wheel turns 360°. Red and White enamel on all steel body. Bucket seat adjusts to 3 positions. Size, 22x26x36 in. long. Mailable.
E36 J 3173. (33 lbs.).16.74

TRACTOR AND TRAILER. Carry extra loads, or passenger 2-wheel steel trailer doubles as wheelbarrow. Trailer 14x5x14 in. Mail.
E36 J 3174W. (43 lbs.) 19.87

(9) BEST VELOCIPEDE. Our finest 3-wheeler—stronger than ever! Safe, long lasting fun priced so low! Super strong 2½-in tubular steel frame in flamboyant Green, White trim. Chromed ¾-in. bars, double coil springs, crash bar, truss rods. Ball-bearing front, sleeve-bearing rear wheels. Whitewall 1¾-in. semi-pneumatic tires. Vinyl covered seat. How to Order below. Mail (20 lb)
E36 J 3150 10-in 13.74
E36 J 3151 12-in.(24 lb)14.74
E36 J 3152. 16-in.(31 lb)15.94
20-in. continental fender.
E36 J 3153 (34 lbs)....17.94

(10) BETTER VELOCIPEDE . . . bigger, huskier construction than the average 3-wheeler Made to take plenty of punishment in stride. Big size selection, all at low Spiegel prices.
One pc. 2-in. tubular steel frame Green and White metallic finish. Chromed ¾-in. handlebars, truss rods. Nylon front bearing, sleeve-type rear bearings. 1¾-in. semi-pneumatic tires. Vinyl saddle seat. How to Order below. Mailable. (20 lb.)
E36 J 3146. 10-in 11.44
E36 J 3147. 13-in.(24 lbs)12.44
E36 J 3148. 16-in (30 lbs)13.69
E36 J 3149. 20-in.(33 lbs)15.69

TO ORDER VELOCIPEDES Measure your child's leg reach from crotch down to the ball of foot.
Order velocipede by selecting correct wheel size from chart directly below.

LEG REACH	WHEEL SIZE
14½ to 17 in.	10 in.
17½ to 19 in.	13 in.
19½ to 21 in.	16 in.
21½ to 23 in.	20 in.

U. S. AIR FORCE MODEL JEEP

- Space for an extra passenger
- Car-type steering; easy turns
- Windshield raises and lowers

Pedal drive **15.87**

Drive a rugged, heavy gauge steel jeep designed to resemble the big one! Take on a passenger . . . do important errands for Mom or Dad. Authentic Air Force insignia on regulation Blue baked enamel finish. Reach the adjustable pedals from either the seat or platform. Sturdy bumpers 8-in. White wheels 4 in. semi-pneumatic tires with rugged "service type" treads. Ball-bearing pedal shaft action drive 16x20x43 in. long.
E36 J 3176 Mailable (37 lbs) 15.87

DELUXE MODEL easy-to-pedal bicycle chain drive
E36 J 3179 Mailable (38 lbs.). . . 17.87

PERSONAL CAR OR BIKE RADIO

Portable; no batteries or connections! Pull out 5-ft. aerial, tune at least 1 local station. Plastic case, germanium diode. Adapter, ground wire for indoor use. Individual earphone. Clamp attaches radio to child's velocipede or car.
35 J 5082 Shpg. wt. 13 oz. 2.97

SOAP BOX HOT ROD 12.77

- Rugged, racy—and very safe!
- Tubular steel construction
- Positive linkage foot brake, emergency hand lever brake

Racing fun . . . with safety! Your youngsters can roll down the "track", steer around "cars." Low center of gravity, responsive center point steering.
Heavy gauge tubular steel frame, black seat, yellow hardboard hood. Semi-pneumatic tires, lifetime sleeve bearings. Assemble easily in 30 minutes, no special skills, tools needed. Nuts, bolts, instructions incl. 55 in. long.
R36 J 3103. Mailable. (20 lbs.)...12.77

(11) GOOD VELOCIPEDE. 1¼-in tube steel frame. Red and White finish. Nylon front, sleeve rear bearings. 1¾-in tires 10-in has 1½-in in rear) How to Order at right Mailable. (20 lb.)
E36 J 3120 10-in **8.74**
E36 J 3121 13-in (22 lb) 9.85
E36 J 3122. 16-in.(28 lb)10.74
ECONOMY model (not shown) ⅞-in. tires, no fenders Mail.
R36 J 3274. 10-in.(13 lb) 5.98

Lowest Budget Power Terms in history give you more buying power

As seen on TV coast-to-coast

"HUCKLEBERRY HOUND" AND HIS FRIENDS

Betsy McCall

Lovable, huggable Betsy McCall animals—straight from the pages of McCall's magazine

RAGGEDY ANN AND ANDY

LITTLE LULU

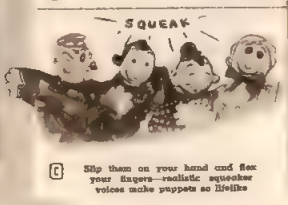
ELOISE

DENNIS THE MENACE

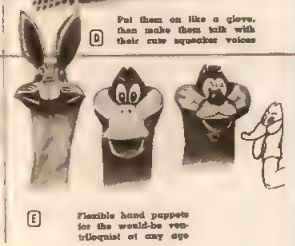
Use it for marionettes or puppets

Animal puppets in "big-as-life" 18-in. size!

Put them on like a glove, then make them talk with their cute squeaker voices



Slip them on your hand and flex your fingers—realistic squeaker voices make puppets so lifelike



Flexible hand puppets for the world-be ventriloquist or any age

She's a real dancing partner

Companions That Go From Crib to College

A to G LIFE-SIZED MARIONETTE-PUPPET THEATER AND LIVELY HAND PUPPETS

[A] Marionette-Puppet Theater. Youngsters will find hours of endless fun in this life-sized two-way theater! Put the curtain in back and it's a puppet playhouse—put the curtain up front and it's a marionette stage! Plenty of standing room in back for the "actors." Made of sturdy reinforced fiberboard—20 x 32 x 50 in. high.

83-0422 W 348—Shpg. wt. 11 lbs. . Retail **$4.98**

[B] Open-mouth Hand Puppets. Proper hand manipulation makes puppets look almost real—and they're so amusing! Just slip them on like a glove and expressions change as you flex your fingers. It's easy—it's fun! Made of DuPont's washable crush-resistant rayon plush. Choice of alligator, monkey, or skunk. Each 19 in. long.

83-0745 A 200—Alligator. ½ lb. . . . Retail **$3.00**
83-1016 A 200—Monkey. ½ lb. . . . Retail **$3.00**
83-1024 A 200—Skunk Wt. ½ lb. . Retail **$3.00**

[C] Popeye Puppet Theater. A complete "talking" puppet show. Four popular characters—Popeye, Olive Oyl, Wimpy, and Swee' Pea. Printed per cale bodies, soft vinyl heads—squeaker voices. Gay window box converts into a stage. 8 in. long.

83-0477 A 280—Set. Wt. 1½ lbs. Retail **$3.98**

[D] Mickey Mouse Puppet Show. Favorite Walt Disney characters include Mickey Mouse, Minnie Mouse, Donald Duck, and Pluto. Printed percale bodies, vinyl heads squeaker voices. Colorful window box converts into a stage. 8 in. long.

83-0810 A 280—Set. Wt. 1½ lbs. . Retail **$3.98**

[E] Bugs Bunny Sock Puppets. Fun for everyone with these famous Warner Brothers characters Bugs Bunny, Sylvester the Cat, and Daffy Duck. Jersey cloth bodies, plastic heads. 13 in. long.

83-0836 A 200—Set. Wt. ½ lb. . . . Retail **$3.00**

G LIFE-SIZE "LISA" DANCING DOLL—MAKES A WONDERFUL COMPANION

As big as a real child and an ideal dancing partner—38 in. tall from the top of her golden head to the tips of her dancing feet! Child slips her own shoes into straps, puts her arm around 'Lisa's" waist and they waltz away! "Lisa's" yellow yarn hair is fashioned in a gay ponytail. She has a pretty painted face and cotton stuffed body. Wears a red and white striped cotton dress with white pinafore. Red hair bow

83-0644 W 909—Shpg. wt. 2 lbs. . Retail **$12.98**

H to Y STUFFED ANIMALS AND DOLLS—CUDDLY COMPANIONS TO DELIGHT YOUNGSTERS. TEEN-AGERS, AND YOUNG ADULTS

Cuddly stuffed animals by Knickerbocker! The Hound series that children love—now they can have for their very own! [H] [S] [T] are the famous Bestsy McCall pets. each is available with or without musical unit. [H] to [T] are stuffed with fluffy non-allergenic synthetic Featherlcom. All except [N] are made of DuPont's crush-resistant, washable rayon plush.

[H] Knickerbocker Huckleberry Hound Dog. A friendly fella who just wants to play! Washable vinyl face and hands. Bright red body with white "vest," colorful bow tie and hat. Two sizes.

83-0893 A 332—19 in. tall. 1½ lbs. **$4.98**
83-0901 W 685—28 in. tall. 5 lbs. **$9.98**

[I] Knickerbocker Boo-Boo Bear. So mischievous —and so appealing with his "love-me" smile! He has a bright green body and washable vinyl face—wears a colorful bow tie. 13 in. tall

83-0943 A 200—Shpg. wt. 1 lb. . . . Retail **$3.00**

[K] Knickerbocker Yogi Bear. A perfect partner for bedtime or playtime. Cuddly pillow-soft body of rich brown plush—washable vinyl face and hands. "Dressed" in a cute tie and a perky "Joe College" hat. Choice of two sizes.

83-0919 A 332—13½ in. tall. 1½ lbs. . . **$4.98**
83-0927 W 685—28½ in. tall. 5 lbs. **$9.98**

[L] Knickerbocker Dixie Mouse. A little gray "lady" mouse that's soft and cuddly. Large fluffy ears, cute pompon nose, and safety locked-in eyes. Bright red jacket. 18½ in. tall.

83-0968 A 285—Shpg. wt. 1½ lbs. . Retail **$3.98**

[M] Knickerbocker Pixie Mouse. Completely lovable! Just waiting to steal the heart of every child! He has large ears, pompon nose, bow tie, and safety locked-in eyes. 18½ in. tall.

83-0850 A 285—Shpg. wt. 1½ lbs. . Retail **$3.98**

[N] Knickerbocker "Tom-Tom" Indian. Chubby body and colorful Indian blouse of Fluabette cloth —vinyl head. Real red feather 18-in. tall.

83-0976 A 265—Shpg. wt. 1 lb. . . . Retail **$3.98**

[P] Knickerbocker "Sir. Hiss" Cat. Black and white—colorful bow tie and buttons. Washable vinyl face. In sitting position—13½ in. high.

83-0935 A 285—Shpg. wt. 1½ lbs. . Retail **$3.98**

[R] Knickerbocker Betsy McCall Musical Lamb. From McCall's magazine! Zipped-in music box—removes for washing toy. Long-pile white plush, locked-in plastic eyes Also comes without music box, but "bare" when pressed. 15 in. long

83-0687 A 399—Musical. 1½ lbs. **$5.98**
83-0695 A 285—Non-Musical. 1½ lbs. . **$3.98**

[S] Knickerbocker Betsy McCall Musical Puppy From McCall's magazine! Zipped-in music box—removes for washing toy. Brown body with button eyes, felt tongue, pompon nose. Also comes without music box, but nose squeaks. 22 in. long

83-0684 A 399—Musical. 1½ lbs. **$5.98**
83-0703 A 285—Non-Musical. 1½ lbs **$3.98**

[T] Knickerbocker Betsy McCall Musical Kitty. Zipper-enclosed music box—removes when you wash toy Red body with felt eyes, nose, and mouth. Also comes without music box. 15 in. long

83-1008 A 399—Musical. Wt. 1½ lbs. . . . **$5.98**
83-0992 A 285—Non-Musical. 1½ lbs. . **$3.98**

[Y] Raggedy Ann and Andy. Famous storybook characters created by John Gruelle Cotton cuse ering—tinted skin-color with painted features and shoe-button eyes. Rust-red yarn hair Clothes are fine cotton percale Both have striped stock ing legs. **Raggedy Ann** wears a charming old-fashioned dress with ruffled apron and cute little pantaloons. **Raggedy Andy** is dressed in a boy-ish one-piece suit topped by a perky white col lared shirt. Big white buttons decorate his trou sers. Sailor cap. Both are 20 in. tall 1½ lbs.

82-1065 A 300—Raggedy Ann. . . . . Retail **$4.50**
82-1074 A 300—Raggedy Andy. . . . Retail **$4.50**

[W] Authentic Little Lulu. Right from the comic strips and TV, into your heart, Cotton covering and stuffing—painted features, curly black hair Wears cotton dress and panties. 14 in. tall

82-0888 A 300—Shpg. wt. 1½ lbs .Retail **$4.50**

[X] Comical Eloise. She's as naughty as her TV namesake! Cotton covering and stuffing—painted face and long yarn hair Wears a cotton skirt and blouse, shoes and socks. 22 in. tall

83-0885 A 405—Shpg. wt. 1½ lbs. . Retail **$6.86**

[Y] Dennis the Menace. America's lovable little prankster authentically reproduced in all vinyl Body and head have been sculptured and custom-molded to his unique proportions. Dennis is dressed in characteristic blue and white shirt, red denims, and white shoes. He's 14 in. tall

83-0851 A 332—Shpg. wt. 1½ lbs. . Retail **$4.98**

Take a picture—
see it 60 seconds later with a
POLAROID Land Camera

Polaroid takes . . . develops . . . prints the picture!

POLAROID SPEEDLINER CAMERA OUTFIT

- ***Modern model of the Polaroid "pioneer"***
- ***Single-setting operation . . . as simple as it is fast***

Take a minute to order yourself this advanced model of the original Polaroid camera . . . and you've signed up for a lifetime of thrilling moments! Yes, one moment . . . that's all that passes between shooting and showing each picture. Right off, you're an expert . . . because you set only one dial to select correct setting for both 4-speed shutter and 5-opening lens. The lens is coated and anastigmatic . . . and focuses from 3 feet to infinity through a quick-action lever. A combination optical and prestype viewfinder helps you achieve excellent composition and flattering close-ups.

Built-in flash synchronization accommodates conventional, electronic flash. Prints measure an oversized 3¼x4¼". Kit contents: chrome-trimmed camera, flash gun and bounce bracket; case, 2 rolls film, orange filter, package Postcarders, 2 write-in albums.

217-307 A1099	Polaroid Speedliner Camera Outfit	**$134.95**
217-315 A7875	Polaroid Speedliner Camera only . .	**94.50**
217-406 A475	Filter Kit for Speedliner Camera . . .	**5.95**
217-422 A715	Close-up Kit for Speedliner Camera	**8.95**

POLAROID HIGHLANDER CAMERA OUTFIT

- ***Low priced and loaded with pictures-in-a-minute thrills***
- ***Camera of convenience . . . from carrying handle to clip-on flash***

So easy to operate and inexpensive to own, the Highlander camera puts 60-second photography within the range of every amateur and within the reach of every budget! It's such a convenient size, you can slip it in your pocket. Even the loading of it takes no time, effort or concentration. Once you've secured the film in place, all you do is turn one dial (setting sharp lens and precision shutter simultaneously), sight (viewfinder frames picture exactly) and shoot. You get what you aimed for and get it in a minute . . . a 2¾x3¼" picture of astonishing clarity. Plastic coating preserves brightness. Cordless, clip-on synchronized flash lets you seek out indoor shots with outdoor ease. Complete outfit includes two-tone gray camera with handle, flash gun, bounce flash bracket, compartment case, 2 rolls film, orange filter, 1 package Postcarders, 2 write-in albums.

217-190 A8950	Polaroid Highlander Camera Outfit.	**$109.95**
217-208 A4050	Polaroid Highlander Camera only	**73.75**
217-406 A475	Filter Kit for Highlander Camera	**5.95**
217-422 A715	Close-up Kit for Highlander Camera	**8.95**

Order a supply of film for your Polaroid camera

FILM FOR ALL POLAROID CAMERAS. Now better than ever! Neither details nor dark areas escape the new Polaroid film in these ready-to-load picture rolls. From the moment you drop the 8-exposure roll into position and close the camera, the roll takes over and does the rest. No darkroom, no liquids, no chemicals needed. Whether you take 8 pictures in 8 minutes or days apart, you'll always agree after each shot . . . there's more magic in this film than in any other!

Type 42, ASA 200, with greater range and detail in high light and shadow areas. For Speedliner, Pathfinder and Model 150.
217-372 A995 Carton of 6 rolls **$11.88**

Type 44, ASA 400. Like above, but twice as fast. For Speedliner, Pathfinder, Model 150.
217-380 A1100 Carton of 6 rolls **$13.14**

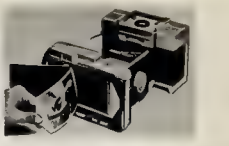
Type 32, ASA 200. For Highlander camera.
217-398 A771 Carton of 6 rolls **$9.18**

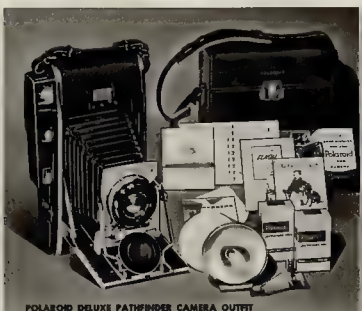
EXPOSURE METERS for Polaroid Cameras. Don't guess your way to exposure settings . . . be extra-sure with an extra-sensitive meter! Simply point meter, in hand or on camera, at picture you're after . . . then set shutter number to match "EV" reading on meter. Result—a perfect shot!
217-224 A1209 For Highlander, Pathfinder and Model 150 Cameras **$14.50**
217-299 A1209 For Speedliner. **14.50**

New! Polaroid Print Copier

Snap it . . . see it . . . copy it! The same Polaroid Land Camera that gives you a picture in 60 seconds, now gives you an extra print one minute later. Simply slide original snapshot inside Print Copier, slip your camera into position, and take a picture of your picture. Gray plastic Print Copier, only 6⅛x2½", has everything built in: copying lens, lights, timer.

217-463 A2450 Print Copier for Highlander Cameras. **$29.95**
217-471 A2450 For Speedliner and Model 150 Cameras. **29.95**
217-489 A2450 For Pathfinder Cameras **29.95**





POLAROID DELUXE PATHFINDER CAMERA OUTFIT

• New features for grander, more glorious 60-second pictures
• Extra range of shutter and lens speeds; coupled rangefinder

It's new . . . and all the more the most deluxe member of the Polaroid family! Are you a professional photographer who needs range, accuracy and flexibility? For you, there's a full range of aperture stops from f/4.7 to f/45 (with click-stops at half-stop intervals), a wide selection of shutter speeds from one to 1/300 second. Are you just an average "at home" photo fan? For you, there's still the basic Pathfinder simplicity . . . no need to worry about "f/stops" and fractions when you transfer "EV" numbers from meter to camera. For business or pleasure, there's the capacity to take-and-see action shots, scenic pictures of great depth, portraits with "single-plane" sharpness. Merely by focusing coupled rangefinder, you simultaneously bring lens into needle-sharp focus. Automatically-aimed viewfinder eliminates parallax. Four-element Rodenstock lens has unique safety device to prevent shutter release while covered. Full flash synchronization. With camera, flash, bounce bracket, case, 2 rolls film, postcards, write-in albums.

217-265 A16750 Polaroid Deluxe Pathfinder Camera Outfit. **$216.18**

NEW POLAROID MODEL 150 CAMERA OUTFIT

• Ideal for use by the entire family . . . indoors and out
• One dial sets lens and shutter speed, right on the button!

Most charming part about this new Polaroid Model 150—except, of course, for its 60-second print service—lies in its simplicity. Now, the new mother needn't wait for her husband's helping hand . . . and youngsters can carry on without dad's supervision. First and foremost, a single dial selects correct lens and shutter combination . . . from the grayest winter morning to the sunniest summer afternoon. One knob controls viewfinder and rangefinder system which, in turn, focuses lens from 3 feet to infinity. Viewfinder automatically adjusts itself for far and near pictures. Revolutionary new shutter principle provides twice the consistent accuracy of the conventional. Two built-in flash systems: one for bulbs, one for electronic units. Inside kit are camera, flash gun, bounce flash bracket, case, 2 rolls film, orange filter, Postcarders, 2 albums.

217-448 A12095 Polaroid Model 150 Camera Outfit. **$149.95**
217-430 A9150 Polaroid Model 150 Camera only **109.95**
217-406 A475 Filter Kit for Model 150 Camera **5.95**
217-422 A715 Close-up Kit for Model 150 Camera. **8.95**

FLASH GUNS FOR POLAROID CAMERAS. Clips to camera without wires . . . lets you shoot around the clock, around the house! Lights up indoor dimness, fills in outdoor shadows. Powered to fire thousands of times without battery change. With exposure guide, and safety shield protection.

217-216 A1075 Flash Gun for Highlander, Pathfinder and Model 150 Cameras. **$12.95**
217-331 A1130 For Speedliner. **13.95**

COMPARTMENT CASES for Polaroid Cameras. Keeps all your equipment in one place Strength of all-wood construction, wearability of Mylar covering, beauty of French stitching. Lined with wine-colored corduroy, finished with brass key lock. Shoulder strap of cowhide. Lots of room for accessories.

217-356 A1195 For Speedliner, Pathfinder and Model 150 Cameras. **$19.95**
217-240 A1137 For Highlander **18.95**

ALBUM FOR POLAROID PICTURES. Display your Polaroid prints in this flip-file photo album. The cover: fine Italian bonded leather in a gold-and-dusty rose brocade design. Inside: acetate pockets, riding on rods that spring open for changing of photos. Holds one hundred 3¼x4¼" snapshots and negatives. No pasting . . . slip two photos, back-to-back, into each pocket.

217-455 A450 Polaroid Picture Album **$7.50**

Say Merry Christmas With a Portable!

ACTUAL SIZES SHOWN

Elite Size
(12 letters per inch)

Pica Size
(10 letters per inch)

Vogue Type
(Royal Futura)

EXECUTIVE TYPE
(Royal Futura)

UNDERWOOD LEADER—SAVE 10.00

74.66

- Light, responsive "Golden Touch"
- Full-size 84-character keyboard
- More big-machine speed features

Would regularly sell for $84.67 specially priced! The only thrift portable with exclusive "Golden Touch" featherlight keyboard response . . . the lightest, most responsive touch in portable history! Standard 84-character keyboard with arithmetic signs, back spacer. Balanced, lightweight segment shift with right and left shift key. 9-in. writing line; automatic line finder and ribbon reverse. 1, 2 and 3 line spacing. Adjustable margins with bell and indicator. Yosemite Blue. Handsome two-tone carrying case. Express (24 lbs.)
B55 J 4938. Pica type only . . . $5 monthly 74.66

LATEST REMINGTON—SAVE $9.98

79.77

- Easy-to-set left, right margins
- Light 'n compact; full keyboard
- Extra features for faster typing

Famous Remington Travel-Riter sells elsewhere for $89.75. Lightweight, easily portable—weighs only 10 lbs.! Full 84-character keyboard with educational characters, specially useful to students. Adjustable, easy-to-set, visible right-and-left-hand margins with release key. Automatic and manual ribbon reverse. 8½-in. writing line; twin roller paper rest with graduated scale 1, 1½, 2 line spacing. Plastic non-glare speed keys. Segment shift for capital, lower case letters. Color: Pearl Gray. Case: State Pica or Elite type. Express. (25 lbs.)
B55 J 4908. Only $5 monthly 79.77

[1] Elsewhere 139.55
109.77

[2] Elsewhere 147.21
119.44

[3] Regularly 79.75
68.50

[4] Elsewhere 147.00
119.44

[1] **UNDERWOOD DELUXE** save $29.78. Ultra-light 'Golden Touch' . . . big-machine features. "Key-Set" sets, clears tabs fast. "Push In" variable touch control. 1, 2, 3 line spacing. Driftwood Gray (lt.) Case: pair. State Pica, Elite type. Exp. $6 mo.
B55 J 4932 (29 lb.) 109.77

[2] **SMITH-CORONA Silent Super** in color save $27.77. Auto. "Key-Set" clears, sets tabs. Quick-set margins, visible stops. Concealed touch selector. "Page Gauge." Auto. ribbon reverse. Case: State Pastel Blue, Pink, Gray; Pica, Elite type. Exp. $6 mo.
B55 J 4975. (23 lbs.) 119.44

[3] **ROYAL ROYALITE** save $11.25. A budget portable with big machine features. Just 3-in. high, weighs only 8 lbs.! New 10-inch width bell bearing carriage. Special line-space selector. Full keyboard. Visible touch-set margins. Gray; case incl. Exp. (16 lb.) $5 mo.
B55 J 4906. Pica type 68.50

[4] **ROYAL FUTURA** save $27.56. "Magic Column" key-set tab, "Magic Margin" -set with a flick. Line meter shows lines left. Gray Case. Express. $6 mo.
State Pica or Elite type.
B55 J 4951. (22 lbs.) 119.44
State Vogue or Executive type.
B55 J 4953. (22 lbs.) $7 mo. 129.98

Lowest Budget Power Terms in history give you more buying power

*More

for your money

Smith-Corona Plus Bonus!

58.88

More Features! Quick margins; line indicator

More Quality! Built to most rigid standards

More Savings! Portable, course $89.05 elsewhere

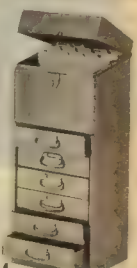
Precision Smith-Corona Skyriter plus 10-day home typing phono-record course! Save $30.17 . . . get More For Your Money! Weighs just 8 lbs. . . . only 3 in. high, yet has many office-machine features: Full 84-character keyboard; quick-set margin stops. Concealed touch-selector; 1 and 2 line spacers. Special line indicator lets you replace paper and continue typing on same line. Grey finish; carrying case included. Bonus home typing course teaches touch system in 10 days. State Pica or Elite type. Express. Only $5 monthly. (21 lbs.)
888 J 4912. . . .Portable, typing course. 58.88

[1] 59.95

[1] RECONDITIONED UNDERWOOD Upright . . . elsewhere $69.95. Famous "5" Model, fully overhauled. New parts added where needed. Has latest office-machine features: Automatic ribbon reverse; stencil cutter; 2 color ribbon device. Wide 11-in. carriage; 84-character keyboard with arithmetic signs. Key-set tabulator; front-set margins. Black enamel finish. Cover, instr. included. Elite type.
888 J 4894. Exp. (40 lbs.) $5 mo. 59.95

[2] 109.88

[2] RECONDITIONED REMINGTON Super-Riter Upright . . . elsewhere you'd pay $126.00 . . . save $16.12. Reconditioned and overhauled for perfect performance! Keyboard margin control—set with just a flick. Key-set tabulator sets, clears quickly. Touch control, segment shift. Standard-size 84-character keyboard; 11-inch carriage. Gray finish. Cover and instr. incl. State Pica or Elite type.
888 J 4956. Exp. (40 lbs.) $6 mo. . 109.88



[3] 12.44

[3] STEEL STORAGE FILE. Lots of storage . . . takes little floor space! Big file tops 6 roomy drawers; 11x10x3 in. each. Starting set of A to Z file folders; lock. 2 keys. 12½x10x30 in. overall. Heavy gauge steel. Baked enamel finish. State Grey or Green.
888 J 4883. Mailable. (24 lb.) . 12.44

See Page 271 for Budget Power—buy all your needs at Spiegel

D
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Pro Hockey
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Electric Baseball
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Bas-Ket Ball
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BAS-KET
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Pinball Practice
19.98
$2 Down
WARDS 419

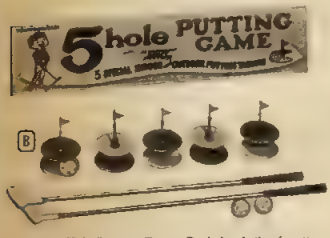
Liven Family Fun Centers

EXCITING, ACTION-PACKED GAMES FOR ALL AGES

"Skooker Time"—Fun for All the Family

Only $4.49 34 Games

(A) **Skooker Game** provides hours of entertainment for young and old. Makes a happy addition to family recreation rooms. Plays 34 different and exciting games. Instruction booklet gives complete playing information. Two 25-in. long strong hardwood cue sticks. 28 assorted color skooker rings, pair of wood dice. Sturdy 24½x24½ screened Masonite playing surface in Red and Black. Hardwood frame has four corner braces for extra sturdiness. Slotted pockets on all four corners.
48 T 787 MO—Ship. wt. 7 lbs. 4.49



(B) **Five Hole Putting Game.** Push back the furniture and set up your own putting course. It's fun for the whole family. Dad can instruct junior on the fine points of putting . . . even sharpen his own eye. Set contains five putting targets with flags and rubber suction cups. Two 33-in. putters with aluminum shafts, polyethylene grips and heads. 3 "Zippee" practice golf balls cannot break windows —are *play safe.*
48 T 732 M—Ship. wt. 3 lbs. 2.99

Magician in the House?

(C) **Magic Set.** Mystifying illusions, deft slight of hand and card tricks unfold at the hands of the junior magician to fascinate and entertain young and old. The deep, dark secrets quickly mastered with easy-to-follow instruction book.
48 T 833—22 Tricks. Wt. 1 lb. 10 oz. . . . 2.66
48 T 834—16 Tricks. Wt. 1 lb. 6 oz. . . . 1.77

(D) **Skee-Ball Game.** All the thrills of real Skee-Ball—and with self totaling score, too. A favorite carnival game scaled down to toy chest size. Looks like the real thing . . . plays like the real thing . . . totals your score as you play. Of sturdy metal for years of playing enjoyment. 28¾x11x16½ in. high. Ship. wt. 6 lbs.
48 T 984 M. 5.49

(E) **Electro-Magnetic Baseball.** Players take your positions and "batter up." Fun for all. Push button . . . electronic pitcher hurls balls, batter hits. Magnetic ball adheres to field, players or fences, indicating hit, steal, strike-out or walk. Masonite field, metal frame, fences. 9 players, balls, scoreboard, instructions. Electric motor UL Approved. 110 to 120 V. AC. On-Off switch. 22½x22½x8 in. high.
48 T 903 M—Wt. 7 lbs. 8 oz. . . . 7.98

(F) **Electric Football Game.** There's the whistle, the kick-off . . . players race up and down 28½x15½-in. gridiron, tackle and block. Ball can be kicked, passed and run from line formations. Masonite surface, steel frame. Motor UL Approved for 110 to 120 V. 60-cycle AC. On-off switch. 22 players, kicker-passer, magnetic football, instructions. Ship. wt. 5 lbs. 8 oz.
48 W 820 M. 5.75

(G) **"Power Play" Electric Hockey Set.** For 2 to 6 players. Realistic, lightning action—six metal "men" on each team—move back and forth, stickhandle, shoot, pass and block. Red light flashes automatically when goal is scored. 2 "C" batteries required, (not included; order below). Realistic goal nets. Rink is of tough Masonite and metal. Puck is ejected by finger lever. 2 pucks. Size: 36x18x4 in. high.
48 T 835 MO—Wt. 11 lbs.... 12.95
48 W 2341 -"C" Batteries.
Ship wt. 8 oz. ..... 4 for 67c

"N. H. L. Official" Hockey Set (not shown). Similar to set above but players swivel to block, pass and shoot. Automatic starter for face-off. No goal light. Size: 36x16x4 in
48 T 837 MO—Ship. wt. 9 lbs. 9.95

(H) **Bas-Ket.** Real basketball in miniature. Shoot ball from any position on the court—action every minute of play. Steel mechanism, 20x12-in. fiber board court. Fun for 1 to 6 basketball fans.
48 T 794 M—Wt. 3 lbs. 8 oz. 4.39

(J) **Super Crow Shoot Set.** Take aim and fire away. 6 plastic crows—sitting on a fence just waiting to be shot. Box constructed as shooting gallery. For hunting—2 steel barrel break action, 21-in. rifles with wood stocks. Ammunition 15 corks. Size: 15⅛x7½ in.
48 T 876—Ship. wt. 2 lbs.. 2.49

Crow Shoot Set. Like above except has 5 crows, 1 rifle, 10 corks, no shooting gallery.
48 T 877 -Wt. 1 lb. 6 oz. . . . 1.69

(K) **"Carnival Cab" Pitch Game.** Child's version of carnival favorite. Six 5¾-in. polyethylene molded pussy cats, two 3-in. poly. baseballs—can't harm children or break windows.
48 T 745—Wt. 1 lb. 4 oz. . . . 1.77

(L) **Hen Target Game.** Fun for everyone. Hit Red dot on metal targets and plastic "egg" drops into basket. Plastic dart gun, 4 darts—*rubber-tipped*—and 6 plastic eggs. 17x14 in.
48 T 722—Ship. wt. 2 lbs.. 2.69

(M) **Bowling Sets.** Open bowling for young beginners. Two 3½-in. plastic balls—will not scratch floors or furniture. Ten 7¼-in. bowling pins molded of polyethylene in 10 colors.
48 T 789 M—Wt. 2 lbs. 2 oz. 2.49
48 T 788 M—Same as above but has 3-in. balls, 6-in. pins. Ship. wt. 1 lb. 14 oz. 1.69

(N) **Deluxe Electric Pinball Game.** Lights flash, bells ring, score registers when ball hits bumpers. Reloads 5 steel balls like commercial machine. Wood frame 30¾x16½x45 in. high. Sturdy wood legs and braced frame. Motor UL Approved for 110 to 120 V. 60-cycle AC.
48T924MO-Wt. 27 lbs. Cash 19.98

(C)

The Handsome New Underwood "Jewell"

Wt 25 lbs. Fed Excise Tax included in price
88 3D8795 ..... $109.95

NO MONEY DOWN

Long, Easy Terms

For students, housewives or businessmen ... this is the ideal modestly priced "family" typewriter, the full-size keyboard even types arithmetic signs ... and no typewriter can beat Underwood for easy action! Color selecting lever for red ribbon, black ribbon and stencil cutting, finger form keys for easy typing, bail holds paper firmly in place. Attractive Ivy Green finish, with Court Gray keys, complete with handsome two-tone matching carrying case (that can double for smart overnight bag). You'll be proud to own it!

The Luxurious New Underwood "Ace"

Wt 25 lbs. Fed. Excise Tax included in price.
88-4D10795 ..... $134.95

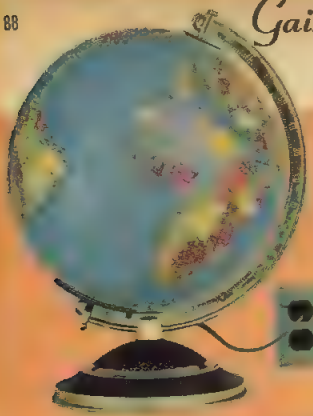
NO MONEY DOWN

Long, Easy Terms

Here is a portable with all the major features of a standard office typewriter!... the same keyboard, the same quality printing, the same touch and speed! Check these features: see-set margins, key-set tabulation, touch tuning, new finger-form keys, margin release key, carriage centralizing lock, single, double and triple line spacing, variable line spacer, plus push-button top cover. Finished in rich Yosemite Blue and Court Gray with beautiful matching carrying case, this is the typewriter buy of the year!

Gain Knowledge – Improve Your Skill

At Home – At Work – At School



REPLOGLE ILLUMINATED GLOBE

The lamp bulb inside the globe throws soft light into room. All places, names, etc., stand out clearly. The perfect window lamp! Looks beautiful from outdoors. Excellent light for viewing TV. 14" high. Adds glamor to living room FREE! Includes 32-page "The Story of the Globe" booklet. Wt. 8 lbs.
87-102601595 ..... .$19.95

A USEFUL REFERENCE FOR GEOGRAPHY — HISTORY — POLITICAL SCIENCE COURSES

REPLOGLE GYRO-MATIC WORLD GLOBE

WITH DISTINCTIVE BLACK OCEAN

Smart looking, black ocean, 12" model has gyro-like mounting that lets globe turn in all directions. Places "down under" can be turned toward top of globe for easy viewing. Shows 6,410 place names, mountains, deserts, rivers, highways, etc. in large, easy-to-read type. Time dial over North Pole compares time around the world. Gleaming chrome plating on base and assembly with black ocean and 10 harmonious colors make this a striking show piece for living room or den. Includes FREE 32 page booklet, "The Story of the Globe" filled with fascinating globe uses and games. Height 16½", wt. 6 lbs.
87-115D1435 .....$17.95

GIANT-SIZE GLOBES MAKE HOMEWORK EASIER — HELP CHILDREN GET BETTER GRADES

REPLOGLE COMMANDER WORLD GLOBE

The favorite of everyone who likes a wealth of detail. Large 12" size, beautifully lithographed in 10 colors. Over 6,400 place names can be seen clearly. Black and brass color finish on the base. 16½" high. Make homework easier for your children. Good reference to follow current events. FREE! "See The World On A Globe". Valuable deluxe 96-page book included with globe. Wt. 6 lbs.
87-2120795 .....$9.95

SMITH-CORONA ELECTRIC PORTABLE TYPEWRITER

WORLD'S FIRST ELECTRIC PORTABLE!

Increases your typing speed — Gives your typing the professional touch

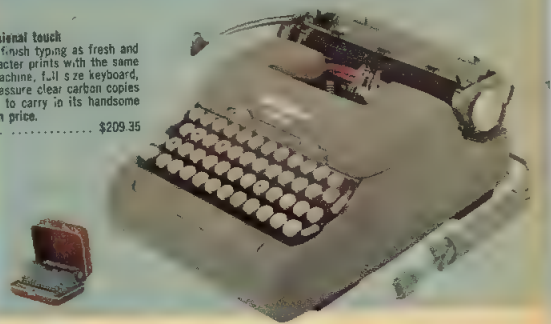
It takes so little effort to trigger a key on this electric portable that you finish typing as fresh and relaxed as when you began. No matter how you strike the keys, every character prints with the same sharp, uniform impression. Includes many features of the electric office machine, full size keyboard, key-set tabulation, repeat-key action, page gauge and impression control to assure clear carbon copies and perfect stencils. With all these features, it is still compact and easy to carry in its handsome "Holiday" case. In woodland beige color. Wt. 24 lbs. Excise Tax included in price.
88-5D16495 ..... $209.35

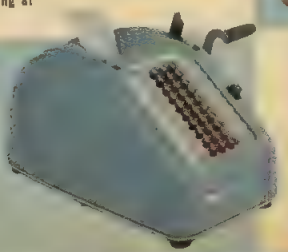
Automatic Repeat Action — Hold space bar down and spacing action continues until you release space bar. Hold hyphen key down and repeat action will underscore sentences effortlessly until you release key.

Page Gauge — Accurately indicates the exact amount of typing lines remaining at bottom of the page.

Impression Control Dial — Increases or decreases the force with which the type bar strikes paper. Greater force lets you make many more carbon copies.

Touch Selector — Lets you choose exact touch — from very light to firm.





Will list up to 9,999.99

Will total up to 99,999.99

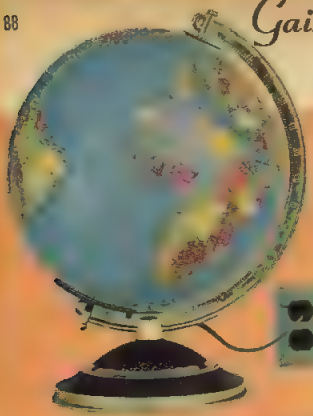
SMITH-CORONA ADDING MACHINE

Extra Quiet — Easy to Operate — Totals up to 7 Digits

Designed to handle a wide variety of figure work with speed, accuracy and ease. Ideal for all phases of small business and home use. Sturdy steel case with two-tone, non-glare keyboard. Permanent record of all transactions printed on tape in bold, easily-read type. Clearing signal prints automatically with first item listed. Individual column "clear keys" will clear incorrect figures in any column without disturbing others. "Error key" clears entire keyboard. "Repeat key" speeds up work and makes multiplication easy. Automatic "space-up" after total will position tape instantly at correct tear-off point. Precision engineered for trouble-free operation. Includes dust cover and instructions. Excise Tax included in price. Wt. 24 lbs.
88-708475 .....$106.13

Gain Knowledge – Improve Your Skill

At Home – At Work – At School



REPLOGLE ILLUMINATED GLOBE

The lamp bulb inside the globe throws soft light into room. All places, names, etc., stand out clearly. The perfect window lamp! Looks beautiful from outdoors. Excellent light for viewing TV. 14" high. Adds glamor to living room FREE! Includes 32-page "The Story of the Globe" booklet. Wt. 8 lbs.
87-102601595 ..... .$19.95

A USEFUL REFERENCE FOR GEOGRAPHY — HISTORY — POLITICAL SCIENCE COURSES

REPLOGLE GYRO-MATIC WORLD GLOBE

WITH DISTINCTIVE BLACK OCEAN

Smart looking, black ocean, 12" model has gyro-like mounting that lets globe turn in all directions. Places "down under" can be turned toward top of globe for easy viewing. Shows 6,410 place names, mountains, deserts, rivers, highways, etc. in large, easy-to-read type. Time dial over North Pole compares time around the world. Gleaming chrome plating on base and assembly with black ocean and 10 harmonious colors make this a striking show piece for living room or den. Includes FREE 32 page booklet, "The Story of the Globe" filled with fascinating globe uses and games. Height 16½", wt. 6 lbs.
87-115D1435 .....$17.95

GIANT-SIZE GLOBES MAKE HOMEWORK EASIER — HELP CHILDREN GET BETTER GRADES

REPLOGLE COMMANDER WORLD GLOBE

The favorite of everyone who likes a wealth of detail. Large 12" size, beautifully lithographed in 10 colors. Over 6,400 place names can be seen clearly. Black and brass color finish on the base. 16½" high. Make homework easier for your children. Good reference to follow current events. FREE! "See The World On A Globe". Valuable deluxe 96-page book included with globe. Wt. 6 lbs.
87-2120795 .....$9.95

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88-5D16495 ..... $209.35

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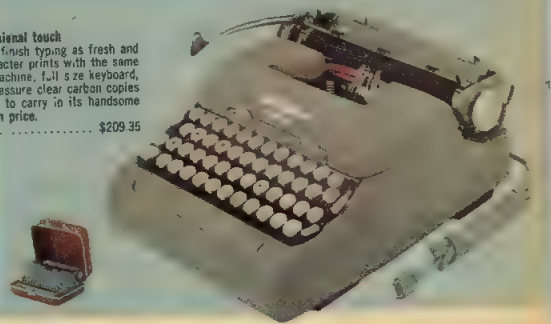

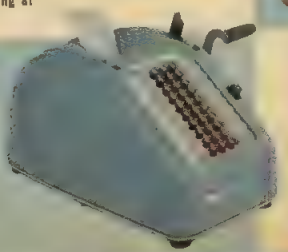

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88-708475 .....$106.13

The Handsome New Underwood "Jewell"

Wt 25 lbs. Fed Excise Tax included in price
88 3D8795 ..... $109.95

NO MONEY DOWN

Long, Easy Terms

For students, housewives or businessmen ... this is the ideal modestly priced "family" typewriter, the full-size keyboard even types arithmetic signs ... and no typewriter can beat Underwood for easy action! Color selecting lever for red ribbon, black ribbon and stencil cutting, finger form keys for easy typing, bail holds paper firmly in place. Attractive Ivy Green finish, with Court Gray keys, complete with handsome two-tone matching carrying case (that can double for smart overnight bag). You'll be proud to own it!

The Luxurious New Underwood "Ace"

Wt 25 lbs. Fed. Excise Tax included in price.
88-4D10795 ..... $134.95

NO MONEY DOWN

Long, Easy Terms

Here is a portable with all the major features of a standard office typewriter!... the same keyboard, the same quality printing, the same touch and speed! Check these features: see-set margins, key-set tabulation, touch tuning, new finger-form keys, margin release key, carriage centralizing lock, single, double and triple line spacing, variable line spacer, plus push-button top cover. Finished in rich Yosemite Blue and Court Gray with beautiful matching carrying case, this is the typewriter buy of the year!

RICHARDSON

1909 1959

GOLDEN ANNIVERSARY

50 Years

"53" Golden Anniversary Motor Yacht

"43" Golden Double Cabin Saloon Yacht

"35" Golden Jubilee Sedan

"40" Golden Jubilee Sedan

"31" Golden Express

"35" Golden Jubilee Express

THE GOLDEN FLEET FOR 1959

of Leadership

for 1959 Richardson presents its Golden Anniversary Fleet — a fleet of fine pleasure craft ranging from a sleek 24 foot sky cruiser to majestic yachts of 45, 46 and 53 feet of seagoing glamour and luxury. All are the products of 50 years of experience and know how that have commanded respect for Richardson Cruisers wherever power cruisers are discussed, that have made Richardson Cruisers the standard of Comparison for sound construction and seaworthy value, that have made an investment in any Richardson a sound investment in happiness that will pay dividends year after year.

See the Golden Jubilee Cruisers at the Boat Shows

"46" Golden Anniversary Motor Yacht

40' Golden Custom Sport

"40" Golden Jubilee Express

"24" Golden Utility

"31" Golden Commuter

"27" Golden Utility

RICHARDSON BOAT CO., INC.

NORTH TONAWANDA, N. Y.

# of Leadership

For 1959 Richardson presents its Golden Anniversary Fleet . . . a fleet of fine pleasure craft ranging from a sleek 24 foot day cruiser to majestic yachts of 43, 46 and 53 feet of seagoing glamour and luxury. All are the products of 50 years of experience and know-how that have commanded respect for Richardson Cruisers wherever power cruisers are discussed, that have made Richardson Cruisers the Standard of Comparison for sound construction and seaworthy value, that have made an investment in *any* Richardson a sound investment in happiness that will pay dividends year after year.

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"35" Golden Jubilee Express

THE GOLDEN FLEET FOR 1959

Breeze Down the Highways on a ROLLFAST

New Rollfast Super Deluxe 26′ Middleweight
The smoothest-riding, most beautiful Rollfast ever made—it's deluxe in every respect! U.S. Rubber 1.75″ tires (with white sidewalls) mean less road drag. Middleweight double-bar frame construction chops off excess weight, yet retains full strength.

New 1959 features: deluxe chrome double action spring front carrier, handle bar mounted chrome head lamp, deluxe Troxel saddle with chrome springs and crash rail, chrome chain guard, chrome fenders and rims, white-trimmed luggage carrier with tubular chrome rear brace. Also: battery-powered horn built into chrome trim tank, white plastic grips, American safety coaster brake. Rear reflector, kick stand, ball bearing pedals. Handsome in black and white with red trim. From New York or Indiana.

835-769 D5575 26″ Boy's. 55 lbs. **$69.50**

New Rollfast Special Deluxe 26′ Middleweight
Big . . . streamlined . . . super-strong! Has every feature for safety, beauty and smooth-rolling comfort on the road: Twin-arched (cantilever type) frame; U.S. Rubber 1.75″ white sidewall tires; safety coaster brake.

And look at these luxury extras: chrome and white headlamp with handle bar mount; new built-in horn with easy-access button. 2-tone middleweight saddle with colored piping, chrome springs. Chrome finish front spring carrier. Matching color pedals and plastic handlebar grips. Striped, enameled mudguards. Full size chain guard with 2 color trim. Chrome rims. Enameled rear carrier. Kick stand. Reflector. 3-color finishes: Boy's: Indian Red-white-blue. Girl's: Gulf Blue-white-red. From N.Y. or Indiana.

835-629 D4450 26″ Boy's. 52 lbs. **$55.50**
835-637 D4450 26″ Girl's. 52 lbs. **55.50**

Rollfast Deluxe 2-Speed Middleweight
This racy, fully-equipped American-made Rollfast offers strength, endurance, and easy-pumping speed! Famous Bendix multi-speed coaster brake gives you power braking plus 2 forward speeds; gear shift is right at finger tips. Twin-Arch cantilever frame is lighter yet stronger than conventional frames. Chrome-finish on front mounted spring carrier . . . and battery powered headlamp at handlebar. Lightweight, 2-color saddle. Trimmed, full-length chain guard. 1.75″ middleweight white sidewall tires on chrome rims. White handle bar grips, striped mudguards. Rear reflector, kick stand. Sparkling automotive finishes . . . Boy's in Shamrock Green with white trim, Girl's in Gulf Blue with white. From New York or Indiana.

835-702 D4795 26″ Boy's. 49 lbs. **$59.95**
835-710 D4795 26″ Girl's. 49 lbs. **59.95**

Stewart-Warner Speedometer . . . tells how far, how fast you go. Works like regular automobile speedometer . . . indicates speeds from 0 to 50 miles per hour, registers mileage up to 10,000 miles. Blue dial with easy-to-read white lettering, red pointer. Hammered aluminum case; chrome rim. Speedometer cable, fittings and instructions included.

835-975 B410 Cadet Speedometer **$5.75**

Twin Light Bicycle Generator Set. Gives brilliant night-time illumination. Produces constant power for head and tail lights at all speeds; disengages from tire when not in use. 3″ chrome-plated headlamp. Double beam, spare bulb, top switch. Chrome plated tail lamp with red lens. Includes brackets, wires, instructions for mounting.

835-934 B397 Generator Set. **$5.95**

Chrome Bicycle Headlight-Tail Light Set. As functional as it is decorative. Headlight throws a strong beam of light . . . tail light shines brightly—adding greatly to night-riding safety. Streamlined design, with 1 top and 2 side fins. Unit mounts to handlebar of any bicycle, has push-button control. Uses 2 flashlight batteries (not incl.).

835-652 B199 Headlight Set. **$2.98**

. . . Years of Pleasure for the Whole Family!

Rollfast Streamline Tank Middleweight
Breeze down the hi-ways and by-ways with this exceptional value! Equipped American model is ever-rugged, reliable, and easy-to-pump. 1.75" middleweight tires assure a smooth-rolling, no-drag ride. Sparkling new colorful trim on full size chain guard, tank and 2-tone battery powered head lamp. Chrome truss rods and fork cap. Luggage carrier, white enameled rims. Standard safety coaster brake. Ballbearing pedals. Colored plastic topped saddle, white handlebar grips. Rear reflector. Kick stand. 26" Boy's in Indian Red and white, 24" Boy's in Indian Red and pearl; 24" and 26" Girl's in Gulf Blue and White. Shipped from N.Y. or Ind.

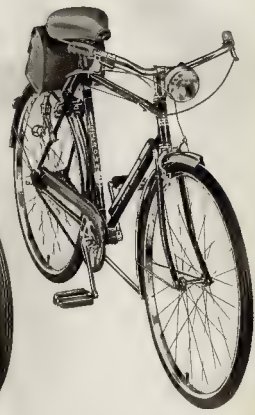
835-785	**D3825**	26" Boy's. 54 lbs. **$47.95**
835-801	**D3825**	26" Girl's. 54 lbs. **47.95**
835-793	**D3725**	24" Boy's. 47 lbs. **46.50**
835-819	**D3725**	24" Girl's. 47 lbs. **46.50**

American Rollfast Arch-Bar Middleweight
Go the fun-filled way on this Rollfast . . . made of standard American (easily replaceable) parts. Sparkling automotive-type finishes with white trim, head decoration, striped fenders. Black 1.75" middleweight tires. Colored plastic top saddle and grips. Striped, enameled mud-guards. Full-length chain guard. Standard coaster brake. Handlebars adjust. Ball bearing pedals. Kick stand. Rear reflector. All boy's models in Indian Red & white. All girl's models in Gulf Blue & white. From New York or Indiana.

835-827	**D3325**	26" Boy's. 47 lbs. . . . **$41.50**
835-850	**D3325**	26" Girl's. 47 lbs. . . . **41.50**
835-825	**D3195**	24" Boy's. 43 lbs. . . . **39.95**
835-876	**D3195**	24" Girl's. 43 lbs. . . . **39.95**

20" Models with Removable Trainer Wheels.

835-843	**D3035**	20" Boy's 40 lbs . . . **$37.95**
835-884	**D3035**	20" Girl's. 40 lbs. **37.95**

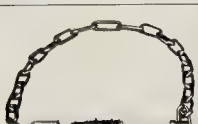


Deluxe 26" English 3-Speed Lightweight
A slim, trim, genuine English import made for the open road. Outfitted with Sturmey-Archer 3-speed hub in rear wheel, finger-tip gear shift on handlebar. You shift gears on the go . . . a gear for acceleration, one for climbing hills, still another for touring. Safer caliper-type handbrakes with controls at handle bar grips. Built-in generator powers head lamp, tail light. Tan mattress-type saddle. Tourist bag with tools. It laps up the miles on lightweight 1¾" Dunlop tires with butyl rubber inner tubes. Chain guard. Ball bearing pedals, non-slip pedal rubbers. Men's model in Flamboyant Red; ladies' in Flamboyant Blue. Both have gold trim, chrome mud-guards and wheel rims, tire pump and Shuresta kick stand. From N.Y.

835-728	**D4650**	Men's 26". 48 lbs. . . . **$57.95**
835-736	**D4650**	Ladies' 26". 48 lbs. . . . **57.95**

Chrome Bicycle Horn. Warns of your approach. Gives reliable, gusty sound by pushing button. Control button mounts on handle bar of any bicycle. Uses one standard flashlight battery (not included). Gleaming, chrome-plated case won't rust . . . has push-button opening for easy battery replacement. 5½" long. Wires and brackets included.

835-660 B99 Bicycle Horn. **$1.49**



Chrome Combination Lock . . . attached to a 24" long chain with strong welded links. A reliable, simple-to-operate lock for bicycles . . . equally useful in safeguarding baby carriages, lawn mowers and other movable equipment. Chrome plated lock and chain won't rust. Uses a 4-number combination with a sturdy, trouble-free locking mechanism.

835-678 B113 Lock and Chain. **$1.69**

Genuine Leather Western Saddle Bags . . . great for bikes, motor scooters, motorcycles. Two large, roomy bags . . . made of grained, genuine black leather, bound all around with rugged plastic. Eye-catching cowboy design embossed on sides. Silvered metal decorations. Sturdy top grain leather straps.

835-447	**B600**	13"x15" Bags. Pair . . . **$8.95**
835-439	**B400**	11"x10" Bags. Pair **5.95**

It's a Stampede

[A] The Wonder Horse
$34.88
$3.50 down

[B] Gene Autry's Champion
$28.88
$3.00 down

[C] The Red Stallion
$19.88

[D] Mobo Prairie Prancer
$22.50
$2.50 down

[E] Mobo Walker
$22.50
$2.50 down

[F] Happy-Time Horse
$11.44

Favorites from Roy Rogers' "Double-R-Bar" Corral

[G] Pinto Pete
$8.98

[H] $9.79

[J] New! Trigger Concealed Spring Horse $24.95

Spirited Steeds from Santa's Stable

Lively Rocking Horses that walk, trot, rear or buck
Exciting play and fun-filled motion for riders of all ages

ITEMS DESCRIBED BELOW ILLUSTRATED ON OPPOSITE PAGE

A Blue Ribbon Wonder Stallion. Pinto charger is "contour sculptured" in break resistant vinyl plastic. Molded "tooled" saddle. Bronze-enameled 1-inch tubular steel frame, mounting stirrups. Heavy coil springs. Saddle height 27 in. Length (knee to tail) 34½ in. Frame 26x43 in. long. Easily assembled. See shpg. note below.
79 N M7513—Shpg. wt. 32 lbs. $34.88

Blue Ribbon Wonder Mare. 25 in. to saddle 29½ in. long. Frame 25x40½ in.
79 N M7519—Shpg. wt. 28 lbs. $29.88

B Gene Autry's famed Champion. This mount has a removable leather saddle and metal bitted leather bridle. A spirited chestnut with an open mouth and flowing mane and tail "contour sculptured" in break resistant plastic.

Gold colored 1-inch tubular steel frame. Extra size no-mar rubber tips for hours of safe riding. Heavy coil springs. Saddle height 23½ in. Length (knee to tail) 28½ in. Frame 24x38 in. long, easily assembled. See shpg. note below.
79 N M7517—Shpg. wt. 28 lbs. $26.88

C The Red Stallion. Young "range riders" will saddle and bridle him with his genuine brown leather set . . . ride out after outlaws armed with their gun in a leather holster. A lively open-mouthed red charger molded of sturdy break resistant acetate plastic. Bright red-enameled 1-inch tubular steel frame and mounting stirrups. Safe no-mar tips. Heavy coil springs. Saddle height 21¼ in. 34½ in. long (knee to tail). Frame 32x36 in. wide, easy to assemble. See shpg. note below.
79 N M7582—Shpg. wt. 17 lbs. $19.88

D Newt Prairie Prancer . . . a sturdy all steel steed with *concealed spring action* came from England to carry young buckaroos. Finished in chip-resistant baked enamel. Coil springs enclosed in horse's body have adjustable tension for youngsters of different weights . . . stirrups also adjust to 3 different positions. Red ⅞-inch tubular frame is tilt resisting. Saddle height 25 inches. Hoof-to-hoof length 38 inches. Easy to assemble.
79 N 07518—Shpg. wt. 24 lbs. $22.50

E Mobo, the Walking Horse. An amazing steel steed that really walks! Just a little pressure on the stirrups steers Mobo straight ahead, turns him right or left . . . wheels him in circles. Wheels hidden in hooves travel smoothly over the floor. Steering can be locked straight ahead for the tiniest riders. Adjustable stirrups. 19 in. to saddle. Body is 12 in. wide 27 in. long. Palomino enamel finish. Imported from England. Easily assembled.
79 N 07571L—Shpg. wt. 27 lbs. $22.50

F Hoppi-Time Spring Horse. This lively white charger trots, bounces and lopes on 4 high tempered safety steel springs. His compressed fiber body has a gleaming white baked enamel finish, sports a bright red saddle and bridle. Chrome-plated ¾ in. tubular steel frame attached to rubber-tipped hardwood base. Saddle height 19½ inches. 31½ in. long (hoof to hoof). Base 19½x31½ inches long, easy to assemble.
79 N 07522L—Shpg. wt. 17 lbs. $11.44

G "Pinto Pete" . . . a handsome spring pony with the spirited action tiny tots love. He's molded of rugged break-resistant acetate. Authentic western saddle with a handy pommel rest. Sturdy safety metal frame with silver color finish. Wood hand grips and footrests. Saddle height 17½ in. Length (knee to tail) 27 inches. Frame 33x15½ in. wide; easy to assemble.
79 N 07586L—Shpg. wt. 12 lbs. $8.98

H Roy Rogers' Trigger . . . a frisky pony for the tiniest dudes! Trigger has a soft palomino coat of cotton-backed rayon plush and a white mane and tail. Stuffed with springy cotton and excelsior. Western-style vinyl plastic saddle wipes clean. He rolls quietly on rubber tired wheels. Frame supports up to 100 pounds. Saddle height 15 inches. 15½x8x21 in. high.
79 N 04082—Shpg. wt. 8 lbs. $9.79

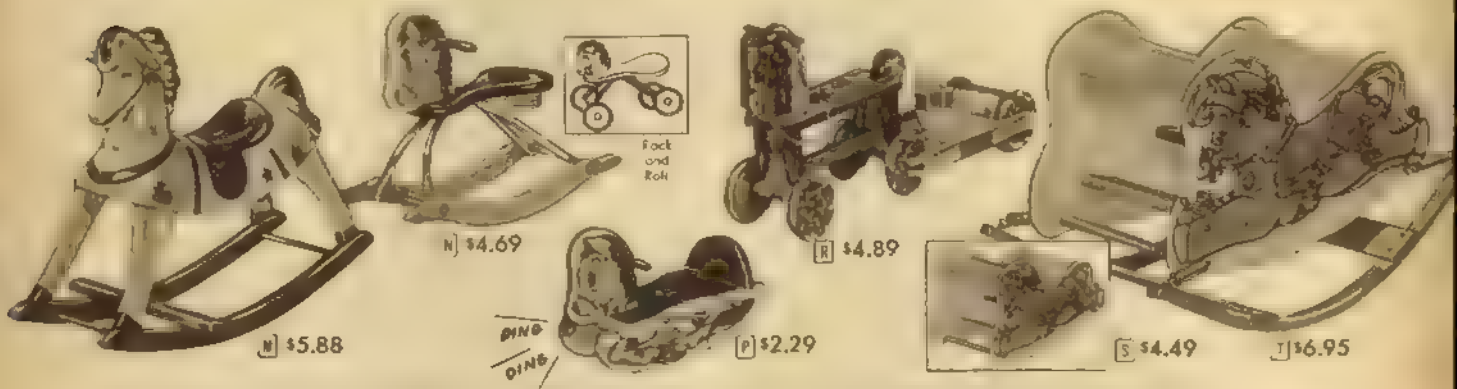
J Roy Rogers' New Trigger is a bouncing spring horse. A dashing palomino molded of acetate plastic, vinyl plastic reins. Giant concealed coil spring in horse's body gives safe, spirited ride. Bronze-finished ¾ in. tubular steel frame. 13¾-in. tubular uprights. Saddle height 21½ in. Length (knee to tail) 31 in. Frame 38x22½ in. wide, easy to assemble.
79 N 07520L—Shpg. wt. 18 lbs. $24.95

K $4.49

L $1.67

K Bouncy Bill. An inflatable pony that squeaks merrily when children ride him. "Bill" is made in bright colors. His sturdy, easy-to-clean vinyl plastic body will endure hours of hard riding. Coil spring legs detach so that even tiniest tots can ride him. 21x13x27½ inches high overall.
49 N 7507—Easy to inflate. Shpg. wt. 3 lbs. $4.49

L Roy Rogers' Inflatable Trigger. The ideal first horse for young Westerners . . . this realistic palomino with red, white and blue trim says "squeak squeak" as tots bounce gaily on his saddle. Tough vinyl plastic body wipes clean with a swish of a damp cloth. 21x12x23 in. high overall.
49 N 7505—Easy to inflate. Shpg. wt. 1 lb. 4 oz. . . $1.67



N $4.69

N $5.88

P $2.29

R $4.89

S $4.49

J $6.95

Extra-safe Tip-resistant Rocking Horses give hours of playtime pleasure to young range riders

M Hoppi-Time Rocking Horse has a gleaming white molded fiber body; 22½ inches long. Baked enamel finish, bright red saddle, blue blanket and star, red bridle. Sturdy 29 inch long red hardwood rockers. Easy to assemble. Wt. 7 lbs.
79 N 07524 $5.88

N Rock and Roll. Pony streaks across floor on easy-to-attach wheels, prances for joy on wood rockers. Metal tubular legs, wood body 9½ in. to seat. 24 in. long, 17 in. high. Wheels incl. Easy assembly. Wt. 5 lbs.
79 N 07550 $4.69

P Spotty, the gentlest pony in our stable. Seat 4 in. from floor. Back support, handgrips. Gay jingle bell on his nose. Sanded pine wood with painted palomino horse design. 18½x7x10½ in. high. Easy assembly. Wt. 3 lbs. 6 oz.
49 N 7597 $2.29

R Chime Horse, Wagon plays gay tunes. Detachable cart with 20 vinyl blocks, giant roller chime at rear. 9½ in. to seat, 5 in. wide. Over all length (with cart, chime barrel) 32½ in. Metal wheels. Wt. 7 lbs.
79 N 07510 . . . $4.89

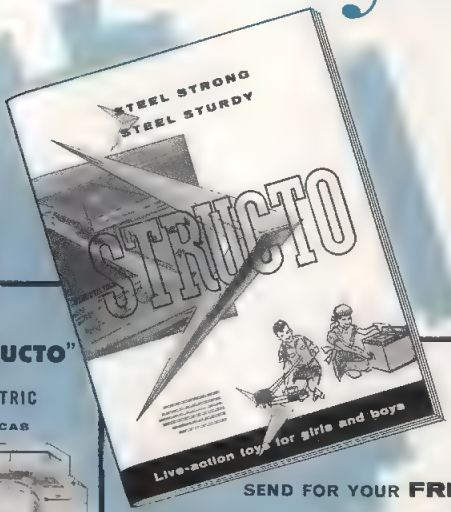
S Shoo-fly. A pony that will win children's hearts. High pressed wood sides, wide seat keeps cowpokes snug in the saddle. Hardwood seat, footrest, tray. 5 gay colors hand-screened. 26½x12x15½ in. high. Easily assem. Wt. 10 lbs.
79 N 07521L $4.49

T Bouncy Shoo-fly. Lovable pony has hardwood steam-bent rockers on four bouncy coil springs. Hours of fun to tiny range riders. Removable rockers. Body has same features as (S) at left. Easy to assemble. Wt. 12 lbs.
79 N 07580L . . . $6.95

SHIPPING NOTE. All items marked M, such as 79 N M7513 are shipped freight, express or truck

STRUCTO STEEL STRONG

New Toys



NEW
"LITTLE MISS STRUCTO"
GENERAL ELECTRIC
APPEARANCE REPLICAS

Fully described in the new 1959 Structo catalogue. Sold as individual pieces or complete single package unit. Backed by an effective advertising and merchandising plan that brings sales to your store.

SEND FOR YOUR FREE
1959 STRUCTO CATALOGUE TODAY

New items, new styling, new colors, make the new 1959 Structo line highly attractive. Structo toys are not only well built but well sold for you. Get your copy of this full color, lively, helpful book today. Write Structo, Freeport, Ill.

Complete line of Girls' Toys and Boys' Toys by Structo can be seen in Suite 302-4-6 at the 200 Fifth Avenue Bldg. Also at the Hotel New Yorker-North Ballroom-Mezzanine Floor.

STRUCTO STEEL STURDY

More Sales

STRUCTO MANUFACTURING COMPANY, Freeport, Illinois

beauty without breakage

TEXAS-WARE

fine melmac® dinnerware

Lovely patterns styled for gracious dining. TEXAS WARE is molded of melamine for greatest resistance to breaking, cracking or chipping, for safety in boiling water or hottest electric dishwasher. Beautiful decorations are molded in, will never fade or wear away. Choose any pattern and know you have the best in elegance and quality.

Set Composition

20 Piece Service for Four

4 each dinner plates, salad plates, cereal-soup bowls, cups and saucers. Approximate shipping weight 6 pounds.

45 Piece Service for Eight

8 each dinner plates, salad plates, cereal-soup bowls, cups and saucers; 1 each large platter, serving bowl, creamer, sugar bowl and sugar bowl lid. Approximate shipping weight 16 pounds.

Guaranteed

All TEXAS WARE is guaranteed for two full years against breaking, cracking or chipping in normal use.

Gold Wheat

Classic gold pattern on glistening translucent white. Lovely for dining by candlelight . . . durable enough for years of day-in, day-out family use. Dinners, salads, saucers and platter decorated; cups and bowls in lustrous solid white.

7K333X1497	20-pc. Service for Four	Retail **24.95**
7K334X3597	45-pc. Service for Eight	Retail **59.95**

Shasta

Lovely, stylized daisies with yellow, sandalwood and turquoise petals on gleaming, translucent white to set a beautiful table, whether the background is contemporary or provincial. Decorated dinners, salads, saucers and platter; matching sandalwood cups and bowls with sparkling white interiors molded by TEXAS WARE'S exclusive Color-on-Color process.

7K321X1497	20-pc. Serv. for Four	Retail **24.95**
7K323X3597	45-pc. Serv. for Eight	Retail **59.95**

Springtime

A pure white translucent body wreathed with a delicate floral design in rich turquoise, yellow and sandalwood . . . a traditional pattern that will charm family and guests alike. Dinners, salads, saucers and platter decorated; cups and bowls are molded by exclusive Color-on-Color process in matching turquoise with gleaming white interiors.

7K335X1497	20-pc. Serv. for Four	Retail **24.95**
7K336X3597	45-pc. Serv. for Eight	Retail **59.95**

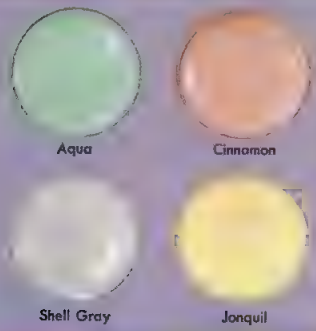
TEXAS·WARE

fine melmac® dinnerware

Guaranteed TWO FULL YEARS Against Breaking, Cracking or Chipping in Normal Use.

The finest molded dinnerware available . . . beautiful colors and shapes to make lovely table settings, combined with such sturdy durability that all TEXAS WARE is guaranteed against breakage. Safe even in the hands of children and so easy to care for . . . they clean with the swish of a cloth, and never a worry about chipped edges or broken handles. Perfectly safe in scalding water or dishwasher.

Rainbow



San Jacinto CONTEMPORARY

45-Piece Special Service for Eight

$52.70 open stock value . . . now only $29.95

Delightful texture colors to lend a special carefree gaiety to family meals or a dinner for friends. Save 45% on this special service for eight. Wonderful new colors: Aqua, Cinnamon, Shell Gray, Jonquil, or Rainbow of Aqua, Shell Gray, Jonquil and Tangerine. Please see reverse side of page for set composition and weight.

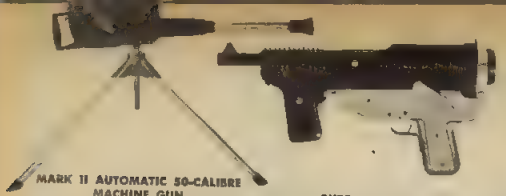
7K326X1997	45-pc. Service for Eight, Aqua	Retail **29.95**
7K327X1997	45-pc. Service for Eight, Cinnamon	Retail **29.95**
7K328X1997	45-pc. Service for Eight, Jonquil	Retail **29.95**
7K329X1997	45-pc. Service for Eight, Shell Gray	Retail **29.95**
7K330X1997	45-pc. Service for Eight, Rainbow	Retail **29.95**
7K325X837	20-pc. San Jacinto, Rainbow	Retail **13.95**

Nassau

Made by the bold new Color-on-Color process . . . exclusive with TEXAS WARE. Colors are molded together so that they are forever joined in permanently beautiful contrast. Nassau makes a beautiful table setting against any background traditional or modern, and you'll love the handsome new shape. Available in: White on Sandalwood, Yellow on Sandalwood, Turquoise on Sandalwood, or Pink on Gray. Please see reverse side of page for set composition and weight.

7K331X1317	20-pc. Service for Four, White on S/Wood	Retail **21.95**
7K312X1317	20-pc. Service for Four, Turq. on S/Wood	Retail **21.95**
7K311X1317	20-pc. Service for Four, Yel. on S/Wood	Retail **21.95**
7K313X1317	20-pc. Service for Four, Pink on Gray	Retail **21.95**
7K332X2997	45-pc. Service for Eight, White on S/Wood	Retail **49.95**
7K318X2997	45-pc. Service for Eight, Turq. on S/Wood	Retail **49.95**
7K317X2997	45-pc. Service for Eight, Yel. on S/Wood	Retail **49.95**
7K319X2997	45-pc. Service for Eight, Pink on Gray	Retail **49.95**

WESTERN GUN ROUND UP



MARK II AUTOMATIC 50-CALIBRE MACHINE GUN

A life size authentic, realistic 50-calibre automatic machine gun that fires by button. Made of high impact polystyrene for hard play. Shoots any standard roll caps in short or long bursts. Swivel action.

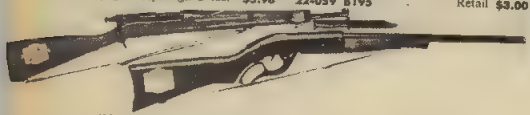
Retail

22-715 B395 Ship. wgt. 2 lbs. **$5.98**

BURP GUN BY MATTEL

Only fully automatic cap gun make. Safe. One to fifty shots at the touch of the trigger. Smoking barrel. Easy to load and fire Uses perforated caps. All metal working parts. Rust resistant plated grip. Realistic. Ship. wgt. 1½ lbs.

22-059 B195 . Retail **$3.00**



KADET TRAINERIFLE

The official Kadets of American training rifle Wood stock, walnut finished Blued metal parts Operating bolt action and clicker-trigger. Adjustable web sling and detachable bayonet Length 40¼" Comes complete with instructions on drilling and manual of arms. Ship. wgt. 4 lbs.

22-599 B265.....Retail **$3.98**

SHOOT-RITE GUN

2 piece wood stock, walnut finish, strong mechanism shoots corks hard and straight but will not break light bulbs. Real shotgun styling. Front and rear sights. Adjustable web sling. Has shotgun manual and corks. Length 35". Ship. wgt. 3 lbs.

22-600 B365.....Retail **$4.98**

STAGECOACH SET BY MATTEL

Winchester saddle gun with 8 all-metal play bullets in bullet pack. Sixgun and holster set with 18 all-metal bullets. Both guns fire 50 perforated roll caps. Adjustable fast draw holster to top grained cowhide. Winchester has lever action and actually rejects. Ship. wgt. 4½ lbs.

22-569 B795. . . . .Retail **$12.00**

(A) ACK-ACK GUN. Actually shoots balls 1¼" in diameter in rapid fire. 15 shots. Makes realistic Ack-Ack sound when fired. Accurate. Fast loading. Foam type, unbreakable balls Quality constructed to stand great abuse. All clear automotive plastic barrel. Shooting gallery included for accuracy practice.

22-439 B330 Ship. wgt 3 lbs..... Retail **$4.98**

(B) 750-SHOT BUSTER REPEATING RIFLE. Lever action. Extra loud report. One-piece Walnut Medium impact plastic stock. Die cast body with removable steel barrel. Each rifle comes packed in gun case. Realistic, fast-action gun.

22-572 B265 Ship. wgt. 2 lbs.. ..... Retail **$3.98**

22-573 B19 80X AMMO 3750 SHOTS Ship. wgt. 6 oz.. .....Retail **.29**

(C) TOMMY-BURP CAP GUN BY MATTEL. Mattel-O-Matic action. Turn the crank for a smoking burst, or squeeze the trigger for a single shot. Authentic replica of Tommy Gun Includes movable rear sight All metal firing and loading mechanism Use perforated roll caps only. Ideal for war games.

22-060 B167 Ship. wgt 1½ lbs.. . .....Retail **$2.50**

(D) DAISY PUMP-ACTION BB GUN. Famous forced-feed repeater adjustable peep-and-open sight, engraved oval stock 37" long Sh. wt 4 lbs.

22-208 B678 . Retail each **$10.00**

(E) DAISY "EAGLE" WITH 2X SCOPE. 850-shot lever action repeater leather sling Ramp front sight peep-and-open rear. 37" long. 2 packs BBs, loader

22-207 B945 Sh wt 5¼ lbs. Retail each **$14.00**

HAND GUNS and SIX GUNS of FAMOUS TV HEROES

(A) WYATT EARP. Belt and holster in genuine cowhide Adjustable belt holds cartridges. Hip-slung holsters carry two guns. One long barrel for distance shooting and one regular. Ship. wgt. 1¾ lbs.

22-204 B330 .....Retail **$5.00**

(B) 7-PIECE WYATT EARP. Combination set. Includes cuffs, spurs, conchas, belt, holsters and guns, bandana and badge. Twin six-guns are carried in genuine cowhide hip-slung holsters. Ship wgt. 2 lbs.

22-671 B465.....Retail **$7.00**

(C) WYATT EARP BELT AND HOLSTER SET. Completely embossed hip-slung twin cowhide holsters. Six-guns are repeater Coyote pistols. Ship. wgt. 1¼ lbs.

26-670 B195. .....Retail **$3.00**

(D) COLT .45 LARGE. Special laced adjustable belt fits any waist size. Genuine cowhide holster design to carry Colt 45 six-gun. Pistol complete with bullets. Fan hammer. Ship. wgt. 3 lbs.

22-672 B530 .....Retail **$8.00**

(E) WELLS FARGO BROWN SLAMMER. Brown Slammer six-gun with special Bunt-line holster that can fire gun without touching the trigger. Holster swivels to aim automatically. Ship. wgt. 2 lbs.

22-453 B265 .....Retail **$3.98**

(F) WELLS FARGO. Double holster and belt set of genuine cowhide. Holsters are hip-slung for fast draw and carry matching double action six-shooters. Pistols balanced for speed. Ship wgt. 1½ lbs.

22-775 B330.....Retail **$5.00**

(G) FANNER. With swivel-shot trick holster. Beats the fastest draw! Push the gun butt down and the holster swivels to aim, and the gun fires. Also an almost invisible nylon stunt line. Ship. wgt. 1¼ lbs.

22-794 B395.....Retail **$6.00**

(H) MATT DILLON GUNSMOKE SET. Belt and double holster set patterned after Matt Dillon's. Decorated with jewelled medallions and Matt Dillon Conchas Matched six-guns, cross straps, and leather leg ties. Ship wgt. 2½ lbs.

22-074 B397 ..... Retail **$5.98**

(J) HAVE GUN WILL TRAVEL DOUBLE HOLSTER SET. Authentic reproduction of the set Paladin wears on "Have Gun Will Travel" TV show.

22-776 B330 Ship. wgt. 2½ lbs...Retail **$5.00**

WESTERN HERO FIGURINES

EVERY PIECE A WORK OF ART!

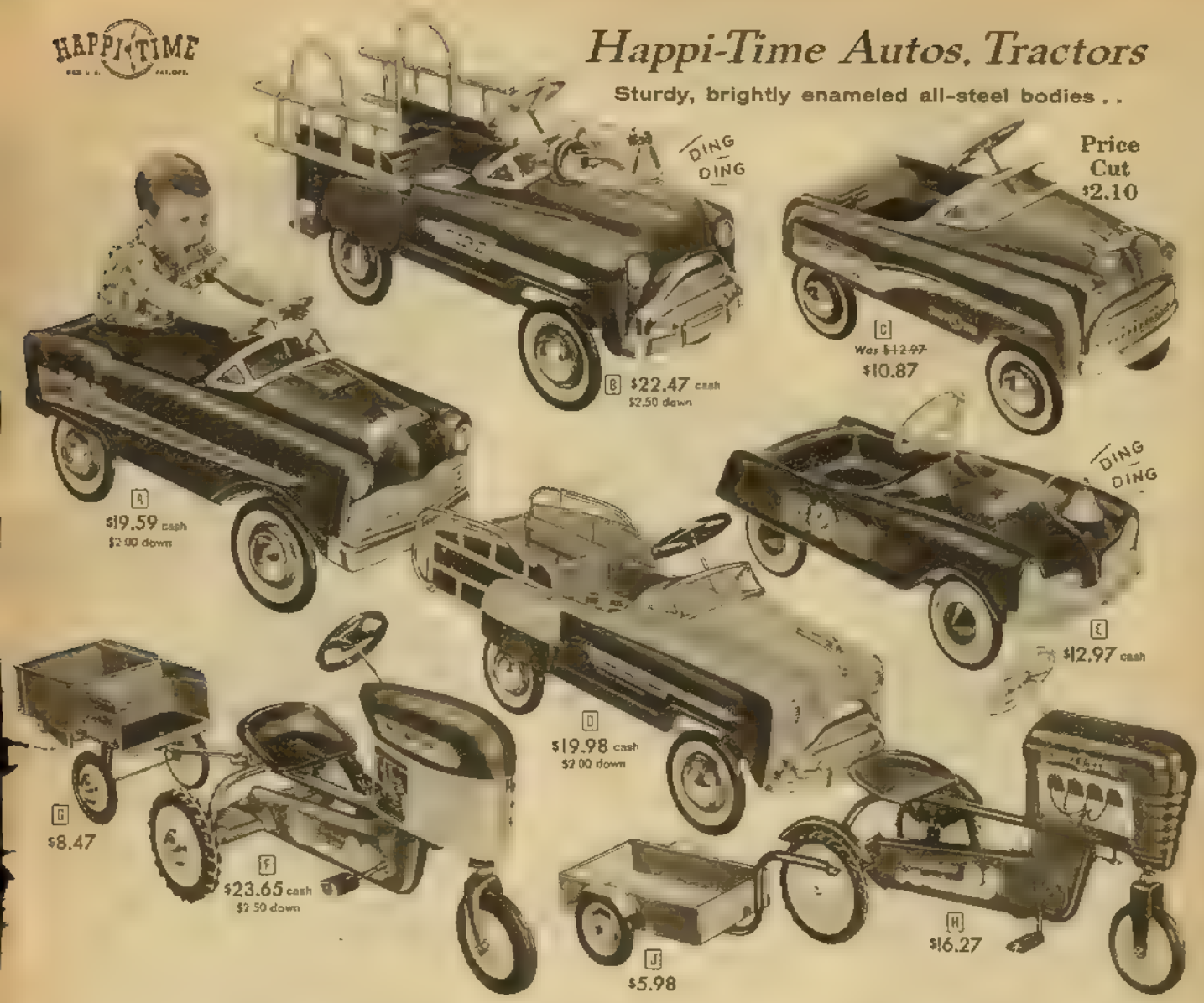
More than just toys, pieces have appeal as collectors' items, keepsakes, or knick-knacks. Are durable, beautiful, authentic and are molded of practically unbreakable acetate. Handpainted and precise.

(A)	22-200 B265	Lone Ranger on Silver.	Retail	$3.98
(B)	22-201 B265	Tonto on Pinto	Retail	3.98
(C)	22-631 B265	Matt Dillon of "Gunsmoke"	Retail	3.98
(D)	22-629 B265	Roy Rogers on Trigger	Retail	3.98
(E)	22-199 B265	Wyatt Earp on Tombstone	Retail	3.98
(F)	22-630 B265	Chief Cochise of "Broken Arrow" . .	Retail	3.98

HAPPI-TIME

Happi-Time Autos, Tractors

Sturdy, brightly enameled all-steel bodies . .



1959 Models direct from Santa's showroom . . snappy sports cars, station wagons . . rugged trucks, tractors

[A] Happi-Time Super Sports Car Sleek up-to-date styling. Full ball bearing drive . . ball-bearing 8-in double-disc wheels with 1-in. solid rubber tires for faster speeds with little effort. Hinged trunk door . lifts open. Shiny hub caps, rubber pedals. Bright plated radiator ornament. Heavy, gauge steel construction. Flamboyant green baked enamel finish with white and gold-color trim. White enameled windshield, aluminum-color grille. Fiberboard seat mat, 17x39 in. long.

79 N 08953L—Shpg. wt. 36 lbs... .$19.59

[B] Hook and Ladder Fire Truck. Spot light flashes and bell rings as small "smoke eaters" rush to the scene. Full ball-bearing drive, ball-bearing 8-inch double disc wheels with 1 inch solid rubber tires. Roomy rear step and deck with tubular handrails for a second fireman, too! Heavy gauge steel enameled bright vermilion; white trim. Two removable wood ladders. Rubber pedals, shiny plated bell. 17x47 inches long. Fiberboard seat mat. Uses 2 spotlight batteries (not incl.)

79 N 08949L—Shpg. wt. 38 lbs... .$22.47

34 N 4659—Batteries, Wt. 4 oz. . 2 for 35c

[C] Happi-Time Sports Car Reduced! Styling and top-flight performance at a low price. Smooth-operating ball-bearing drive; 8-inch double disc wheels with ⅞-inch solid rubber tires. Shiny hub caps, rubber pedals. Enameled open windshield and bright plated radiator ornament. Heavy gauge steel construction throughout. Smart metallic turquoise enamel finish with vermillion and white trim. Aluminum-color bumper and grille. Fiberboard seat mat, 17x36 in. long. Wt. 27 lbs.

79 N 08905L..... Was $12.97 $10.87

[D] New! Ranch Wagon. Big, roomy rear compartment just like real station wagons. Smooth-operating full ball-bearing drive; ball-bearing 8-inch double disc wheels with 1-inch solid rubber tires. Heavy gauge steel construction throughout. Beautiful sand-tone enamel body with metallic bronze finish panels, white trim. Aluminum-color windshield, bumper, grille and handrails. Rubber block pedals, bright plated radiator ornament. Fiberboard seat mat, 17x47 inches long. Place your order early, in time for Christmas.

79 N 08939L—Shpg. wt. 37 lbs... $19.98

[E] Fire Chief's Car. Bell rings loudly to clear "road" for junior fire-fighter. Easy-to-operate pedal drive. Adjustable ball-bearing pull straps. Double disc 8-inch wheels with ¾-inch solid rubber tires. Rubber pedals. Latest design steering wheel. Heavy gauge one-piece steel body and under gear. Enameled bright red with contrasting white trim. Red hub caps, white-enameled bumper and grille. Shiny bell. 17½x38 inches long.

79 N 08930L Shpg. wt. 29 lbs. . $12.97

[F] Our Best Chain-drive Tractor. Sturdy all steel construction with massive enclosed hood, realistic motor-tone gear shift and rear tractor-tread tires just like real tractors. Ball-bearing chain drive, pedals like a bicycle—more pull and speed with less effort, fully enclosed for safety. Big rugged 1¼-in. hydrogen-brazed tubular steel frame. Easy-rolling ball-bearing wheels—8-in. front, 10-in. rear. Semi-pneumatic 1¾-in. rubber tires. Adj. spring steel seat. Sturdy steel rear platform. Vermillion enamel finish, white trim. 38½x22x27½ in. high.

79 N 08916L—Shpg. wt. 39 lbs... .$23.65

[G] Steel Dump Trac Attachment. Attaches to back of any toy tractor. Rider seat in front. Handle at side dumps box. Hinged rear panel opens when load is being dumped. Two 8-in. double disc ball-bearing wheels, ⅞-in. solid rubber tires. Red enameled, white trim. 33x15½x14½ in. high.

79 N 08917—Shpg. wt. 17 lbs..... $8.47

[H] Low-priced Happi-Time Chain-drive Tractor. Full size tubular steel frame with enclosed hood. Adjustable chain enclosed for safety. Double disc ball-bearing wheels—8-in. front turns 360°; 10-in. deep lug, tractor-type rear. Semi-pneumatic 1¾-in. tires. Adjustable bucket seat. Simulated instrument panel. Removable rubber spark plugs. Bright green enamel finish. 37x17½x26 in. high.

79 N 08910L—Shpg. wt. 27 lbs. $16.27

[J] Trailer Attachment for (H). Red enameled steel. Double disc plain-bearing rubber-tired wheels with fenders. Easily attached to tractor (H) above. 35x16x9 in. high over-all.

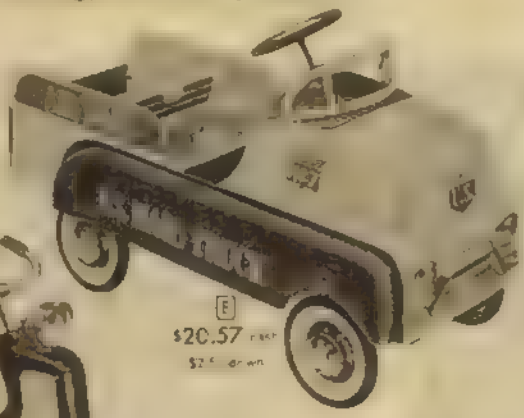
79 N 08937—Shpg. wt. 14 lbs..... $5.98

NOTE: *All items on these 2 pages partly assembled . . easy to set up. Use Terms . . only 10% down on orders of $20 or more*

for Sidewalk Speedsters

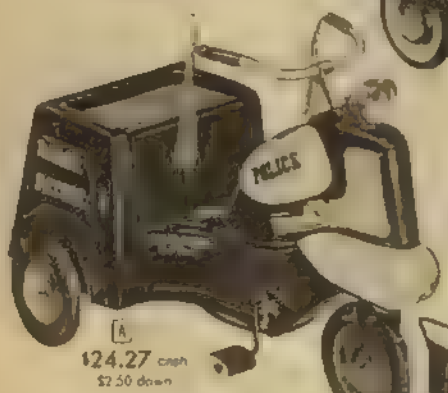
smooth ball-bearing, chain or pedal drive

Rear door opens to store toys and equipment

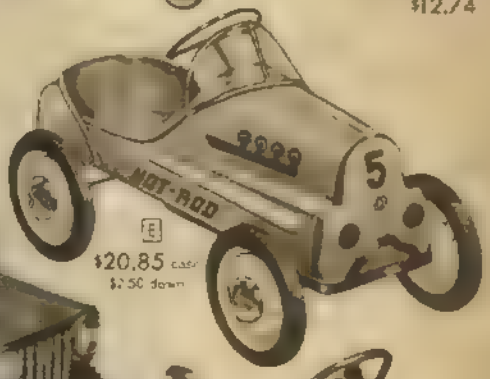


E
$20.57 cash
$2.5 down

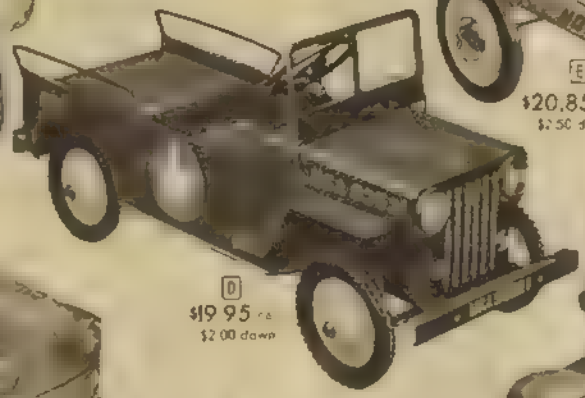
G
Drive-in' Play House
$12.74



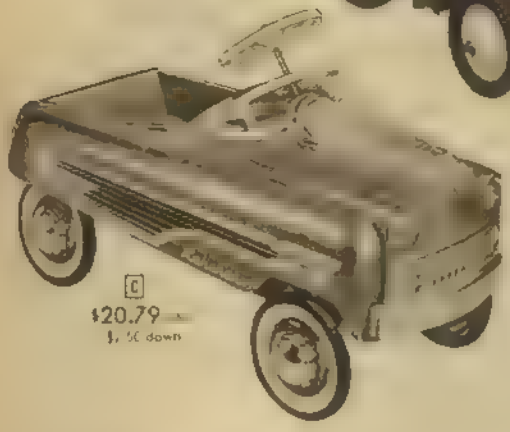
A
$24.27 cash
$2.50 down



E
$20.85 cash
$2.50 down



D
$19.95 cash
$2.00 down



C
$20.79 cash
$2.50 down

All vehicles on this page—except (B)—are equipped with Chain Drive for more power with less effort

F
$24.50 cash
$2.50 down

with smooth-rolling rubber tires and many extras

A **Police Cycle.** Red spotlight. Ball bearing chain drive. Ball-bearing 8-inch double disc wheels; 1¾-in. semi pneumatic front tire, 1½-in. solid rears. Rear compartment with door. Blue enameled steel; white and red trim. 36x22x20 in. high. Uses 2 batteries (not incl.)

79 N 08966L—Shpg. wt. 38 lbs. $24.27

34 N 4659—Batteries. Wt. 4 oz. . . 2 for 35c

B **Mail Truck.** Pedal drive. Adjustable ball bearing pull straps. Rubber pedals. 8-in. double-disc wheels, nylon bearings; 1-in. rubber tires. Red, white and blue enameled steel. Door latches. 18x42 in. long. Freight, exp. or truck.

79 N M8945—Shpg. wt. 37 lbs. $20.57

C **New! Ranchero.** Easy-operating ball bearing chain drive. Motor-tone gear shift. Ball-bearing 8-in. wheels, ⅞-in. rubber tires. Spotlight uses 2 batteries (not incl.), windshield. Gold color finish on steel; red, white trim. 17x36 in.

79 N 08954L—Shpg. wt. 32 lbs. $20.79

34 N 4659—Batteries. Wt. 4 oz. . . 2 for 35c

D **Army Jeep.** Steel. Ball-bearing chain drive. Realistic markings on olive-drab enamel finish. Large 8-in. wheels. 1¾-in. semi-pneumatic tires. Wind shield folds down. Two seat levels. Front and rear bumpers. 16x20x43 in. long.

79 N 08955L—Shpg. wt. 36 lbs. $19.95

E **Ball-bearing Chain-drive Racer.** Heavy gauge steel. Nylon-bearing 10-in. steel artillery wheels. 1¾-in. semi-pneumatic rubber tires. Rubber block pedals. Bright yellow baked enamel, black, red trim. 20x35 in. long.

79 N 08951L—Shpg. wt. 39 lbs. $20.85

F **"Atomic Missile."** Enclosed ball-bearing chain drive. Realistic dual controls, simulated instruments, motor tone gear shift. Rubber pedals. Ball bearing double-disc 8-in. front wheel swivels 360°; 1¾-in. semi-pneumatic front tire; 1½-in. solid rears. Gold-color finish, white, vermillion trim on steel. 25x45 in. long. Freight, express or truck.

79 N M8970—Shpg. wt. 41 lbs. $24.50

G **Tots' "Drive-in" Refreshment Stand.** Use indoors or out. Gaily colored cotton tent sheeting with screened designs on panels. Plastic mesh side door and front window. Brightly striped roof. Strong tubular steel and metal rod supports.

79 N 08934—3½ x3½x4 ft. high over-all. Shipping weight 10 pounds. $12.74

New Chain-drive Luxury Ride

$33.87 cash
$3.50 down

Electric headlights, horn . . removable spare

Easy-to-operate chain drive . . enclosed for safety. Ball-bearing rear axle supports, pedal cranks. Nylon-bearing double-disc 8-in. wheels, 1¾-in. semi-pneumatic tires. Plated hub caps, aerial, rear view mirror. Rubber pedals. Red plastic hood ornament. All-steel construction. Flamboyant 2-tone finish, golden dust color with gardenia white. Headlights and horn operated from dash on 6-volt battery (not included)

79 N M8991—20x45 in. long. Freight, express or truck. Wt. 49 lbs. $33.87

34 N 4702—6-volt Battery for above. Shipping weight 1 lb. 6 oz. 95c

Electronically Amplified

Phonograph only **$14.95**

Combination Electric 3-speed Phonograph on wrought iron stand. Three 12-in. long-playing records with 115 songs and stories. Plays 33⅓, 45 and 78-rpm records, even the big 12-in. size. Electronic amplifier gives full-tone reproductions comparable to full-size phonograph. Adjustable full range volume control. High grain crystal pickup with sapphire needle for better tone. Sturdy fiberboard case. 12x14x24½ in high on stand. Shipping weight 15 lbs.

79N0551.....$18.95

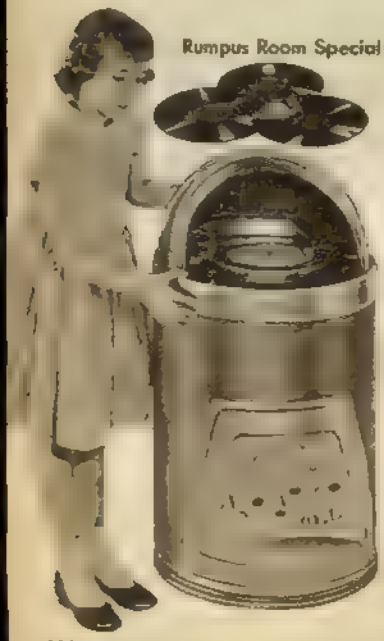
Phonograph with needle, 12½x11x5 in. high.

49N546—Wt. 6 lbs. 8 oz. **$14.95**

Only **$19.50**

Santa's Silvertone Special—Children's 4-speed Single-play Phonograph with six 45-rpm Kiddies' records. Not just a toy—but a real phonograph. Designed to play all four speeds of records just like the grownup's phonographs. 4-inch speaker. Lightweight tone arm with crystal cartridge and synthetic sapphire needle. One tube plus rectifier. Built-in 45-rpm centerpiece. Portable wood case with colorful plaid top and bottom and white trim. 12x9⅞x4½ inches in size. UL listed. Operates on 110-120-volt, 60-cycle AC. Records have children's all-time favorite play and Christmas songs. *For a complete selection of children's, teen-agers' and Hi-Fi phonographs and radio-phonographs see pages 240 to 244.*

57 N 9231—Shipping weight 12 pounds..... Only $19.50



Rumpus Room Special! 3-Speed Electric Juke Box

Juke Box only **$27.95**

$3.00 down on Sears Easy Terms

This brilliantly colored beauty will be a favorite of teens and tots alike. Multi-colored lights flash off and on . . give a real "juke-box" appearance. Plays all 33⅓, 45 and 78 rpm records . . even big 12 inch size. Electronic amplifier gives rich full-tone reproductions. Full-range volume control may be adjusted to any degree of loudness or softness. Lightweight crystal pickup has sapphire needle for better tone, longer record life. Pyroxylin-covered fiber body 15½x15½x28 in. high. With 3 big 12-inch long-playing records . . 3 fun-packed hours of music . . 115 thrilling songs and stories.

79N0547L—Shpg. wt. 22 lbs. **$29.95**

79N0679L—Phonograph only. Shipping weight 20 lbs.... **$27.95**

Automatic Replay..

New! When any 6 or 7-inch record finishes playing, arm automatically returns to repeat record. Saves wear on needle, records.

PLAYS 45, 78-RPM RECORDS

A two-speed control just like that on a regular phonograph. Just flick the lever to play either 45 or 78-rpm records.

[A] **Deluxe "Highboy" Luggage-type Portable Electric Phonograph** with metal record rack that holds 35 records matching carrying case. 10 delightful children's records in break-resistant plastic (5 six-inch 78 rpm, 5 seven-inch 45 rpm), and one package of needles. Features the automatic repeater attachment; plays all 45 and 78-rpm records. Built-in tone chamber amplification gives a full, rich tone. Balanced tone arm locks in playing or rest position. Attractively styled sturdy wood-frame case has hinged cover with a scuff-resistant blue and white pyroxylin covering that wipes clean with the swish of a damp cloth. Plastic handle, brightly finished durable hardware. 13½x14x6 in. high

79 N 0534—Complete as described. Shipping weight 19 lbs.. **$15.95**

[B] **Luggage-type Portable Electric Phonograph** with strong wrought-metal stand, attached gooseneck lamp with shade, 39-record metal rack, matching carrying case, 10 children's records of break-resistant plastic (5 six-inch 78 rpm and 5 seven-inch 45 rpm), and one package of needles. Replay attachment automatically repeats any six or seven-inch record, saves wear on needle and records. Two-speed phonograph plays any 45 or 78-rpm record. Integral tone chamber amplification for deep, resonant tones. Sturdy blue and white fibre case is smart-looking and easy to carry. Scuff-resistant pyroxylin-coated covering wipes clean with the swish of a damp cloth. Strong plastic handle and brightly finished durable hardware trimmings. 14x12x45 inches high with lamp.

79 N 0543—Complete as described. Shipping weight 16 pounds..... **$17.95**

49 N 532—Phonograph as above (without stand), but with 10 records, record rack like (A) and record carrying case. Shpg. wt. 8 lbs..... **$13.40**

Thrifty Gift Prices..

Exciting gifts . . phonographs that play 78-rpm records. Built in tone chamber amplification for full tones. Balanced tone arm has tone-set playing head that locks in playing or rest position. Self-starting electric turntable motor; on-off switch. Includes 2 packages of needles (loud and soft). Stands, where included, are shipped partially assembled.

78 RPM Phonographs with Automatic Repeater

[C] **Luggage-type Portable Electric Phonograph** with ten 6-inch children's records of break-resistant plastic, metal record rack holds up to 35 records, record carrying case, 2 packages of needles. Special replay attachment repeats 6 and 7-inch records automatically. Fiber case covered with red and brown scuff-resistant pyroxylin, wipes clean. Plastic handle and brightly finished hardware trimmings. 12½x11x5½ inches high.

49 N 526—Complete as described. Shipping weight 9 lbs. **$10.98**

49 N 522—Phonograph only with needles. Shipping weight 8 lbs. **$7.77**

[D] **Combination Portable Electric Phonograph Plus** wrought iron stand, record carrying case, metal record rack which holds up to 35 records, 10 break resistant children's records and 2 packages of needles. Features special automatic repeater attachment for 6 and 7-inch records. Beautifully styled strong fibre case covered with washable red and brown pyroxylin is scuff-resistant. Strong plastic handle and brightly finished durable hardware trimming. 14x12x28 inches high with stand.

79 N 0530—Complete as described. Shipping weight 14 pounds.. **$12.98**

Tear-drop design all-metal Electric Phonograph

[E] Gay light blue and grey baked-enamel finish. Rigid inter-channel metal construction for extra durability. Comes with matching 35-record metal record rack, 10 children's records, 2 packages of needles.

49 N 591—Complete as described. 13x8x7 in. Shipping weight 7 pounds **$9.77**

49 N 577—Phonograph with needles only. Shipping weight 6 pounds..... **7.77**

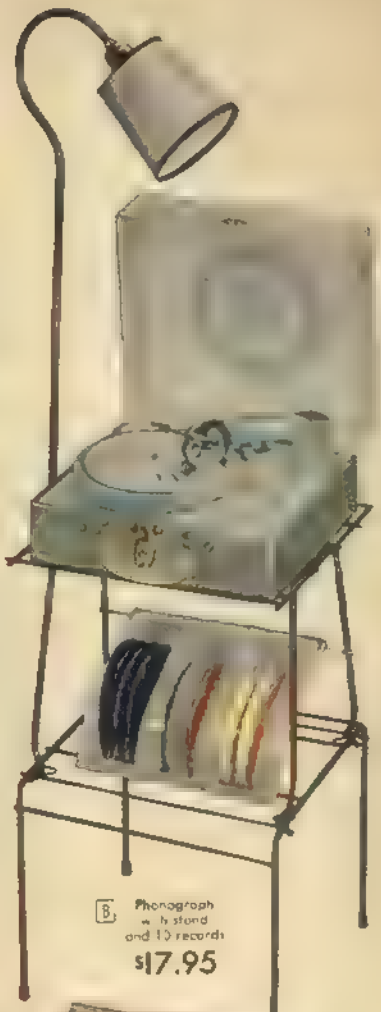
Save Santa's budget. Build your Christmas order to $20 or more . . pay only 10% down on Sears Easy Terms. See page 264 for details.

NOTE: *All electric phonographs described on this page are Underwriter's Laboratories approved, 110-120-volt, 60-cycle, AC or DC current*

New Two-speed Electric Phonos

ITEMS SHOWN BELOW ARE DESCRIBED ON OPPOSITE PAGE

$15.95



B Phonograph with stand and 10 records

$17.95

One-speed Electric Phonographs

$8.98

D Phonograph Metal stand carrying case 6 records and record rack

$12.98

E Phonograph only $7.77

CHILDREN'S RECORDS

Ten records and a metal rack that holds 35 records included at no extra charge with Phonographs (A), (B), (D) Phonographs (C), and E available with records and metal record rack for just $2.00 more than phonograph only

New! Shirley Temple Tea Set

Delight your little party girl with this lovely Shirley Temple Tea Set (shown at right). What fun she'll have serving her little guests at a real tea party. Cream colored metal plates (abt. 6¼-in. diam.) and saucers are beautifully lithographed with dainty design and Shirley's initials. Plastic cups, teapot, sugar and creamer are decorated with medallion of Shirley herself. Even includes cutlery for six.

Complete Service for Six includes: 6 each—plates, cups, saucers, knives, forks, spoons and napkins; also teapot with lid, sugar and creamer. Comes in attractive gift box.

48 T 4726—Service for 6 (34 pcs.). Wt. 2 lbs. 4 oz. 2.97

For a Complete Selection of Ready-Mix Food Sets and Toy Cooking Utensils. See Pages 346 and 347.

Little Girls

Ⓐ **"Moss Rose" . . . Real China.** Give her this big, beautifully designed set of imported China . . . just like Mother's dinnerware shown on Page 589 of Wards General Catalog. Dainty, traditional Moss Rose pattern—carefully crafted in Japan. Enough pieces to entertain at a real party. Dinner plates are 4½-in. diam., other pieces in scale.

Service for Six: plates, cups, saucers. Serving pieces include: teapot, sugar bowl with lids, creamer, salt and pepper shakers, meat platter, cake plate and covered vegetable dish. Comes in attractive Gift Box, ready for wrapping.

48 W 4772—Service for 6 (29 pcs.). Ship. wt. 6 lbs. 2.98

Ⓑ **Russel Wright Tea Set** created for the small fry by one of America's outstanding designers. Modern in styling . . . just like the "grown-up" set. Strong plastic in muted pottery colors. Dinner plates 6½-in. diameter.

Service for Six: plates, cups, saucers, teapot and sugar bowl with lids, creamer. 6 clear plastic goblets with etched design. 6 each: "silver" finished knives, forks and spoons. Paper napkins. Attractively gift boxed.

48 T 4723—Service for 6 (53 pcs.). Wt. 2 lbs. 4 oz. 3.76

Ⓒ **Colonial Tea Set . . .** brings with it a bit of old world charm. Metal saucers and plates have quaint "Horse and Coach" scenes. Other pieces of unbreakable molded plastic include: cups, teapot with lid, sugar, creamer, candy dish, salt and pepper shakers, napkin holder, knives, forks and spoons. Paper napkins are also furnished. Plates are about 5 inches in diameter. Gift Box.

48 T 4784—Service for 6 (50 pcs.). Wt. 1 lb. 14 oz. 2.49
48 T 4783—Service for 4 (36 pcs.). Wt. 1 lb. 8 oz. 1.98

Ⓓ **Modern Tea Set** with its sprightly, refreshing design will add enjoyment to any young lady's way of playful living. A big set—lightweight and unbreakable—even includes clear plastic goblets and sherbets . . . everything necessary for that "important dinner." Plates (abt. 4¾-in. diam.) and saucers of lithographed metal. Other pieces smoothly molded in heavy plastic: serving tray, cups, teapot with lid, sugar, creamer, salt and pepper shakers, knives, forks and spoons. Paper napkins included.

48 T 4786—For 6 (61 pcs.). With Tray Wt. 2 lbs. 2 oz. . . 2.77
48 T 4785—For 4 (42 pcs.). No Tray. Wt. 1 lb. 9 oz. . . . 1.97

Ⓔ **Modern "Silverware."** Surprise her with her own set of handsome tableware to use with her pretty china when she entertains her friends. This aluminum set has plastic handles, grained to look like wood. They're even large enough for youngsters to use at their own meal times. Smoothly finished—no rough edges. Knives 5¾ in. long.

48 T 4719—Service for 6 (18 pcs.). Ship. wt. 6 oz. 1.29

Ⓕ **Plastic Food Set.** She'll have hours of fun planning and serving meals with these realistic play foods. Enough pieces to serve guests for breakfast, lunch and dinner with party extras for that very special occasion. Plastic place mats and salt and pepper shakers included, too.

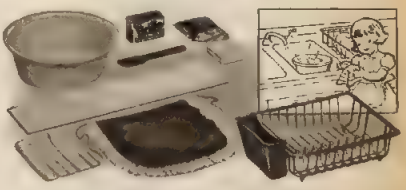
48 T 4697—Service for 4 (59 pcs.). Ship. wt. 12 oz. 1.47
48 T 4698—Service for 6 (87 pcs.). Ship. wt. 1 lb. 1.97

W R C Charge It! SEE PAGE 19

Metal Dish Set (shown above). Colorful and inexpensive—designed for the toddler set. Even the youngest tots love to have their own dinner and tea parties for their friends and doll families. Pieces have smooth rolled edges and are nicely lithographed in attractive "Blue Heaven" design.

Service for Four Includes: Serving Tray (8x10 in.), 4 each of cups, saucers, dinner plates, butter plates, a sugar bowl and creamer, plus plastic water pitcher. Gift Box.

48 T 4634—Service for 4 (20 pcs.). Ship. wt. 1 lb. 8 oz. 98c



"Suzy Goose" Dishwashing Set 87c

Everything the little homemaker needs for washing up. Even dishwashing will be fun with these little-girl-sized replicas of Mother's utensils. Set contains plastic dish drainer with silverware holder, plastic dish pan, scraper, bottle brush, Brillo, detergent, sponge, work chart and a pretty, ruffled plastic apron. Comes in attractive Gift Box.

48 T 4764—Ship. wt. 9 oz. . . . . Only 87c

"Automatic" Pop-Up Toaster. Just like Mother's, it looks and sounds so real. Push down lever to lower "toast"—toaster begins to click. Pops up automatically when "toast" is done. Black plastic base, metal body with red sides. Toast not included. Abt. 5 in. high. Ship. wt. 1 lb. 4 oz.

48 T 4652. . . . . Only 99c

Ⓑ Russel Wright Tea Set 3.76

Party Time for

Ⓕ Play Food Set—for 4
1.47

Ⓔ Modern "Silverware"
1.29

Ⓐ "Moss Rose"—Real China 2.98

Ⓒ Colonial Tea Set 2.49—Service for 6

Ⓓ Modern Tea Set 2.77—Service for 6

52-pc. Dinner Set $4.78

36-pc. Roy Rogers Set $3.98

E 60-pc. Play Food Set $1.87

G 53-pc. "Pair" Set $2.97

D 26-pc. Tea Set $1.76

Famous Name Brand Mixes . . Bantam Bake Sets Create Home Made Goodies Just Like Mom's!

Use This Stove!

Combine the bake set of your choice with this toy electric range that really cooks food! See Page 412 (79 N 01146).

F 63-pc. Food Set $5.87

H 35-pc. Food Set $2.67

D 49-pc. Food Set $3.87

Let's Have a Tea Party

Toy Tableware for Moppets is new and colorful . . . just like Mom's!

ITEMS DESCRIBED BELOW SHOWN ON OPPOSITE PAGE

A Russell Wright Modern American 52-pc. Dinner Set for 6. Created by a famous designer to give little hostesses "the feel" of fine service. Strong plastic in modern, mottled pottery colors. 6 each of plates, cups, saucers, metallized cutlery, goblets, napkins. Creamer, teapot, sugar bowl with cover. Gravy boat and stand, casserole with cover, and large platter. Turned-edge plates are 6¼-inch diameter.

49 N 899—Shipping weight 2 pounds 14 ounces.. $4.78

B 53-pc. New Polyethylene and Styrene Plastic Tea Set for 6. Contrasting lilac colors stunningly combined with silver like styrene. Smart Swedish-modern design. 6 each of saucers, 6-in. plates, cups, goblets, napkins. Covered teapot, sugar bowl, creamer, 2 styrene candelabras and styrene cutlery. Pop-up toaster with bread, salt and pepper shakers, candy dish. Gift box.

49 N 928—Shipping weight 2 pounds... $2.97

C 36-pc. Roy Rogers-Dale Evans Dinnerware Set for 4. What Western-minded young'uns want most . . . their very own chow set with cowboy trimmings! 4 Western style wood-grained plastic cups, sugar with cover, creamer, coffee pot and cover with Roy's famous Double R-Bar Brand, 4 sunburst metal dinner plates and saucers. Napkins. Black plastic utensils include skillet, bean pot, cover, trivet, spatula, fork and dipper. Aluminum knives, forks, spoons have wood-grained plastic handles.

49 N 898—Shipping weight 2 pounds 4 ounces. $3.98

D 26-pc. Blue Willow Pattern Tea Set for 6. How she'll love to entertain with and tell the traditional story about this romantic design. Imported from Japan china set includes 6 cups saucers and plates. Casserole, teapot and sugar bowl with covers, platter and creamer. 3¾-inch diameter plates. Gift box.

49 N 827 Shipping weight 3 pounds 5 ounces . $1.76

E 60-pc. Plastic Food Set. Serves 3 complete meals, breakfast, lunch, and dinner! Includes 6 plastic place mats, big turkey with trimmings, bread, 6 individual servings of eggs and bacon, frankfurters and beans, sweetcorn, carrots, peas, biscuits, steaks, pie, and cake with candle! Salt 'n' pepper shakers, too!

49 N 1145—Shipping weight 1 pound 4 ounces..... $1.87

Small Fry Utensils and Brand Mixes

F Big 63-pc. Food Mix Set with 33 name brand mixes. Good cooks aren't born—they *practice*! Start 'em while they're young with cooking aids just like yours! Includes 8 Swansdown cake mixes, 4 Aunt Jemima mixes, 8 Flako mixes, 12 Junior Chef Puddings, assorted pie mixes and frostings, bottle of Log Cabin Syrup. 30 utensils include 2 each of cake pans, pie tins, spoons, cookie sheets, mixing bowls. Decorator with 3 nozzles. 7 cookie cutters. Bread pan, rolling pin, muffin tin, pancake grill, turner, funnel, egg beater, cookie pan, recipe book. Gift box.

49 N 1179—Shipping weight 4 pounds 6 ounces.....$5.87
49 N 1264 Set of 8 refills. Shipping weight 12 ounces. 89c

G 49-piece Food Mix Set with 26 name brand mixes whips up many a young chef's favorite concoction! Includes 7 Swans down cake mixes, 2 Aunt Jemima mixes, 4 different Flako mixes, 13 Junior Chef puddings, assorted pie and decorator mixes.

23 real utensils (junior-size) lend an authentic helping hand to junior cooks including 2 each of cake pans, pie tins and cookie sheets. Decorator with 3 nozzles and 7 various cookie cutters. Bread tin, spoon, rolling pin, muffin tin, pancake turner and recipe book. Attractively decorated box.

49 N 1178—Shipping weight 3 pounds 2 ounces $3.67
49 N 1264—Set of 8 refills. Shipping weight 12 ounces.....89c

H 35-piece Food Mix Set with 18 name brand mixes. Enough of everything for complete introduction to the "who's who" and "what's what" in kitchen range society. 4 Swansdown cake mixes, 4 Aunt Jemima mixes, 5 different Flako mixes, 5 Junior Chef mixes. 17 utensils: 2 each pie tins, cake pans, 7 cookie cutters, bread pan, muffin tin, cookie sheet, spoon, rolling pin, recipe book. Gift box. Order early in time for Christmas.

49 N 1177—Shipping weight 2 pounds 5 ounces.....$2.67
49 N 1176 – 24-piece set. 12 mixes and 12 utensils. Shipping weight pound 10 ounces..... 1.77
49 N 1264 –Set of 8 refills. Shipping weight 12 ounces. 89c

New 33-piece Modern Set $2.78

Russell Wright's own design in pottery-colored plastic for little hostesses who want a set "just like mother's!" Tea service for 4 consists of 4 cups, 4 saucers, 4 plates creamer, sugar and cover, teapot and cover, 4 napkins, 4 sets metalized cutlery, 4 clear goblets. Plates 6¼-inch diameter, others in proportion. Gift box.

49 N 897—Shipping weight 1 lb. 10 oz $2.78

32-piece Plastic Tea Set $1.97

32 piece Tea Service for four . . The delight of "the doll set!" Durable styrene plastic and metal in rich burgundy. Plates saucers gold-trimmed on ivory. 4 cups, plates saucers, 4 knives, forks, spoons with silver-like metallic finish. 4 sparkling clear plastic goblets. Creamer, sugar bowl, covered teapot. Plates 6-inch diameter.

49 N 880—Shipping weight 1 lb. 12 oz $1.97

28-piece China Dinner Set $2.79

If her ideal is something "just like mother's," she'll cherish her real-life china with its dainty floral pattern. Essential service for six. 6 each of plates, cups, saucers. Teapot, sugar bowl casserole plus covers. Creamer, platter, vegetable and gravy dish. Plates 4½-inch diameter. From Japan. Gift box.

49 N 842 –Shipping weight 5 lbs. 8 oz. . $2.79

54-piece Swiss Miss Tea Set $1.69

Merry Swiss scene on unbreakable metal. Includes 6 plates, cups, saucers, butter plates. Sugar bowl. Teapot and creamer have trays. Tray 10x8 inches. Plastic cutlery for six. 6 ruby plastic goblets.

49 N 926—Shipping weight 1 lb. 9 oz..... $1.69
49 N 927—30-piece Set . as above, without cutlery and goblets. Shipping weight 1 lb. 4 oz.....96c

JUST LOOK AT THIS GREAT

#500. TRU-ACTION ELECTRIC FOOTBALL GAME. Most popular electric football game on the market ...now in great new package! Only $7.00 retail.

#530. TRU-ACTION ELECTRIC SPORTS CAR RACE. First real action game for age six-up. Great new game to cash in on nation's sport car craze. Only $7.00 retail

NEW!

#300. READY MONEY BANK Colorful, all-metal bank, with six removable compartments. Comes in red, blue and yellow. Only $3.00 retail

#525. TRU-ACTION ELECTRIC HORSE RACE GAME. Completely new! Captures all the thrills of the real thing! Only $7.00 retail

NEW!

HERE'S A COMPLETE LINE OF PROVEN, PROFIT-MAKERS FROM TUDOR–THE LEADER IN THE FIELD!

Joining up with such great favorites as the popular Tru-Action® Electric Football, Baseball and Basketball Games this year are Tudor's new Sports Car and Horse Race Games. So exciting and compelling, they're guaranteed to catch the imagination of game lovers everywhere.

Side by side is Tudor's line of outstanding, almost professional Toy Xylophones... the most complete array of brilliantly sounding toy xylophones made. Add to this Tudor's Ready Money Bank®... and you have a great line-up that's hard to beat.

NEW 1959 TUDOR LINE-UP

#575. TRU ACTION ELECTRIC BASKETBALL GAME. More play value than ever before! Features basketball plus 7 warm-up games. Only $7.00 retail.

NEW IMPROVED EDITION!

#550. TRU ACTION ELECTRIC BASEBALL GAME. Big league, exciting baseball for junior and dad ...now in colorful new package. Only $7.00 retail.

#160 17-NOTE CHROMATIC XYLOPHONE. Almost professional in tone... plays sharps, flats, chromatic tones. Only $7.00 retail. #175, 25-note xylophones also available at $10.00 retail.

NEW!

#125. TRU ACTION XYLOPHONE. Best tone quality of any toy xylophones. Bell-like tones charm young musicians. 8-note model only $3.00 retail. Full line includes: #150, 12-note color xylophone at $4.00 retail, and #100 8-note color xylophone at $1.50 retail.

Sporting equipment courtesy Abercrombie & Fitch Co. / Photo, Nicholas Ampfo

Tudor's dressed this great line in wonderful, colorful, new packaging, too, that rates them as top attention-getters wherever they're displayed.

Why not plan to join the Tudor team yourself... and cash in on this great line-up of proven, profit-makers. Ask about our Early Buying Discount Program that can earn extra big profits for you. Call or write today for full-color catalogue. Tudor Metal Products Corp., 200 Fifth Ave. NYC 10, Rm. 551.

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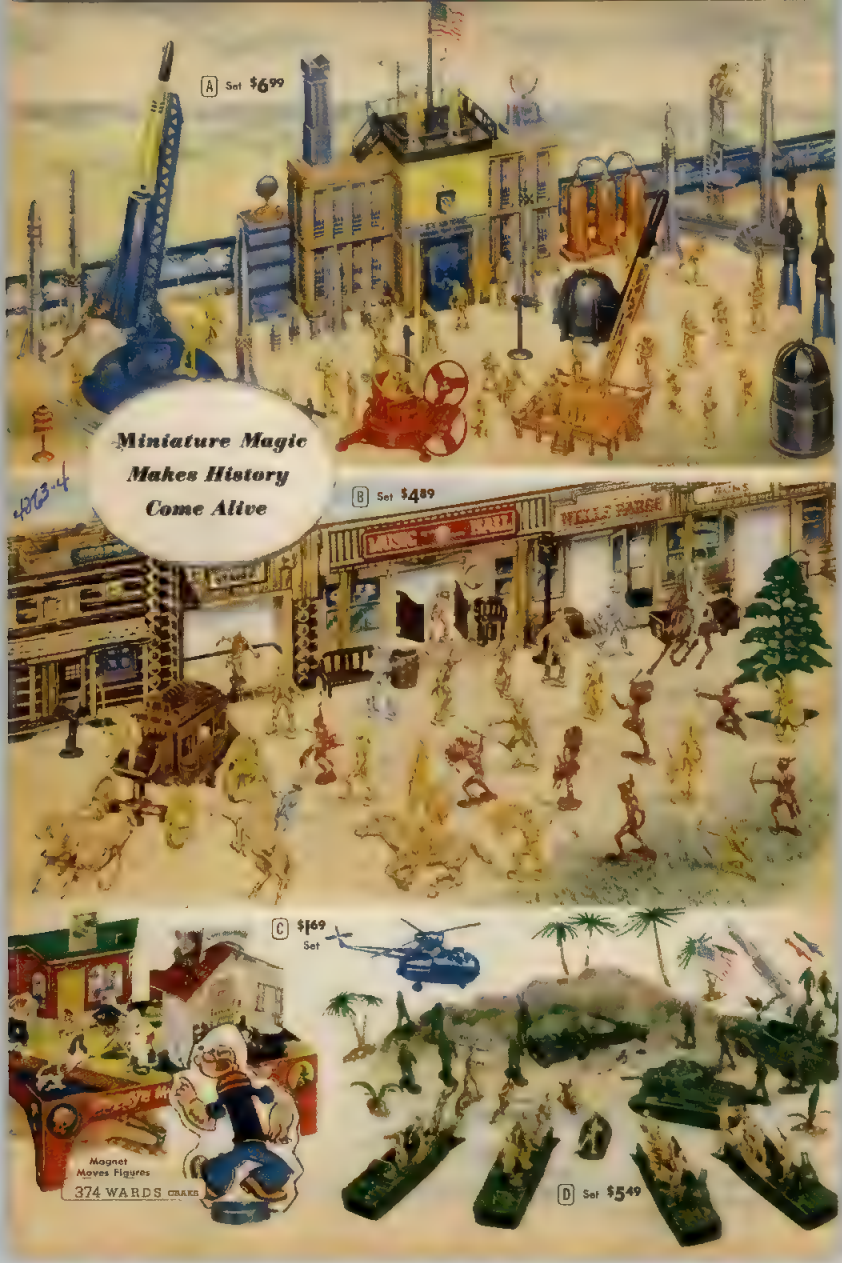

A Set $6.99
Miniature Magic
Makes History
Come Alive
B Set $4.89
WELLS FARGO
C $1.69
Set
Magnet
Moves Figures
374 WARDS CRAKS
D Set $5.49

On the Spot

Yesterday, Today and Tomorrow 3393-4

Cape Canaveral $6.99

A **Cape Canaveral Rocket Research Center.** Hear the awesome sounds: Reproduce the fantastic action! "Visit" Cape Canaveral, focal point of the world's marvelling interest. Over 100 pcs. in set.

"Take-off" Sounds—Count Down, Missile Blasting, Signaling, all on 33 RPM lithographed 6-in. record.

U.S. Air Force Official Booklet. Space-age terms, details of firing preparation, other information. 24 pages.

Headquarters: Lithographed steel building, 12x4x13½ in. with plastic Radio Tower, Radar Antenna Unit; 4-section fence. Easy to assemble without tools.

Missile Area No. 1: Gigantic Missile Launcher Pad with compass; 2 and 3-Stage Rockets; extra Nose Cones, Stages.

Satellite Launching Station No. 2: Launcher hurls soft polyethylene Satellites. 3 circular Satellites included.

Bomarc Area No. 3: Launching area fires new Bomarc Missile of latest military design.

Rocket Area No. 4: Launcher with gantry; fires Thor-Abel, other rockets; extra Nose Cones and Satellites incl.

Storage Tank for Exotic Fuels, Rocket Control Unit, Cameras, Telescopic equipment. 32 polyethylene figures.

48 T 2707 M—Launchers spring and rubber activated. Ship. wt. 5 lbs. 6 oz. .....Over 100 Pcs., Set 6.99

Historic Wells Fargo $4.89

B **Boom Town in the Rootin' Tootin' Old West!** Pioneer Street blazes with gunfire. Wells Fargo Driver brakes his Stage with double-hitched Team to a jolting stop at Headquarters! 9 armed Cowboys take pot shots at 15 Indians who retaliate with bow and arrow! 5 Horses rear and plunge in the melee! The Sheriff braves the Street fire—dashes past Headquarters, through the swingin' doors of the Music Hall, into the Stage Office and the General Store, to apprehend the villains.

"Props" of the gold rush era, molded in detail, make the scene authentic. Totem pole, fence, tree, 2 hitching rails, tool rack, watering trough, grinding wheel, rifle crate, 3 cuspidors, broom and mop rack, 2 boardwalk signs, 2 benches, barrel, lamp post, 3 lanterns, chair, feed sack. Steel buildings lithographed in bright color have rounded edges. Unbreakable polyethylene coach, horses, figures, props. Headquarters. 12x4 in. 7 in. high. Pioneer Street: 20x4¼ in. 5 in. high. Statue of Jim Hardie, law enforcer of the era, incl. Easy to assemble.

48 T 2721M—Ship. wt. 4 lbs. Boxed. . . . . Set Only 4.89

Popeye Magic Play-Around $1.69

C **Youngsters! Produce Your Own Stage Plays!** Beloved Popeye and his cast of 3 move magically in and around beautifully lithographed scenery set on a sturdy, colorfully decorated stage. Fascinating, realistic action takes place when magnets in figure bases respond to direction of magnet held in hand and pressed to underneath surface of stage. More than one child can play. Each chooses a character, makes it move.

48 T 2731M—11½x17 in. 12-in. depth. Wt. 1 lb. 4 oz. 1.69

Marine Landing Set $5.49

D **Marine Beachhead Landing**—great fun for boys who like to play war games. Target for amphibious attack is vacuum-formed atoll in glowing tropical colors. Palm trees, flag pole add realism to "landing maneuvers." Military equipment includes helicopter with movable propeller, 4 landing craft with machine-gun turrets and ramps; half track, jeep, tank and assault raft; long-range fieldpiece with shell rack; 2 "shell" shooting machine guns; a Nike launcher with three guided missile rockets. 64 marine figures in lifelike action poses. Atoll: 20 in. long, 9 in. wide. Unbreakable polyethylene equipment and figures are crafted with realistic detail.

48 T 2718 M—Ship. wt. 4 lbs. . . . . Set Only 5.49

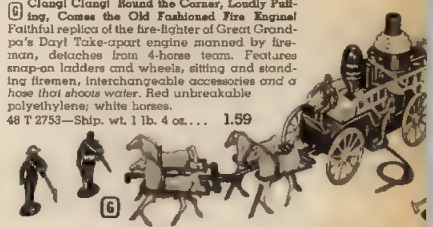
W R C Charge it! SEE PAGE 19

E **Prehistoric Times Play Set.** Turn time back millions of years! Spend exciting hours with 31 inhabitants of the Prehistoric World. The fighting Allosaurus, duck-billed Hadrosaurus, Trachodon, Tyrannosaurus, Brontosaurus and 9 other varieties, four earth areas. Pool, waterfall, cave, cliffs, ferns, palm trees complete the scene. Animals bear names, approx. sizes; molded in brown, green-gray mottled unbreakable polyethylene. Fascinating booklet "Prehistoric Animals" is included.

48 T 2748 M—Set in carton. Ship. wt. 4 lbs. . . . . Only 3.69

F **California Gold Rush Set.** You'll get "gold fever" the minute you see this exciting Old West Gold Mining Town, complete even to realistic "gold" ore! Hand Pump pumps water down Sluice Box into a Trough. Train has Piston Pumping Locomotive, Coal and Ore Cars, 8-Section "O" Gauge Track. There's a take-apart mine building and hotel, buckboard wagon, horse and harness, mine entrance, pots, pans, mining tools, prospectors and Indians with interchangeable accessories and weapons.

48 T 2724 M—Unbreakable Multi-color Plastic. Wt. 4 lbs. 3.69



G **Clang! Clang! Round the Corner, Loudly Puffing, Comes the Old Fashioned Fire Engine!** Faithful replica of the fire-fighter of Great Grandpa's Day! Take-apart engine manned by fireman, detaches from 4-horse team. Features snap-on ladders and wheels, sitting and standing firemen, interchangeable accessories *and a hose that shoots water.* Red unbreakable polyethylene; white horses.

48 T 2753—Ship. wt. 1 lb. 4 oz. . . . 1.59

H **"Fireball" Express Train.** Only Santa could dream up a toy so big, so red and so enchanting! Fat, round locomotive, coal tender, 8-wheeled flat car and Gondola car—53½ in. of train! Unbreakable plastic. With bag of over 35 molded polyethylene figures FREE!

48 T 2723 M—Ship. wt. 4 lbs. 8 oz. Only 4.19

FREE 35 plastic figures

HIT!
THE BIG

THE FOUR MOST DRAMATIC
AND REVOLUTIONARY
NEW DOLLS
EVER INTRODUCED...
Exclusively ours.
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UNEEDA DOLL CO., Inc.
Room 552 200 5th Avenue, N.Y.C., N.Y.

GIFT JEWELRY *by* Van Dell ARTISTICALLY DESIGNED

BEAUTIFUL GIFT PACKAGE FURNISHED WITH EACH ITEM

No. 912401, Per Set, **$21.00**
1/20-12K Yellow Gold Filled Pendant and Curb Chain Mounted with Genuine Cornelian Cameo, full Bezel Setting. The Matching Eardrops are Pierceless.

No. 912402, Per Set, **$21.00**
1/20-12K Yellow Gold Filled Pendant and Curb Chain Set with Genuine Cornelian Cameo in Fancy Bezel Set Mounting with Matching Pierceless Ear Buttons.

No. 912403, Per Set, **$16.75**
1/20-12K Yellow Gold Filled Circle Brooch Pin. Polished Leaf Pattern Mounted with 6 Simulated Pearls. The Matching Ear Buttons are for Pierceless Ears.

No. 912404, Per Set, **$16.50**
1/20-12K Yellow Gold Filled Three Dimensions Brooch Polished Finish Mounted with Simulated White Stones. The Matching Ear Bobs are Pierceless.

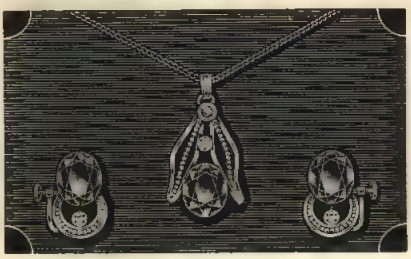
No. 912405, Per Set, **$15.50**
1/20-12K Yellow Gold Filled Pendant and Curb Chain. Genuine Black Onyx with Simulated White Stone. Full Bezel Settings. The Matching Ear Screws are Pierceless.

No. 912406, Per Set, **$12.50**
1/20-12K Yellow Gold Filled Pendant and Curb Chain. Open Work Pendant with Swinging Simulated Pearl Ornament. The Matching Eardrops are Pierceless.

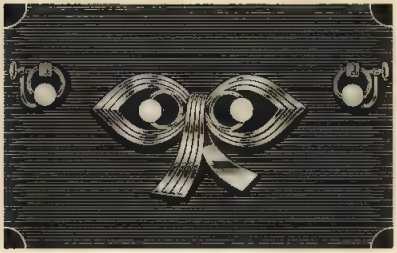
GIFT JEWELRY *by* *Van Dell* AMERICA'S FINEST

BEAUTIFUL GIFT PACKAGE FURNISHED WITH EACH ITEM

No. 912501, Per Set, **$18.00**
1/20-12K Yellow Gold Filled Pendant and Chain Mounted with Genuine Hand Carved Ivory The Matching Ear Buttons are Pierceless.

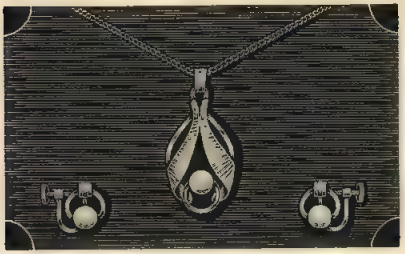


No. 912502, Per Set, **$15.00**
1/20-12K Yellow Gold Filled Pendant and Chain Mounted with Simulated Stones, Large Amethyst and Small White Stone The Matching Ear Bobs are Pierceless

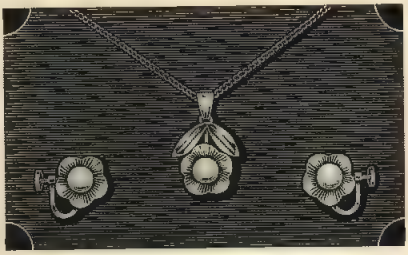


No. 912503, Per Set, **$15.50**
1/20-12K Yellow Gold Filled Brooch Mounted with Cultured Pearls, Bright Finish The Matching Ear Bobs are Pierceless

No. 912504, Per Set, **$18.00**
1/20-12K Yellow Gold Filled Brooch Mounted with Simulated Stones, Large amethyst and 4 White Stones The Matching Ear Buttons are Pierceless



No. 912505, Per Set, **$14.00**
1/20-12K Yellow Gold Filled Pendant and Chain Mounted with Cultured Pearl Bright Finish The Matching Ear Bobs are Pierceless

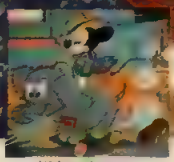


No. 912506, Per Set, **$11.00**
Sterling Silver Pendant and Chain Mounted with Simulated Pearl Bright Finish. The Matching Ear Bobs are Pierceless

3 Dimensional

$1.25 Each Title (A)
Packet (3 Reels—21 Scenes)

Children's Zoo



Mickey Mouse

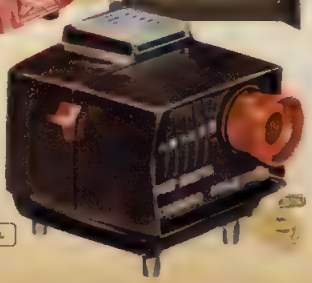
Roy Rogers

Night Before Christmas

$2.95 (B)
Christmas Special
Viewer and 4 Reels

Free
TABLE TOP SCREEN
with Projectors (D) and (E)

(D)
$7.95
Junior Projector
With FREE Screen



(E)
$9.95
Standard Projector
With FREE Screen

(C)
$6.45
Gift-Pak

Deluxe Viewer Gift-Pak Outfit

Viewing Fun with Stereo VIEW-MASTER

(A) Each View-Master Title Below is One Packet of 3 Reels (21 Full Color Stereo 3-D Scenes). Titles marked (*) include an interesting printed story about the subject. *State Titles Wanted*—listings below.

67 TP 3812—One Title (Packet of 3 Reels—21 Scenes) *Shipped Postpaid*.....Each Title Below **1.25**

NEW RELEASES FOR THIS CHRISTMAS

• Alaska • Bugs Bunny • Hawaii—50th State • Popeye
• Mickey Mouse • Roy Rogers Roundup
• Steve Canyon • Treasure Island

Christmas Stories
*Birth of Jesus
*Christmas Carol
Christmas Story
*Littlest Angel
*Miracles of Jesus
*Parables of Jesus
Rudolph Shines Again
Santa's Workshop
*Night Before Christmas

Children's Favorites
*Aesop's Fables
*Aircraft Carrier
*Alice in Wonderland
Anderson's Fairy Tales
Annie Oakley
*Bambi
*Battle Of Monsters
Brave Eagle
Buffalo Bill Jr.
*Captain Kangaroo
Cherokee Indians
*Children's Zoo
*Cinderella
Circus—Ringling Bros.
Cowboy Adventures
Cowboy Stars
Dale Evans
Disney Adventureland
Disney - Fantasyland
Disney Frontierland
Disney—Main Street
*Disney—Sleeping Beauty
Disney Tomorrowland
*Donald Duck
*Easter Story
*Goofy, The Dog
*Heidi
Hunters of the Forest
*Hunters of the Plains
*Johnny Moccasin
*Lassie and Timmy
*Lone Ranger
*Mickey Mouse Club
*Mighty Mouse
*Moon Rockets, Missiles
*Mother Goose
Mouseketeers
Performing Animals in Zoo
*Peter Pan
*Red Riding Hood
*Riders of the Desert
Rin Tin Tin
*Robin Hood
*Roy Rogers I
*Royal Can. Mtd. Police
*San Diego Zoo
*Sleeping Beauty
*Snow White
*Space Cadet Tom Corbett
*Strange Animals
*Tarzan of the Apes
*Three Little Pigs
*Three Musketeers
Two Mouseketeers
*Wild Bill Hickock & Jingles
*William Tell
*Wizard of Oz
Woody Woodpecker
*Zorro
*20,000 Leagues Under Sea

Nature Studies
*Butterflies
Cypress Gardens
*Marine Studies
*Wild Animals
*Wild Birds
*Wonders of the Deep

The Fifty States
*Includes Alaska, Hawaii
Specify State Wanted.

American Cities
Atlantic City
Brooklyn
Chicago
Denver
Las Vegas
Los Angeles
Miami
New Orleans
New York City
Philadelphia
Salt Lake City
San Francisco
Washington, D.C.

Famous Vacation Spots
Banff, Canada
Black Hills, Badlands
Bryce Canyon
Carlsbad Caverns
Crater Lake
Flowers of Hawaii
Glacier Nat'l. Park
Grand Canyon I
Grand Canyon II
Grand Tetons
Great Smokies
Hawaii Island of Romance
Hawaiian Medley
Hoover Dam
Hula Dancers
Long Island
Mammoth Cave
Mesa Verde
*Mission of California
Mt. Ranier Nat'l. Park
Mount Vernon
New England
Niagara Falls
Ozark Mountains
Painted Desert
*Parrot Jungle
Pikes Peak
Redwood Highway
Reno, Lake Tahoe
Rocky Mt. Nat. Park
Royal Gorge
Sequoia and Kings Canyon
Sightseeing: New York
Sightseeing: Niagara Falls
Silver Springs
*South Pole Conquest by Air
Sun Valley
*United Nations
Victoria, Canada
Wisconsin Dells
Yellowstone
Yosemite
Zion National Park

Foreign Lands
Africa
Brussels' World's Fair
*Egypt
*France
*Germany
*India
*Inside Moscow
*Italy
*Japan
*Mexico
*Montreal
*People of Russia
*Queen Elizabeth Coronation
*Queen in Canada 1957
*Russia Today
*Sweden
*Switzerland

Lifelike "You-are-There" Realism

• Over 200 Titles • Educational, Instructive
• All in Full Color • Fun for Entire Family

Happy Solution to Gift Problems for school-age, teenage, any age. A variety of subjects that will appeal to every member of the family. Pictures are Kodachrome slides taken by experts. Seven scenes (14 pictures) appear on each reel, aligned in pairs; you view them with both eyes through viewers sold below (pictured on opposite page)... creates genuine 3-Dimension effect, so realistic you feel as though *you are there.*

Reels May Be Viewed in 3-D with Viewer (B), or with battery-operated Viewer (C). If you prefer large screen projection as you do your own slides, you can project them on a screen (without 3-D effect) View-Master Projectors (D) and (E), described below.

204 Interesting Subjects. For pre-school children, Fairy Tales and Christmas Stories. For school-age, a wide variety of adventure and TV subjects. For adults, exciting Vacation and Travelogue Scenes.

View-Master Hand Viewers

(B) View-Master Stereo Picture Set. Sawyer's Special Christmas Offer. Includes Viewer with one special 7-Scene Stereo Reel *PLUS your choice of any one Title* (Packet of 3 Reels—21 Scenes) listed under (A) at left . . . you will receive a total of four 3-D Reels (28 Scenes in all). Simply insert picture reel into slot on top, hold Viewer toward light source, and enjoy colorful 3-D Stereo. Finger-tip lever advances film.

67 TP 3829—*Postpaid. State One Title*. **2.95**

(C) De Luxe Battery Lighted View-Master Viewer in Gift-Pak. Includes Viewer, one special 7-Scene Stereo Reel *PLUS your choice of any two Titles* listed under (A) at left, 2 Packets of 3 Reels each (42 Scenes)... a total of seven 3-D Reels (49 Scenes in all). Features de luxe battery lighted Viewer for extra brilliance and convenience. Finger-tip lever advances reel. Rugged plastic housing. Elegant gift box holds Viewer and all 7 Reels. Order 2 batteries extra, below.

67 TP 3848—*Postpaid. State Two Titles*.....**6.45**

Deluxe Lighted Viewer (C) Only (with one special 7-scene reel.)
67 TP 3834—Order batteries, other reels extra. *Postpaid*. **3.95**
67 W 3229—BATTERIES for (C). Ship. wt. 6 oz.....2 for **45c**

View-Master Table-Top Projectors

Complete with FREE Table-Top Screenette

(D) (E) Project your View-Master Pictures TOO . . . Show them on a screen, just like regular slides or movies—*without 3-D Stereo effect*. . . . let the whole family share in the fun.

View-Master projectors accept all View-Master Reels. Both are supplied, with FREE Screenette (projection surface about 9½ x 11 in.). Projectors operate on 110-120 volts AC-DC—UL Approved. Reels not included—order from (A) at left.

(D) Junior View-Master Projector. *Free* Screenette included.
67 WP 3841—*Postpaid*. Sold Nationally in 1958 at $9.95. Only **7.95**

(E) New Standard View-Master Projector. Handsome modern styling—*refined operating features.* Trim plastic body.
67 TP 3846—*Postpaid. Free* Screenette included.....**9.95**
67 W 3847—CARRY CASE FOR PROJECTORS (D) (E). Wt. 2 lbs. **3.95**
67 WP 3163—REPLACEMENT BULB FOR (D) (E). *Postpaid*.... **.70c**

Da-Lite Screen $29.95

18 x 24-in. Screen sets up quickly. Ideal size for View-Master reels. Wire easel holds screen flat. Will stand on table, or hang on wall. Glass-beaded surface reflects colors in their true-to-life brilliance. Use with Projectors (D) and (E), or any other projector used for viewing movies or slides. Shipping weight 1 lb.

67 T 1032—Only.....**29.95**

ALLS WARDS 469

VIEW-MASTER
..vivid 3-D color

Economy Stereoscopic Picture Set $2.95

Sensational low price to introduce you and your whole family to the colorful thrills of View-Master. Complete outfit includes a $1.75 plastic stereoscope viewer, one 7 scene reel on various subjects, and choice of any $1.25 three-reel packet (21 related scenes) from wide selection on opposite page. Colorful gift box. *Be sure to state catalog number, title number and title of packet named*

3 N 9764—Complete outfit. Postpaid. Shipping weight 12 ounces $2.95
3 N 9765—Stereoscope Viewer and 7 scene reel only. Postpaid. Weight 7 ounces 1.75
3 N 6426—Budget Gift-Pak. Includes stereoscope viewer and 7 scene reel above plus any two 3 reel packets listed on opposite page. Handsome gift box. *State catalog number of the numbers and titles of 2 packets.* Postpaid. (Shipping weight 1 lb. 0 oz.) $4.25

De Luxe Outfit with Lighted Stereo Viewer $6.45

No holding up to the light, no cumbersome attachments. Just touch bar to capture all the excitement of vivid, lifelike 3-D. You get super-large 5½X area magnification from sharp lens. And you'll be proud of the trim "hand tailored" design of this brown and ivory-color plastic viewer. Outfit includes viewer, choice of two 3-reel packets from opposite page . . all in gay gift box (order 2 batteries below). *State catalog number and any 2 packet titles with their proper number* example: 3N6460 (B527) Popeye, (A156) Las Vegas. Build up a full library from wide selection on facing page . . choose from over 175 exciting subjects.

3 N 6460—Complete outfit above. Postpaid. (Shipping weight 2 lbs. 8 oz.) $6.45
3 N 6404—Lighted Stereo Viewer only. Postpaid. (Shipping weight 2 lbs.) 3.95
3 N 9717—Battery for 3 N 6404 viewer above. Shipping weight 4 ounces . . . . . Each 19¢

View-Master Accessories

1 **Projection Screen.** Rolls up. Glass beaded. Hang on wall.
3 N 8522—18x24 in. Wt. 3 lbs. . $1.95

2 **Storage and Carrying Case.** For viewers, projectors, 50 reels or projector and 125 reels. Plywood; plastic-coated covering. Blue tweed design. 7¾x5¼x11 in.
3 N 8387—Shpg. wt. 2 lbs. 12 oz. $3.95

3 **Transformer.** For stereo viewer 3 N 6404 above. Eliminates the need for batteries. 10-ft. cord. 110-120-volt, 60-cycle AC. UL listed. Postpaid.
3 N 6423—(Shpg. wt. 12 oz.) . . $3.50

Our Best Standard Projector

Quick-change reel advance—simple up and down action advances scenes. You'll be thrilled by brilliant, two-dimensional pictures in full color up to 22 inches wide. Sharp 3 inch f:3 lens and 30-watt lamp . . and you get a FREE 9½x10¾ inch sturdy cardboard screen.

Rich brown plastic construction. 110-120-volt 60-cycle AC-DC. Underwriters' Laboratories listed.
3 N 6411—Postpaid. (Shpg. wt. 3 lbs.) $9.95
3 N 8573—Extra 30-watt lamp for projector. (Shipping weight 8 oz.) 66¢

View-Master Junior Projector

Takes all standard View-Master reels and projects them to full 22 in. wide. 30-watt lamp and f.3 Luma-Ray lens for exciting 2-dimensional viewing. FREE 9½x10¾ in. cardboard screen.

Easy to operate projector—just insert reel in slot and push button to change scenes. Plastic and metal in two-tone red and ivory. 110-120-volt AC-DC. UL listed.
3 N 6454—Postpaid. (Wt. 4 lbs.) $7.95
3 N 8573—Extra 30-watt lamp for projector. (Shipping weight 8 oz.) . . . . . 66¢

NOTE: *View Master scene of Roy Rogers illustrated above © 1956 by Roy Rogers Frontiers, Inc. scene of Sleeping Beauty © 1959 Walt Disney Productions*

Low-priced Tru-Vue 3-dimensional Viewers that show exciting pictures in full color

Junior Tru-Vue 3-dimensional Viewer. Bright red plastic case Uses 3-D slide-in picture cards (not included . . order separately below). Makes excellent stocking filler.
3 N 9774—Postpaid. (Shipping weight 8 ounces)..... .98¢

Fast-action 3-dimensional Viewer. Just slide in cards and pull lever. Scenes stand out in rich color and sharp detail. Sturdy, black plastic case. Order cards separately below.
3 N 9775 - Postpaid. (Shipping weight 8 ounces)..... $1.98

Build your order to $20 or more, pay just 10% down on Sears Easy Terms. See page 294. $5 down on photo orders $50 to $200.

3-dimensional Tru-Vue Color Albums for viewers above

Each album contains three cards . . 21 delightful scenes. Choose from a wide variety of subjects. *State title of album desired:* Disney I (Mickey Mouse, Donald Duck, Pluto); Disney II (Pinocchio, Snow White, Peter Pan); Fantasyland; Tomorrowland; Mickey Mouse Club; Fairy Tale I (Cinderella, Little Red Riding Hood, Jack and the Beanstalk); Fairy Tale II (Three Little Pigs, Goldilocks, Sleeping Beauty); Fairy Tale III (Hansel and Gretel, Little Black Sambo, Ugly Duckling), Robin Hood; Robinson Crusoe; Tom Sawyer; Gulliver's Travels; Christmas Stories; Lone Ranger; Wild Bill Hickok, Performing Animals. *Postpaid.* (Wt. each album 4 oz.)
3 N 9776..... .....Each album 98¢

View-Master Packets . . each title has 3 reels, each reel has 7 scenes

Thrill to the wild adventures of your favorite heroes and breath-taking beauty of our states, national parks, and foreign lands. Spend laugh-filled hours with gay cartoon characters.

Asterisk (*) after title means packet includes story folder. *State catalog no., title no., title* (as 3 N 6444—B172—France).
3 N 6444—Postpaid. (Shpg. wt. each 3 oz.)..... .3-reel Packet $1.25

NEW RELEASES

B309 Aesop's Fables*
B474—Lassie and Timmy*
B650—Moon Rockets and Guided Missiles*
B308—Walt Disney's Sleeping Beauty*
B473—Wild Bill Hickok*
B430—William Tell*
B531—Bugs Bunny*
B528—Mickey Mouse*
B527—Popeye*
B475—Roy Rogers*
B432—Treasure Island*
B582—Steve Canyon*
A120—Hawaii*

STATE PACKETS

A925—Alabama*
A100 Alaska*
A360—Arizona*
A440—Arkansas*
A170—California*
A320 Colorado*
A750—Connecticut*
A770—Delaware*
A960—Florida*
A915 Georgia*
A285 Idaho*
A550—Illinois*
A570—Indiana*
A530—Iowa*
A465—Kansas*
A845—Kentucky*
A945—Louisiana*
A715—Maine*
A780—Maryland*
A725—Massachusetts*
A580—Michigan*
A510—Minnesota*
A935—Mississippi*
A450—Missouri*
A295 Montana*
A475—Nebraska*
A155—Nevada*
A700—New Hampshire*
A760—New Jersey*
A375—New Mexico*
A650—New York*
A890 -North Carolina*
A500—North Dakota*
A595—Ohio*
A430 Oklahoma*
A245 Oregon*
A650—Pennsylvania*
A740—Rhode Island*
A905—South Carolina*
A485—South Dakota*
A875 Tennessee*
A410 Texas*
A445 Utah*
A690—Vermont*
A810—Virginia*
A270—Washington*
A335—West Virginia*
A525—Wisconsin*
A305—Wyoming*

VACATION LAND SERIES

A361—Grand Canyon Nat. Pk. I
A362 -Grand Canyon National Park II
A183—California Missions*
A175 - Disneyland I: Main St USA
A176—Disneyland II: Frontierland
A177—Disneyland III Adventureland
A178—Disneyland IV: Fantasyland
A179 Disneyland V Tomorrowland
A182—Redwood Highway
A172—San Francisco
A174—Sequoia and Kings Canyon National Parks
A171 - Yosemite National Park
A307 Grand Teton National Park
A322 Rocky Mt. National Park
A961 Cypress Gardens
A963 Greater Miami Area
A964 Marine Studios (Marineland)*
A962—Silver Springs
A551 Chicago
A346—Mammoth Cave National Park
A156—Las Vegas
A610 New England
A761—Atlantic City
A376—Carlsbad Caverns National Park
A653 New York City
A655—Scenic Niagara Falls
A656—Sightseeing Niagara Falls
A651—United Nations
A889—Great Smoky Mts. Park
A631—Philadelphia
A486—Black Hills—Badlands
A812—Mount Vernon
A811 Shenandoah National Park
A790- Washington, D.C.
A306 Yellowstone Nat. Pk.

FOREIGN TRAVELOGUES

B140—Egypt*
B093—In Darkest Africa
B177 - France*
B193 -Germany*
B180—Italy*
B151—Sweden*
B185—Switzerland*
B210—Inside Moscow*
B212—Russia Today*
A005 Banff, Canadian Rockies
B001 - Mexico*
B262 - Japan*
A123—Honolulu, Waikiki, Oahu

ADVENTURE STORIES

B466—Brave Eagle
B560—Captain Kangaroo*
B468 Johnny Mocassin*
B721 - Riders of the Desert*
B467—Rin Tin Tin
B37- Robin Hood*
B580—Tarzan of the Apes*
B426 Three Musketeers*
B581—Tom Corbett Space Cadet*
B370—20,000 Leagues Under the Sea*
B469—Zorro*

CARTOONS

B525—Donald Duck*
B530—Goofy*
B526 Mighty Mouse*
B511 Two Mouseketeers
B510 Woody Woodpecker, Andy Panda, 1 other

CHRISTMAS STORIES

B380—A Christmas Carol*
B383 Christmas Story*
B382—Night Before Christmas*
A650 Santa's Workshop
B870 -Rudolph Shines Again

COWBOYS

B470 Annie Oakley*
B464 - Buffalo Bill, Jr.
B460—Cowboy Stars
B461—Cowboy Adventures
B463—Dale Evans
B465 - The Lone Ranger*
B462—Roy Rogers

FAIRY TALES

B360—Alice in Wonderland*
B302 Cinderella, Goldilocks, Rumpelstiltskin*
B305—Hans Christian Andersen Fairy Tales*
B425 Heidi*
B301 —Little Red Riding Hood, Hansel and Gretel, Jack and Beanstalk*
B410—Mother Goose Rhymes*
B300—Snow White, 7 Dwarfs*
B303—3 Little Pigs, Little Black Sambo, Ugly Duckling
B361 -Wizard of Oz*

REAL LIFE ADVENTURES

B660—Aircraft Carrier Action
B722 Hunters of the Forest*
B720 Hunters of the Plains*
A180— Mickey Mouse Club Circus Visits Disneyland
B524 Mickey Mouse Club Mouseketeers*
B661 South Pole, Conquest by Air*

NATURE SERIES

B613—Battle of the Monsters from "Animal World"*
B617—Children's Zoo*
B616—Performing Animals (St. Louis, Missouri Zoo)*
A173—San Diego Zoo*
B615—Strange Animals*
A965—Parrot Jungle Florida*
B611—Wild Birds*
B612—Wonders of the Deep*
B610—Butterflies*

RELIGIOUS SERIES

B875—Birth of Jesus*
B880—Easter Story*
B877 - Jesus Teaches Forgiveness*
B381—Littlest Angel*
B878—Miracles of Jesus*
B876—Parables of Jesus*

PEOPLE, WORLD EVENTS

B891—Cherokee Indians
B211 People of Russia*
B750 - Royal Canadian Mounted Police*
B760—Brussels' World's Fair
B780—Coronation of Queen Elizabeth II*
B925—Queen Elizabeth Visits Canada and U.S.A.*

Silent 8mm Castle Black-and-white Home Movies

2 types: (1) headline editions—streamlined three-minute quickies, and (2) complete editions—3 times longer, 3 times the fun. Shipped postpaid from factory near New York City. *State catalog no., titles.*
3 N 8600F—50-ft Headline. (Shpg. wt. 4 oz.)...Each $1.79
3 N 8602F—180-ft. Complete Edition. (Wt. 6 oz.)..... $5.65

Christmas Films
Howdy Doody's Christmas
Night Before Christmas
First Christmas

Abbott and Costello Films
Have Badge, Will Chase*
Rocket and Roll
Foreign Legion
No Bulls, Please
Midget Car Maniacs
No Indians, Please

Chimp Comedies
Chimp, the Champ
Chimp on the Farm
Chimp, the Cowboy
Chimp, the Fireman

Animal Adventure-Travel
The Big Cage
Voyage of the Mayflower
Who's New at the Zoo
Fun at the Circus
Deep Sea Adventure
Simba—Killer Lion
Bruins Go Camping
The Three Musketeers
Indian Raiders
Camera on Russia
Yosemite Wonderland
Hong Kong
Brussels' World's Fair
Havana Holiday*
Eternal Glacier Nat. Pk.*

Fairy Fables
Dig That Dog
A Horse's Tale
Hay Rube

Woody Woodpecker Films
Termites from Mars
The Roaming Romeo*
The Last Chase*
Secret Agent F.O.B.*
Pony Express

Andy Panda Films
Wacky Weed
Mousie Come Home

Famous Fairy Tales
Jack and the Beanstalk
Aladdin's Lamp
Real Cinderella*

Sport Parade Films
This Sporting World
Harlem Globetrotters
Gunning for Geese*
Ski-Hi, Ski-Lo*

Hopalong Cassidy Films
Doomed Wagon Train
Lost Mine
Stage Coach War

** New releases. For complete list of Castle films, write Sears, Dept 139, for circular 6360N*

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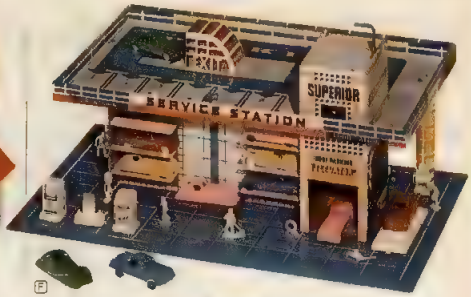

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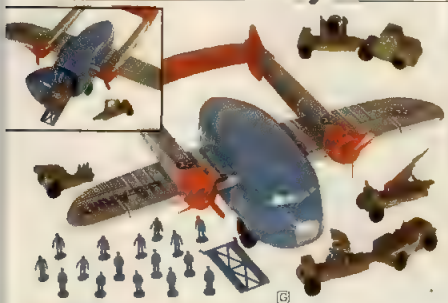

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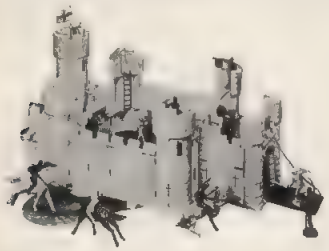
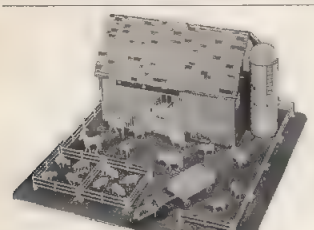
Stir Young Imaginations

with these realistic reproductions of the big, wide world they live in. Give them a chance to create . . . to act out their own exciting adventures!

FORT PIONEER . . . the Great Western Frontier Post. Any lad will create his own frontier days drama with these authentically detailed, unbreakable plastic pieces. Frontiersmen and Indians in action poses have interchangeable weapons and equipment. Big take-apart fort has 8¾" entrance with swing gates, 6½" fort sections, corner block houses, headquarters building, flag and pole. Also includes 9½" take-apart covered wagon and harness, realistic teepee and a 6½" long cannon that actually fires harmless, soft cannon balls.
896-738 B350 Fort Pioneer Take-Apart Set **$4.98**



CRUSADER CASTLE . . . captures the fancy of every imaginative youngster. Gives hours of play fun, plus a chance to re-create one of history's most romantic eras! Easy to assemble plastic castle is 22x16x 12" high. Authentic drawbridge and gate can be lowered or raised; simply turn hand wheel and see it happen. And here they are, ready for action: 4 knights with lances, 4 horses, plus 12 other knights and damsels (who may be distressed, but can never be demolished). All figures are unbreakable poly plastic. 25 pieces in all.
891-192 B420 Crusader Castle **$5.98**



"SUNNYFIELD" FARM SET . . . realistically reproduced to harvest many happy hours of play for one child . . . or a group of children. Big barn with metal stanchion boasts space for four cows; attached silo has removable roof. Stock includes 33 animals: cows, sheep, pigs, calves, chickens, colts and horses . . of flexible, durable vinyl plastic. Also has tractor with cart and 12-section fence. Metal barn measures 19" long, 8½" wide and 11" high. Both boys and girls will adore life "down on the farm" from sun-up to sun-set.
894-378 B280 "Sunnyfield" Farm Set with 33 animals . . **$3 98**

Ⓔ **"GUNSMOKE" with Marshal Matt Dillon . . .** maintaining law and order in famed, adventure-packed Dodge City. Far better than viewing, your youngster is producer and star of every western show he creates. Authentic, unbreakable figures include the marshal himself, cowboys and Indians—all with interchangeable weapons and accessories. And there's a take-apart buckboard wagon, 6½" long, jail house, bank building, horses to saddle, corral fence, hitching post.
896-746 B210 "Gunsmoke" Set of unbreakable plastic..... **$2.98**

Ⓕ **COMPLETE SERVICE STATION . . .** realistic right down to the automatic car lift! Attendants can "man the pump", tinker with motors, professionally park cars. Two-story metal and plastic garage consists of metal base, garage and upper park-area, elevator, 2 gas pumps, also assorted cars, oil rack, air reel, tires, tire-jack, plastic figures and washing unit. Car ramp extends from roof to lower level. Has car lift, parking rack with elevator.
891-747 B420 Service Station. 25x16¾x10¼" high . **$5.98**

Ⓖ **FLYING BOX CAR and COMBAT TEAM . . . an airborne army of** thrills! 2-engine flying box car, 22x18x5½" high, with plastic fuselage, safety metal wings and booms; unbreakable turning propellers, cowlings and tail sections. Cargo plane nose opens for loading equipment. Radar trailer has rotating scanner; elevating howitzer shoots harmless shells; Nike missile trailer with launcher that rotates, shoots soft missiles; trailer with rotating searchlight; truck car and jeep. Unbreakable soldiers; plastic accessories.
891-200 B420 Flying Box Car and Combat Team **$5 98**

Ⓗ **IT'S FORT CHEYENNE . . .** realistic replica of the famous old army outpost! Fort of metal and plastic, authentically decorated and detailed, with complete stockade and gateway: 2 movable block houses, metal headquarters building and stable. Soft plastic cowboys, Indians, riders, horses, soldiers with wagon and moving horse. Cannons shoot harmless bullets. Size: 30" long, 20" deep, 9" high
891-713 B420 Fort Cheyenne **$5.98**

Ⓚ **MOUNTIE OUTPOST . . .** lets a youngster "get his man everytime" just like a real Canadian Mountie does! This exciting replica of an authentic Outpost includes brightly decorated metal Royal Canadian Mounted Police headquarters, jail and trading post. Unbreakable plastic igloo, dog-team and sled, eskimoes, trappers and mounties on skis and horseback add to the drama of tracking down lawbreakers . . . afford endless hours of imaginative action and fun.
891-234 B210 Mountie Outpost **$2.98**

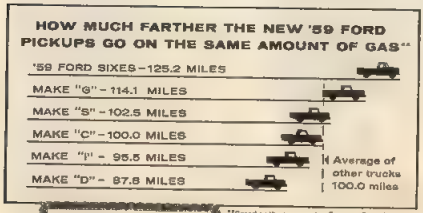
Ⓛ **U.S. NAVAL BASE . . .** the perfect action toy for those sea-going imaginations! Realistically detailed naval base is metal and plastic with metal lithographed platform on which your enchanted youngster will find a metal warehouse and gantry rig plus magnetic crane, jeeps, trucks, marine and sailor figures, plastic fences, cargo nets, torpedoes and ships cargo. What fun to pull the aircraft carrier, cargo ship and destroyer into the metal piers! All three ships have wheels for easy on-the-floor play. Size: 22x22x10½"
891-721 B420 U.S. Naval Base **$5.98**

Ⓜ **U.S. MARINE "LAND-SEA-AIR ASSAULT" . . .** the battle wages hot and heavy with 3 exciting craft leading the attack! Each is an authentic copy. Land-and-Sea Invader is 10½" long; comes apart . . . has swivel machine guns, operating winch, tarpaulin, etc. Take-apart P.T. Raider is 12" long; has swivel pom-pom guns, torpedoes that can actually be launched, radar antennas, etc. Helicopter is 10½" long; has removable equipment. Includes action-posed marines and interchangeable accessories, weapons. Unbreakable plastic
896-753 B210 U.S. Marine "Land-Sea-Air Assault". **$2.98**

Ⓝ **ARMY MANEUVERS . . .** provides a choice battleground for those eternal, make-believe wars! The lithographed metal base is authentically equipped with army vehicles, 2 howitzers that fire harmless shells, pontoon bridge, bunkers, barbed-wire entanglements and two metal lithographed field hospitals to repair the wounded. To fight in this realistic battle, there are two complete armies of plastic soldiers—all in action poses! 34½" long x 37¾" wide.
891-739 B280 Army Maneuvers **$3.98**

25.2% MORE MPG!

'59 Ford Sixes top all trucks


HOW MUCH FARTHER THE NEW '59 FORD PICKUPS GO ON THE SAME AMOUNT OF GAS**
'59 FORD SIXES – 125.2 MILES
MAKE "G" – 114.1 MILES
MAKE "S" – 102.5 MILES
MAKE "C" – 100.0 MILES
MAKE "I" – 95.5 MILES
MAKE "D" – 87.8 MILES
Average of other trucks 100.0 miles

**Based on the average of 2 Economy Showdown tests

All tests conducted and results

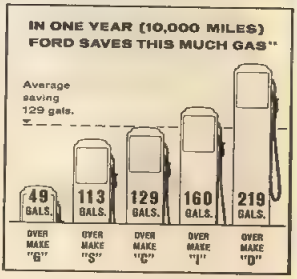
CERTIFIED

by America's foremost independent automotive research organization*

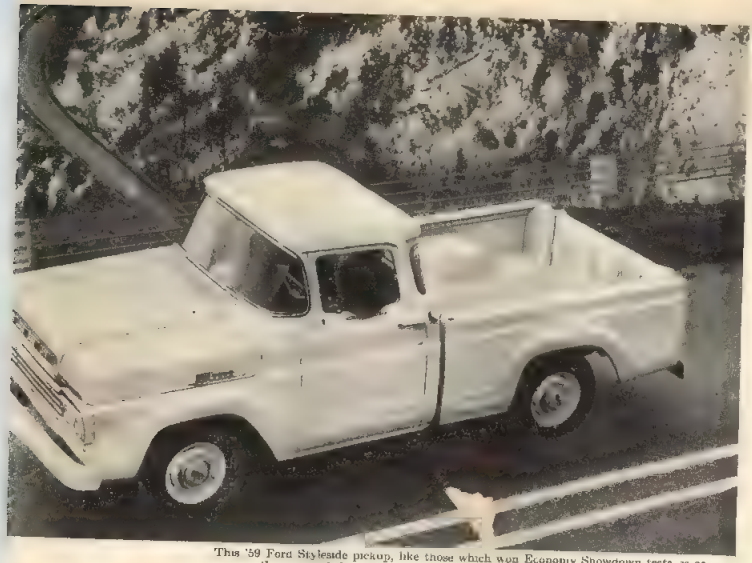
*Name available on request

Send name to P. O. Box 7847 Ford Division, Ford Motor Company Detroit 31, Michigan

Ford's 25.2% better gas mileage means that for every 100 miles the average '59 pickup goes, a modern Ford Six goes *25.2 extra miles on the same amount of gas.* All '59 pickups tested were stock models with standard six-cylinder engine, three-speed transmission and standard rear axle ratio.


IN ONE YEAR (10,000 MILES) FORD SAVES THIS MUCH GAS**
Average saving 129 gals.
49 GALS. OVER MAKE "G"
113 GALS. OVER MAKE "S"
129 GALS. OVER MAKE "C"
160 GALS. OVER MAKE "I"
219 GALS. OVER MAKE "D"

Here are gas savings you may expect in the first year alone—savings that can add up to *hundreds of dollars* over the years you own a truck. The full report of Economy Showdown tests—filled with information never before available to truck owners—is at your Ford Dealer's now. Be sure to see it!



This '59 Ford Styleside pickup, like those which won Economy Showdown tests, is as easy on the eyes as it is on the gas! Ride is the smoothest of any standard half-tonner.

in Economy Showdown USA

Certified! Fords average 25.2% more miles per gallon in impartial pickup truck economy tests!

There's enough difference in gas mileage between one truck and another to save you *hundreds of gallons of gas* in just one year!

To get this story, Ford Motor Company called on America's foremost independent automotive research organization. "We want the *facts*," Ford said, "truck against truck, fair for all." And thus was born Economy Showdown USA, the huge economy test involving 534 pickups—new models and old—of the six leading makes.

All new '59 pickups—Ford and competitive—were bought from dealers, just as you would buy them. After 600 miles break-in, all were tuned to the manufacturer's specifications. Then began an exhaustive series of road trials: constant-speed driving at 30, 45, and 60 miles an hour . . . various stop-and-go tests. To reduce any human factor, test drivers were continually shifted from truck to truck.

The '59 Ford Sixes, *in every test*, recorded more miles per gallon than every other make!

In all tests combined, the Fords gave 25.2% better gas mileage than the average of all other '59 Sixes.

For the typical truck owner driving 10,000 miles a year, this means savings of some 129 gallons of gas!

How can Ford offer such savings? *First*, of all pickup Sixes, only Ford has modern Short Stroke design.

Second, to this modern engine, Ford has added a new economy carburetor. By metering fuel more precisely, it boosts gas mileage in every kind of driving.

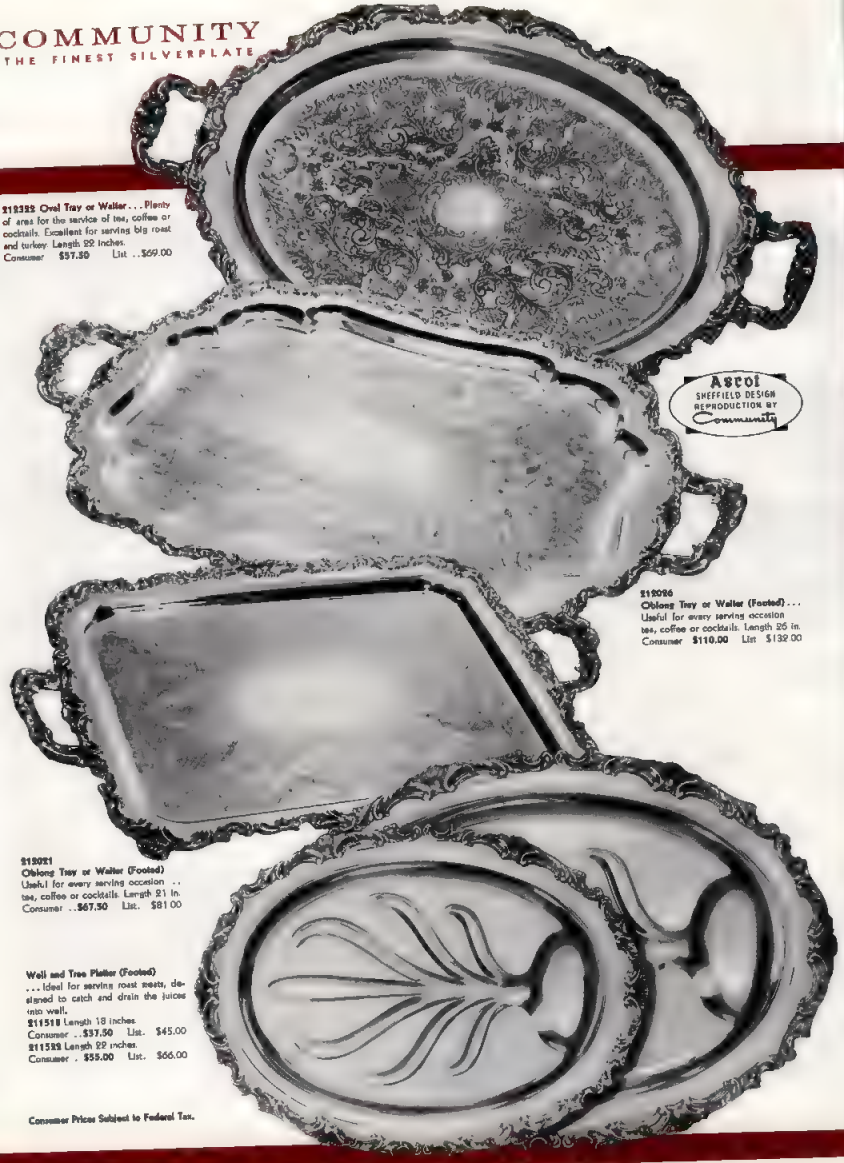
What is "good" gas mileage in different kinds of driving, for older trucks and new? Get the answers in the full Economy Showdown report—at your Ford Dealer's now!

Go **FORD-WARD** *for savings*

FORD TRUCKS COST LESS

Less to own... Less to run... Last longer, too!

COMMUNITY
THE FINEST SILVERPLATE



212322 Oval Tray or Waiter . . . Plenty of area for the service of tea, coffee or cocktails. Excellent for serving big roast and turkey. Length 22 inches.
Consumer **$37.50** List . . $69.00

212026
Oblong Tray or Waiter (Footed) . . .
Useful for every serving occasion . . . tea, coffee or cocktails. Length 26 in.
Consumer **$110.00** List $132.00

212021
Oblong Tray or Waiter (Footed)
Useful for every serving occasion . . . tea, coffee or cocktails. Length 21 in.
Consumer . . **$67.50** List. $81.00

Well and Tree Platter (Footed)
. . . Ideal for serving roast meats, designed to catch and drain the juices into well.
211518 Length 18 inches.
Consumer . . **$37.50** List. $45.00
211522 Length 22 inches.
Consumer . **$55.00** List. $66.00

Consumer Prices Subject to Federal Tax.

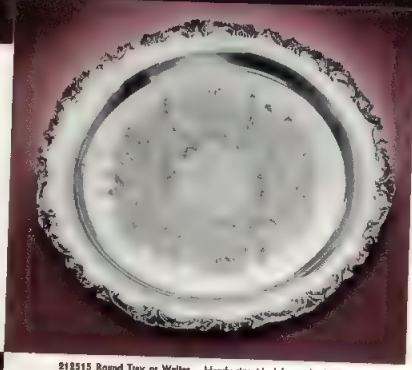
Ascot

COMMUNITY®
THE FINEST SILVERPLATE

The ASCOT design is authentically early 19th Century. Characteristic shell, scroll and leaf borders, and curving spouts and handles harmonize beautifully with its graceful body lines. An outstanding authentic English Sheffield Design reproduction. Made for those who would entertain graciously and luxuriously.

Illustrated above is the 5-Piece Tea and Coffee Set on 26 inch Oblong Tray

	TEA AND COFFEE SERVICES	Consumer	List
21610	**5-Piece Tea and Coffee Set** (Tea, Coffee, Sugar, Cream, Waste — Illustrated above)	$135.00	$186.00
21611	**4-Piece Tea and Coffee Set** (Tea, Coffee, Sugar, Cream)	137.50	165.00
21603	**3-Piece Tea Set** (Tea, Sugar, Cream)	98.50	111.00
21607	**3-Piece Coffee Set** (Coffee, Sugar, Cream)	95.00	114.00
	INDIVIDUAL ITEMS		
21010	**Tea Pot,** Capacity 9 Cups	42.50	51.00
21020	**Coffee Pot,** Capacity 11 Cups	45.00	54.00
21060	**Sugar Bowl,** with Cover	27.00	32.40
21070	**Cream Pitcher,** Gold Lined	23.00	27.60
21080	**Waste Bowl,** Gold Lined	17.50	21.00
211925	**Oblong Tray or Waiter,** Length 26 inches	100.00	120.00
211921	**Oblong Tray or Waiter,** Length 21 inches (Footed 26 inch and 21 inch Trays shown on following page.)	57.50	69.00



212515 Round Tray or Waiter... Handy size ideal for cocktails iced drinks, sandwiches and many other "party" uses. Diameter 15 inches. Consumer....**$27.50** List .. $33.00

21602 Salt and Pepper Shakers . Always useful, come in a lovely gift box. Heavily plated on substantial base. Height 4½ in. Pair Consumer **$6.00** List .$7.20

Ascot
SHEFFIELD DESIGN
REPRODUCTION BY
Community

*Trade-marks of Oneida Ltd.

Consumer Prices Subject to Federal Tax.

original-round

LINCOLN LOGS

America's National Toy

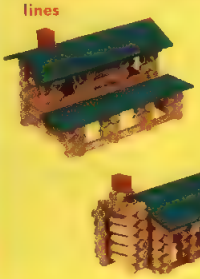
a new face for 1959

Lincoln Logs has been a best seller for more than a quarter of a century. As educational toys, Lincoln Logs provide hours of pure enjoyment, encourage the child's imagination, create a background for trains, trucks, figures, etc. They are ideal for play alone or for group activity. Realistic forts, cabins, stockades, houses and many other buildings and structures will be built.

Lincoln Logs are made of selected wood, stained brown and waxed. Gables, chimneys and roof pieces are brightly colored. Lincoln Logs are standard ¾" in diameter and each set is complete in itself. All sets interchange one with another.

NOW IN SPACE SAVING—COUNTER STACKING—CONTENTS SEALED—SQUARE CAN CONTAINERS

- Original, realistic round Logs
- Even better values at lowest prices
- Sturdy, colorful gables
- 4 page colored design sheets in each set
- 6 sets in $1.00—$2.00—$3.00—$4.00—$5.00—$6.00 price lines

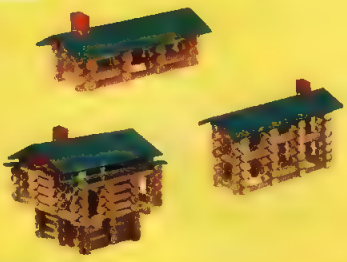


SET 1C *Suggested Retail Price* **$1.00**
53 wood pieces with 4 page colored design sheet. Excellent for beginners and may be added to or bought as a refill for replacing parts in larger sets.
Standard package 12 cans—weight 17 pounds.

SET 2C *Suggested Retail Price* **$2.00**
91 wood pieces and 4 page colored design sheet. Individual can container for consumer storage of contents.
Standard package 12 cans—weight 30 pounds.

SET 3C *Suggested Retail Price* **$3.00**
128 wood pieces and 4 page colored design sheet. Includes 4 gables. Authentic Lincoln cabin can be built.
Standard package 6 cans—weight 21 pounds.

SET 5C *Suggested Retail Price* **$5.00**
178 wood pieces and 4 page colored design sheet. The largest set made. Constructs larger buildings or more than one small building.
Standard package 4 cans—weight 24 pounds.



STANDARD TERMS AND DISCOUNTS APPLY

Write to Lincoln Logs (Division of Playskool Mfg. Co.) 1750 N. Lawndale Ave., Chicago 47, Ill.

Printed in U.S.A.

new face—new figures—bigger count

original-round

LINCOLN LOGS

with figures

America's National Toy

IN SQUARE CAN CONTAINERS

New containers save stock space, stack sturdily on counter displays.

Sealed contents guarantee factory fresh materials in correct count.

SET 4CF *Suggested Retail Price* **$4.00**
129 wood pieces, 32 scaled vinyl figures including settlers, Indians, forest animals. 4 page colored design sheet.
Standard package 6 cans—weight 27 pounds.

SET 6CF *Suggested Retail Price* **$6.00**
178 wood pieces, 32 scaled vinyl figures including settlers, Indians, forest animals. 4 page colored design sheet. This is the deluxe Lincoln Log set.
Standard package 4 cans—weight 29 pounds.

Vinyl figures are nontoxic—full colors—scaled for use with Lincoln Logs.

PEG BLOX

Multiple unit system of 7/8" thick wood block shapes with drilled holes 7/8" between centers allow connecting dowels to build realistic, mobile models of any description. Can be used with Makit Toy sets. All blocks are in primary colors.

NO. 15 PEG BLOX
Suggested Retail Price **$1.50**
11 shapes, 44 pieces and design sheet.
Standard package 12 cans—weight 14 pounds.

NO. 25 PEG BLOX
Suggested Retail Price **$3.00**
13 shapes, 74 pieces and design sheet.
Standard package 6 cans—weight 13 pounds.

STANDARD TERMS AND DISCOUNTS APPLY

Write to Lincoln Logs (Division of Playskool Mfg. Co.) 1750 N. Lawndale Ave., Chicago 47, Ill.

EMENEE
MUSICAL TOYS

has
moved
to
room

GOING UP! 636

200 FIFTH AVE.

Emenee Industries, Inc.
200 Fifth Ave., New York 10, N. Y.

Gentlemen: Please send new full-color catalog of Emenee line for 1959

Name .....

Address .....

City ..... Zone ..... State .....

Excitingly new musical toys retailing from 60¢ to $80.—presold for you on TV coast to coast!

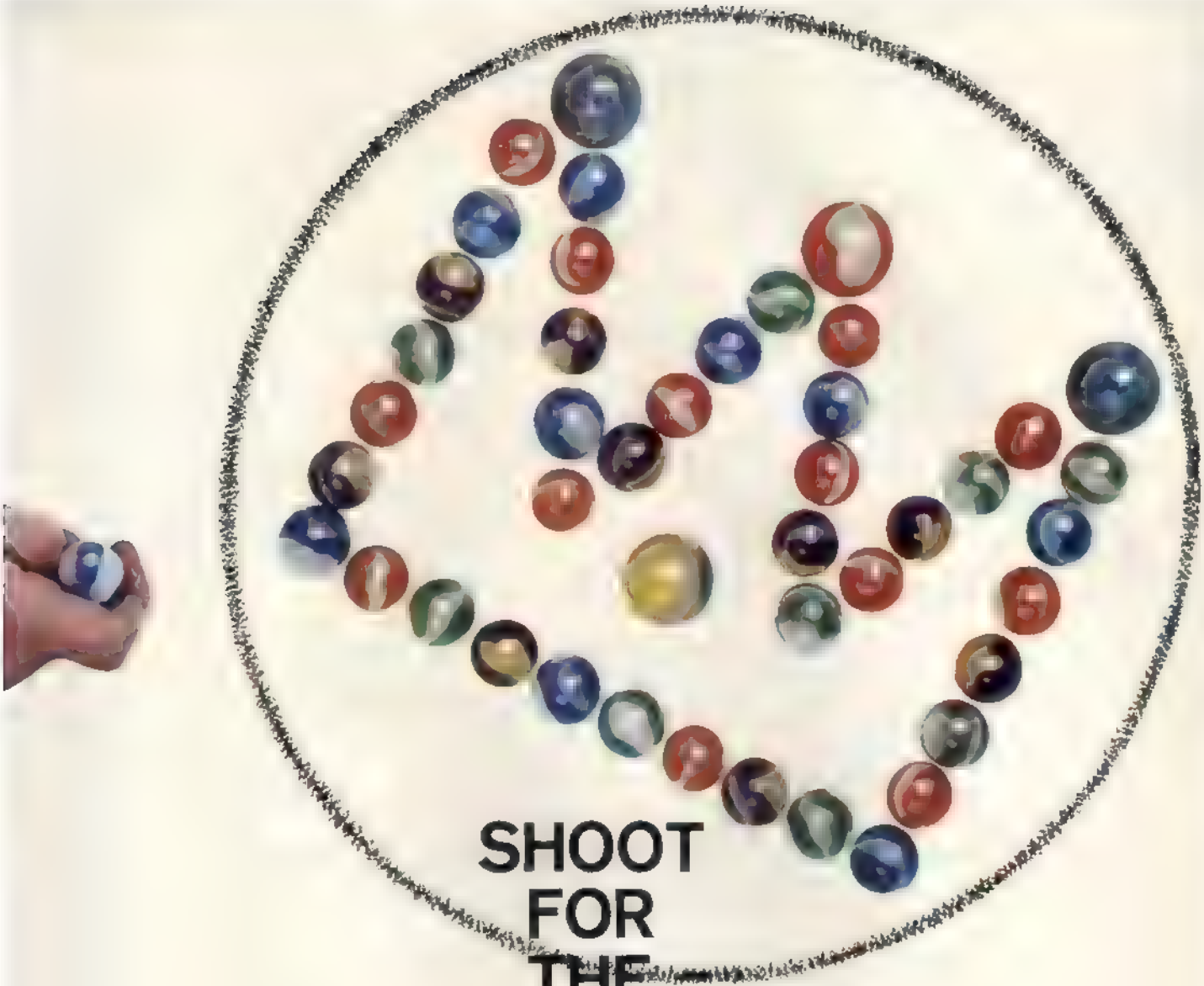
EMENEE INDUSTRIES, INC., 200 FIFTH AVENUE, NEW YORK 10, N.Y.

EMENEE INDUSTRIES, INC., 200 fifth avenue, new york 10, n. y. World's largest manufacturer of musical toys

Wherever you find Marble Champs . . .
you will find them playing with **"MARBLE KING"**
the world's best known, best loved Marbles

BERRY PINK, The Marble King presenting the "Marble King" Trophy to Frankie Santo

BERRY PINK INDUSTRIES, Inc. 350 Fifth Ave., New York 1, N.Y.
For Over 30 Years the World's Largest Producers of Quality Marbles.



SHOOT FOR THE BIG PROFITS

"MARBLE KING"

The World's Best Known, Best Loved, Quality Marbles

Every new idea, every new creation, every new packaging innovation, came and will continue to come from **BERRY PINK The Marble King**

Write for complete price list and samples of

CATS EYES, RAINBOWS, MOONIES, MARINE PURIES AND JUMBO SHOOTERS

BERRY PINK INDUSTRIES, Inc. 350 Fifth Ave., New York 1, N.Y.

For Over 30 Years the World's Largest Producers of Quality Marbles.

(E) **WINDSWEPT** . . . here's dinnerware that needs no pampering, yet pampers your budget because it lasts and lasts. Specially priced Melamine, made by America's foremost manufacturer in the field! "Windswept" offers all the practicality of unbreakable Melmac and all the beauty of a stunning new pattern you'd expect only in precious china. You can almost feel the soft breeze that seems to sway branches and leaves done in varying tones of mauve-gray and desert sand on a white ground. Modern coupe shape.

16-pc. Set. 4 each: decorated 10" dinner plates, white saucers, pink cups, and pink fruit dishes.
705-657 B865 16-pc. Set (for 4 . . . **$12.95**

45-pc. Set. 8 each: decorated 10" dinner plates, white bread-and-butters, white saucers, pink cups and 8" cereal-soups. 1 each in pink: vegetable dish, covered sugar bowl and creamer; 13¼" white platter.
705-640 B2795 45-pc Set (for 8). . . . **$39.95**

(F) **BOONTONWARE BELLE** . . . beautiful, break-resistant dinnerware of Melmac plastic. It's lovely to look at (luscious rainbow of colors makes even a patio meal of hotdogs look sumptuous) . . . easy to live with (its toughness defies breakage) . . . and fashion-right (even for company dinners!).

Exclusive "square-in-the-circle" design embellishes any decorating style . . . provides the modern appeal of square shape with the handling ease of round. And there's lots more you'll love about "Belle"—pleasing, substantial weight and feel plus a permanent satin-smooth lustre. Colors are molded in to stay—won't wash off or wear off.

45-pc. Set. Complete service for eight. 8 each (2 each in bon bon pink, turquoise, butter yellow and shell white): 10" dinner plates, cups, saucers, cereal-soup dishes and bread-and-butter plates. 1 each turquoise vegetable bowl, pink creamer and covered sugar bowl plus 11" shell white platter.
705-244 B2450 45-pc Set (for 8, . . . **$34.95**

(G) **AVON** . . . let your table tell an exciting story in color decoration with Boonton's newest pattern. Modern motif of pale turquoise leaves and black etched branches on pure white, coordinates with all white and all turquoise pieces. Avon is made to take the rigors of 3-meals-a-day use . . . yet it's serenely suitable for party presentation.

16-pc. Set. 4 each: 9⅜" decorated dinner plates, turquoise cups, turquoise fruit dishes and white saucers.
705-491 B1135 16-pc. Set (for 4) . . . **$16.95**

45-pc. Set. 8 each: 9⅜" decorated dinner plates, 6½" decorated dessert plates, white saucers, turquoise cups and fruits. 1 each turquoise 9⅜" vegetable bowl, covered sugar bowl, creamer and 14½" white platter.
705-533 B3340 45-pc Set (for 8). . . . **$49.95**

5-pc. Table Service. Includes turquoise 9⅜" vegetable bowl, covered sugar bowl and creamer, white 14½" platter.
705-541 B830 5-pc. Table Service. . . . **$12.45**

Melmac Fully Guaranteed . . . and Break-Resistant

Modern, highly styled dinnerware . . durable, easy to care for, so economical! Guaranteed against chipping, cracking, breaking . . colors never fade whether washed by hand or automatic dishwasher. Use it with pride for all your entertaining

E **FAIRFIELD** Boonton's Patrician. Warm and inviting as sunshine itself! Each time it graces your table—your guests, no less than your family, will enjoy its exquisite beauty. Soft tones of yellow and touches of varying grays and black carry out the modern conception of floral and leaf spray design on a snowy background. Accompanying pieces in shell white and butter yellow. Remarkably durable—guaranteed not to chip or break. Specially priced, too.

16-pc. Set. 4 each: decorated 9¾" dinner plates; yellow cups, fruits, white saucers. **705-558 B1135** 16-pc. Set (for 4). **$16.95**

45-pc. Set. 8 each: decorated 9¾" dinner plates, 6½" dessert plates, yellow cups, fruits, white saucers. 1 each: yellow vegetable bowl, white sugar, creamer, platter. **705-566 B3340** 45-pc. Set (for 8). **$49.95**

5-pc. Table Service. Yellow vegetable bowl; white covered sugar, creamer, 14½" platter. **705-574 B830** 5-pc. Table Service. **$12.45**

F **BEVERLY . . .** by Prolon. This especially low-priced dinnerware makes no sacrifice to quality or beauty! Deep coupe styling in pastel rainbow hues of aqua blue, bone white, clover pink and primrose yellow creates a stunning table for casual snacks or Sunday-best dinners. Guaranteed not to chip, crack or break for two years.

20-pc. Set. 4 each (one of each color as shown): 10" dinner plates, cups, saucers, bread-and-butters, cereal-soup dishes. **705-707 B930** 20-pc. Set (for 4). **$13.95**

45-pc. Set. 8 each (two each of four colors shown): 10" dinner plates, cups, saucers, bread-and-butters, fruits. One each: yellow 14" platter, pink vegetable bowl, blue covered sugar and creamer. **705-715 B1997** 45-pc. Set (for 8). **$29.95**

5-pc. Table Service. Includes: 14" platter, vegetable bowl, sugar bowl with lid, and creamer. All in solid turquoise. **705-723 B433** 5-pc. Table Service. **$6.50**

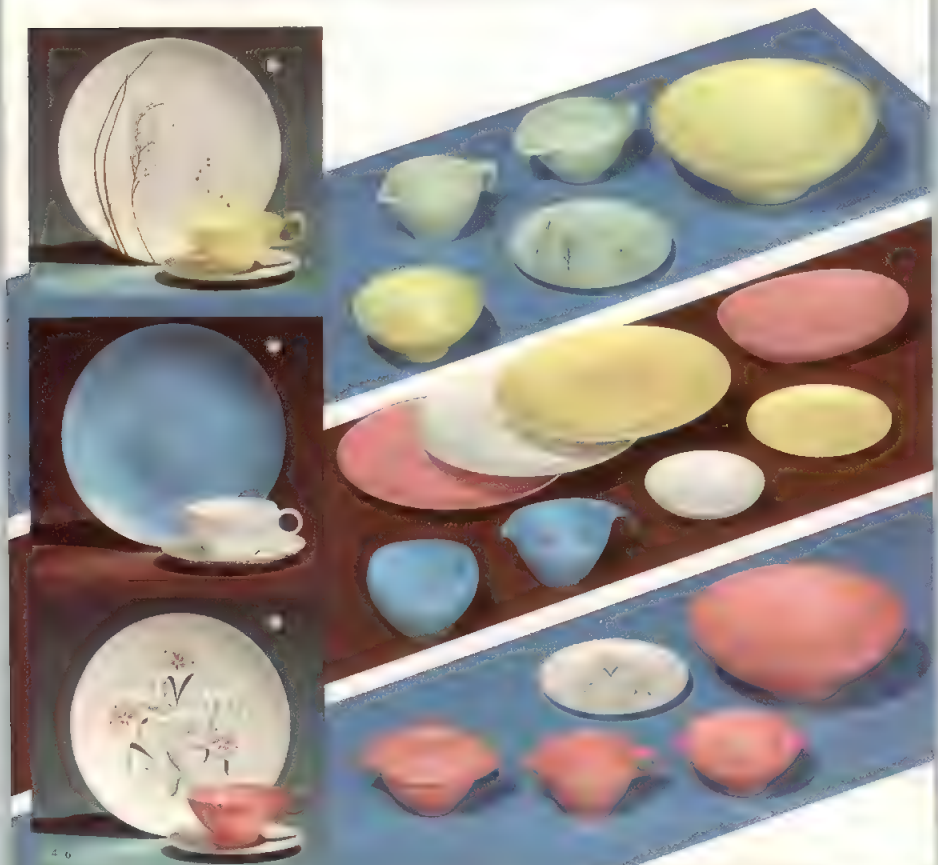
G **COUNTRY GARDEN . . .** new classic in Boonton Patrician Melmac dinnerware. What makes Country Garden so lovely to live with? The gracious way it weds past and present. Delicious pink and turquoise florals with leaves and stems of soft toned gray on flawless white. What makes it so easy to live with? The way it withstands day-by-day, year by-year use without chipping or breaking.

16-pc. Set. 4 each: decorated 9¾" dinner plates; pink cups, fruits, white saucers. **705-582 B1135** 16-pc. Set (for 4). **$16.95**

45-pc. Set. 8 each, decorated 9¾" dinner plates, 6½" dessert plates, pink cups, 10-oz fruits; white saucers. 1 each: pink 9¾" vegetable bowl, covered sugar, creamer, 14½" white platter. **705-590 B3340** 45-pc. Set (for 8). **$49.95**

5-pc. Table Service. Consists of: 9¾" pink vegetable bowl, covered sugar, creamer; 14½" white platter. **705-608 B830** 5-pc. Table Service. **$12.45**

Melmac fully guaranteed and break-resistant



Blazing new trails!
be sure
to see the
50's
NICHOLS
Industries, Inc.
CIRCLE N RANCH
JACKSONVILLE, TEXAS
NEW N TOYS OF QUALITY

NICHOLS

NEW 500's

are revolutionary... and sales appealing...

ready for your inspection at

ROOMS 1560-62

HOTEL NEW YORKER

at the TOY FAIR

NICHOLS *Industries, Inc.*

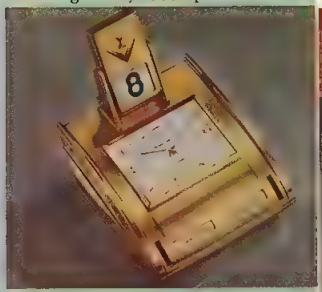
CIRCLE N RANCH

JACKSONVILLE, TEXAS

originality ... plus charm

COLONIAL CANDLE-STICK CLOCK ... highlighting a new concept in fashion ... a classic in simplicity. **30-HOUR 7 JEWEL DESK/BOUDOIR ALARM.** Gilt case, raised gilt figures, hour indicators, luminous hands, hour dots. 3-½ x 5-½". **38W45-1065** ..... Retail **$ 16.95**

DESK-MATES ... colorful ensembles superb for time ... poised for writing. **30-HOUR DESK PEN SET WITH ALARM.** Gilt case, swivel pen holder, gilt figures, indicators, luminous hands, hour dots. 4-½ x 3-½". Paper-Mate desk pen matches dial. Specify color: black, red, white. **38W36-815** ..... Retail **$ 12.95**



day...date...time...at a glance

SMART SET ... appointment for a good time ... conveniently shows day, date and time. **30-HOUR DESK/CALENDAR ALARM.** Streamlined gilt case, novel flip-date unit with day, month indicators. Raised gilt figures and colors, luminous hands, hour dots. 4-½ x 4-½". **38W66-1065** ..... Retail **$ 16.95**

Plumney-Walker

MERRY NOTES ... to awaken you with a smile ... a cheerful "Good Morning" every day. **30-HOUR MUSICAL ALARM.** Distinctive enamel finish metal case, gilt trim. Raised gilt figures, hour indicators, luminous hands and hour dots. 4 x 3". Specify color: white, pink, light blue, black. **38W50-935** ..... Retail **$ 14.95**

(Y) HEART-THROB ... brilliant rhinestones ... with heart-shaped ... that'll express your true sentiment. Resplendent in copper. **30-HOUR BOUDOIR ALARM.** Gilt case; raised gilt figures, hour indicators. Luminous hands, hour dots. With black faille envelope case. 3 x 2-¾". Specify color: ice-blue, rose crystal. **38W42-875** ..... Retail **$ 13.95**

(Z) BIG MOMENT ... beaming rhinestones ... da-dy, da-dy-ing, divine ... to set her heart "aglow." **30-HOUR BOUDOIR ALARM.** Gilt case, raised gilt figures, indicators, luminous hands, hour dots. With black faille envelope case. 2-¾ x 2-½". Specify color: rose, crystal, ice-blue. **38W34-815** ..... Retail **$ 12.95**

Prices subject to 10% federal excise tax Copyright 1958

largest selling folding traveling clocks in america .. perfect for gifts

BLUE RIBBON "Top Prize" for travel The preferred gift for every event. **32-HOUR DESK/TRAVEL ALARM.** Sturdy Texol case, gilt trim, harmonizing color lining. Luminous figures and hands. 3-¼×3-½". Specify color: tan, brown alligator, red.
38W27-430 .. .. Retail **$ 6.95**

FIRST STEP for a wonderful trip an "All-Time" enjoyable companion **30-HOUR DESK/TRAVEL ALARM.** Distinctive genuine leather case, harmonizing color lining. Luminous figures and hands 3-¼×3 .4" Specify color brown alligator, tan red
38W28-430 .. .. Retail **$ 6.95**

KING-PIN . A pocket-sized "Big-Time" **30-HOUR DESK/TRAVEL ALARM.** Leather case, gilt trim. Raised gilt indicators luminous figures, hands hour dots. 3×2-¾" Specify color: red, brown alligator, pig
38W25-470 Reta **$ 7.95**
38W73-610 Same, with 7 jewels Rot **$ 9.95**

TRIUMPH for dependability for accuracy for convenience. **8 DAY DESK/TRAVEL ALARM.** Sturdy Texol case, gilt trim, harmonizing color lining. Gilt figures luminous hands, hour dots. 3-½×3-½" Specify color brown lizard, tan or red pig, brown alligator,
38W80-765 .$ 11 95

CHIEFTAIN It's the Topaz Wind once weekly for "carefree" time **8 DAY 7 JEWEL DESK/TRAVEL ALARM** Genuine leather case, gilt trim Raised gilt figures. Luminous hands, hour dots 3×2-¾" Specify color pig, brown alligator, blue
38W87-960 . .... **$ 14.95**

SOUND-OFF! Thrilling new alarm It wakes you It gives you that relaxed 'Morning Start.' Featuring 8 soothing intermittent rings that nudge you gently, followed by a steady ring sufficient to arouse the heavy sleeper **30-HOUR BOUDOIR/TRAVEL ALARM** Sturdy Texol case, gilt trim Raised gilt figures Indicators Luminous hands, hour dots 3×2-¾". Specify color: tan, brown alligator, red.
38W56-610 . ..... Retail **$ 9.95**

PARADISE truly divine! You can see it "click-off" the happy hours **30-HOUR DESK BOUDOIR ALARM.** Classy plastic case raised gilt figures, hour indicators Luminous hands, hour dots Beautiful gay pastel colors Specify choice clear-white rose, light blue, amber 3-¾×3".
38W32-560 Retail **$ 8.95**

REPEATER-ALARM

Prices subject to 10% federal excise tax

Copyright 1958

originality ... plus charm

COLONIAL CANDLE-STICK CLOCK ... highlighting a new concept in fashion ... a classic in simplicity. **30-HOUR 7 JEWEL DESK/BOUDOIR ALARM.** Gilt case, raised gilt figures, hour indicators, luminous hands, hour dots. 3-½ x 5-½". **38W45-1065** ..... Retail **$ 16.95**

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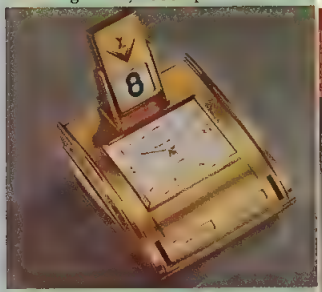

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38W32-560 Retail **$ 8.95**

REPEATER-ALARM

Prices subject to 10% federal excise tax

Copyright 1958

REMINGTON *Quiet-riter Eleven* Portable

the ONLY portable typewriter on the market with standard features identical in every major respect with the standard office typewriters used in business offices and in school instruction classes

NO OTHER PORTABLE PROVIDES THESE "FABULOUS FOUR" FEATURES!

1. Standard 11" carriage that accepts full size letterheads and school notebook paper lengthwise – gives standard 10.3" writing line.

2. Standard Key board, 44 key – 88 characters. . identical in every respect with the keyboard on a standard office typewriter.

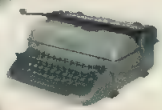
3. Super-Strength Frame for extra years of dependable service.

4. MIRACLE-TAB – the control key that sets and clears tabulator stops at the keyboard.

Desert Sage – one of four handsome colors available

FREE of extra cost! With the QUIET-RITER ELEVEN Portable you get a handsome luggage-type Carrying Case and a handy cleaning brush PLUS a 10-lesson Touch Method Typing Instruction Booklet

72D36X10690
Retail 145.17



FRENCH GRAY
72D37X10690
Retail 145 17

MIST GREEN
72D38X10690
Retail 145 17

WHITE SAND

The *Quiet-riter Eleven*

Handsome satin-smooth finish; single, double and triple line space selector; visible margin set; sure-grip cylinder; carriage centering lever; automatic ribbon reverse; shift key and lock, right and left; positive-action back spacer; line locating lever; variable line spacer; synchronized scales for setting margins; positive 2-color ribbon and stencil control, as on office typewriters; margin release key and a personal touch regulator that permits fine adjustment of key action. Specify Pica or Elite type and color. See type samples on back of this page. Shipping Wt. 23 lbs. 15 oz.

IF IT'S NOT A QUIET-RITER ELEVEN *PORTABLE,*
IT'S NOT A STANDARD TYPEWRITER IN PORTABLE SIZE.

REMINGTON QUIET-RITER ELEVEN Portable Typewriters are sold to dealers for resale to ultimate users only. Minimum Fair Trade Prices in states having Fair Trade laws must be maintained.

72D35X10690 ..... **Retail 145.17**

REMINGTON *Quiet-riter* PORTABLE

. . . the most famous, most wanted portable typewriter ever made – feature for feature far superior to every competitive portable in its price class. Has exclusive MIRACLE TAB that sets and clears tab so easily, quickly . . . right from the keyboard; sure-grip cylinder that holds paper, even small cards *firmly*. Also has a standard 44-key, 88-character keyboard with educational characters. Available in same four QUIET-RITER ELEVEN decorator colors with soft textured finish. Carrying Case and Instruction Book. Specify either Pica or Elite type (samples on other side). Shipping Wt. 23 lbs. 15 oz.

Available for Limited Time Only. SPECIFY COLOR.
French Gray, Mist Green, Desert Sage, White Sand.

72D26X9403 ..... **Retail 141.18**

REMINGTON *Quiet-riter Eleven* Portable

the ONLY portable typewriter on the market with standard features identical in every major respect with the standard office typewriters used in business offices and in school instruction classes.

NO OTHER PORTABLE PROVIDES THESE "FABULOUS FOUR" FEATURES!

1. Standard 11" carriage that accepts full size letterheads and school notebook paper lengthwise gives standard 10 3" writing line.

4. MIRACLE-TAB - the control key that lets you set and clear tabulator stops at the keyboard

Standard Key board, 44 key 88 characters ..cal in every respect with the keyboard on a standard office typewriter

3. Super-Strength Frame for extra years of dependable service.

Desert Sage — one of four handsome colors available

FREE of extra cost. With the QUIET-RITER ELEVEN Portable you get a handsome luggage-type Carrying Case and a handy cleaning brush PLUS a 10-lesson Touch Method Typing Instruct on Booklet

The *Quiet-riter Eleven*

Handsome satin-smooth finish; single, double and triple line space selector; visible margin set, sure-grip cylinder; carriage centering lever; automatic ribbon reverser; shift key and lock, right and left; positive-action back spacer; half-spacing for variable line spacer; synchronized scales for setting margins; positive 2-color ribbon and stencil control, as on office typewriters; margin release key and a personal touch regulator that permits fine adjustment of key action. Specify Pica or Elite type and color. See type samples on back of this page. Shipping Wt. 23 lbs. 15 oz.

IF IT'S NOT A QUIET-RITER ELEVEN *PORTABLE, IT'S NOT A STANDARD TYPEWRITER IN PORTABLE SIZE.*

REMINGTON QUIET-RITER ELEVEN Portable Typewriters are sold in dealers for resale in ultimate users only. Minimum Fair Trade Prices in states having Fair Trade laws on the merchandise

20K163P-10847 . . Pica Retail $145.17
20K163E-10847 ... Elite Retail $145.17

SEE LISTING AT LEFT

FRENCH GRAY SPECIFY COLOR

MIST GREEN

SPECIFY TYPE SIZE

WHITE SAND

HAGNS 187

REMINGTON *Quiet-riter* PORTABLE

. . . the most famous, most wanted portable typewriter ever made—feature for feature far superior to every competitive portable in its price class. Has exclusive MIRACLE TAB that sets and clears tab so easily, quickly . . . right from the keyboard; sure-grip cylinder that holds paper, even small cards *firmly*. Also has a standard 44-key, 88-character keyboard with educational characters. Available in same four QUIET-RITER ELEVEN decorator colors with soft textured finish. Carrying Case and Instruction Book. Specify either Pica or Elite type (samples on other side). Shipping Wt. 23 lbs. 15 oz.

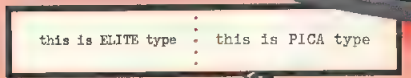
20K132P-9547 Pica Retail $141 18
20K132E-9547 Elite ..... Retail $141 18
SPECIFY COLOR Gray, Green, White Sand or Sage.

REMINGTON®

Letter-riter PORTABLE

For home and school use... a complete portable typewriter with all these features: simplified ribbon changer, large size sure-grip cylinder gives clearest printwork and positive feeding of carbon packs, cards and envelopes; visible margins sets with finger-tip ease, keyboard has 42 keys 84 characters; finger-speed keys; right and left shift keys and locks, super-strength frame construction adds years of service—keeps every working part in perfect alignment. All controls located as on standard typewriters.

The REMINGTON LETTER-RITER Portable comes complete with handsome, luggage-type Carrying Case and Touch Method Typing Instruction Book. French Gray only satin-smooth finish. Specify either Pica or Elite type. Shipping Wt. 23 lbs. 3 oz.



20K130P-7695 Pica Retail $113.78
20K130E-7695 Elite Retail $113.78

REMINGTON *Travel-riter* PORTABLE

The new REMINGTON TRAVEL-RITER Portable is durable, speedy and produces superb printwork. It has every needed typing feature, including 42-key keyboard and nonglare, speed keys , types arithmetic signs, degree marks, exclamation points, business symbols . . . left and right shift keys, back spacer key . line finder for typing out of regular spacing . . . single and double line spacing . . . carriage centering and locking device . . . automatic and manual ribbon reverse . Instruction Book and Carrying Case included. French Gray only. Specify either Pica or Elite type. Shipping Wt.—18 lbs. 15 oz.

20K121P-6916 Pica Retail $89.74
20K121E-6916 Elite Retail $89.74

REMINGTON RAND

TOP flight ADDING MACHINES and CASH REGISTER

Precision engineered does all your figure work with speed, accuracy, economy . . . printed proof of every entry. *Low cost* just right for home, farm or business. Complete with total, subtotal, multiply, release and correction keys . . . visible column indicator, clear plastic tear bar, automatic ribbon reverse.

THE TOPflight CASH REGISTER has same features as the famous REMINGTON RAND Adding Machines PLUS: Total-Subtotal Lock . . Drawer Lock . . Removable Money Tray . . . Automatic enclosed Tape Rewind . . single, double spacing . Open/Close lever . Wide Tape for notations . . Paid out/charge key . . . 9 designations.

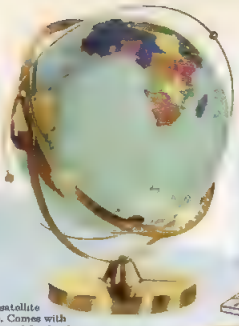
Model 7181
Lists, Totals 9,999.99
20K155-9557
Retail $116.99

Model 7171
Lists, Totals 99,999.99
20K153-10978
Retail $134.35

Model 7190 (with non-add key)
Lists, Totals 9,999,999.99
20K154-13239
Retail $162.03

Model 710R
Lists, Totals 99,999.99
20K154-17312
Retail $215.00

Replogle
WORLD GLOBES

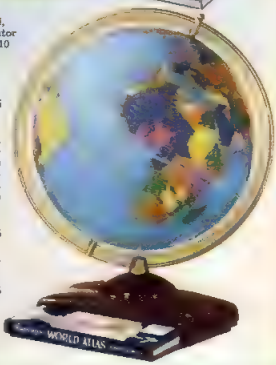


NEW SATELLITE GLOBE

Discover the whole wide world—explore the new wonders of space—enjoy the excitement of travel! Choose a globe for your family or as an important gift! More than a map, a globe is an exact model of the earth itself. Brings new meaning to every world event, makes homework easier for youngsters, wins everyone's admiration for its sparkling beauty. Finely crafted by Replogle, the world's largest globe manufacturer, these accurate, up-to-date globes are exceptionally detailed and readable. Washable maps are beautifully lithographed in ten harmonious, non-fading colors.

The "EXPLORER" Satellite Globe. Track the path of any present or future satellite with this exciting new, large 12-in. globe. Comes with removable orbit ring, miniature satellites and fascinating book "The Story of Earth Satellites," by Dr. Albert Shatzel, director, Chicago's Adler Planetarium. Beautiful new decorator map has soft light-green oceans, vivid land colors; shows 6410 places. *Gyro-Matic* mounting, richly plated in antique brass, swings up and down to bring any area into *instant view.* Deluxe 96-pg book of globe uses and games also included. Ht. 16¼", wt. 6½ lbs.

103F4P1085 ....Retail 17.95



The MAGELLAN A favorite Globe and Atlas set in one handy unit. Big 12-in. globe shows 6,410 places in true relationship. New 200-pg. atlas has detailed U.S. and foreign country maps, gazetteer, populations, valuable world information. Fits in specially designed, walnut wood-grain globe base. Brass-finished full meridian. 32-pg book of globe uses included Ht. 17", wt. 7½ lbs.

103F2P1034 .....Retail 16.95

Same, with beautiful hand crafted *Illuminated* globe, brilliantly legible place names. Wt. 12 lbs.

103F3P1786 .....Retail 28.95

The COLUMBUS. Large 12-in. globe, highly recommended for school-age children. Washable map shows 6,410 places in large type. Has brass-finished, full meridian for easy location of places. New, modern base has attractive walnut wood-grain finish. Comes with 32-pg. book of globe uses and games. Ht. 16", wt. 6 lbs.

103F1P668 .....Retail 10.95

Every Replogle Globe carries the Parents' Seal of Commendation

Beautiful ILLUMINATED GLOBES

MAKE ANY HOME MORE LOVELY

SUPERBLY HAND CRAFTED FOR UTMOST ACCURACY

Every Place Name Stands Out Brilliantly Clear

The WINTHROP. More than a valuable reference, this large 12-in. illuminated globe delights everyone with its jewel-like beauty. Map shows 6,410 place names in large type. Numbered half-meridian is richly brass plated. Newly designed base of lustrous, deep-toned solid walnut is styled with classic simplicity. Includes 32-page book of globe uses. Ht. 16½", wt. 11 lbs.

103F5P1827 .....Retail 29.95

Same, with 10 in. illuminated globe, highly detailed map. Ideal size for desk or TV set. Ht. 14¾", wt. 8 lbs.

103F6P1400 .....Retail 22.95

Operates on AC or DC, 110 volts

The FARRAGUT. Combines a dramatic 12-in. "Starlight" illuminated globe with a wonderfully complete 400-pg atlas. Oceans in deep blue-black contrast with vivid land colors. Chrome plated meridian. Specially designed black and chrome base holds atlas. A globe of exceptional beauty and quality. Ht. 16¾", wt. 15 lbs.

103F7P2254 .....Retail 36.95

Royal "Quiet Deluxe" in 5 beautiful colors

Royal's most rugged portable . . . Royal's most preferred portable now in your favorite color. Choose Blue, Gray, Green, Beige or White—five gay, light-hearted hues that send your fingers flying . . . that accent the decorative scheme of your home, study or work area.

And you'll love Royal's Clean 'n Easy Ribbon changer . . . your hands never touch the ribbon as it is completely enclosed in plastic Twin-Pak cartridges. Ribbons can be changed in 10 seconds with no inky fingers! Has touch control and a full 88-character keyboard with the same slope and key spacing as office typewriters. No wonder the World's Portable Speed Championship was won on a Royal Portable! Royal's famous Magic Margin sets both right and left hand margins instantly, easily, automatically. Visible Tab Set gives you instant, foolproof tab setting. Line Meter shows the number of typewritten lines remaining on the page.

Lots of other features too: Variable Line Spacer; Line Finder; Speed Selector space bar; Push-Button Top that gives easy access to the interior. Handsome fiberglas carrying case will take the roughest handling. Weighs just 17 lbs. with case.

Color	*Pica*	*Elite*	*Retail*
Blue	798-025 C9995	798-033 C9995	$142.83
Gray	798-009 C9995	798-017 C9995	142.83
Green	798-041 C9995	798-058 C9995	142.83
Beige	798-066 C9995	798-074 C9995	142.83
White	798-082 C9995	798-090 C9995	142.83

Royal "Companion"

The budget priced portable with many of the Royal Office Machine features! Full size office typewriter keyboard. Royal Finger Flow keys fit your fingers comfortably. New Clean 'n Easy Ribbon Changer permits changing ribbon in seconds with no smudgy fingers! Line Finder permits entries out of regular typewriter spacing with accurate return for perfect overstrikes. All controls are easily reached from home key position. Fast, responsive action makes typing easier, cleaner. Four-line visibility between writing line and paper bail keeps previous sentence from getting "lost"—you can refer back easily. All this, plus Royal's regular portable features! Dove Gray finish. Comes with fiberglas carrying case.

797-043 C7750 Pica Type. Wt. 15 lbs. with case. **$95.25**
797-050 C7750 Elite Type. Wt. 15 lbs. with case. **95.25**

This is a sample of pica type.
This is a sample of elite type.

Royal "Royalite"

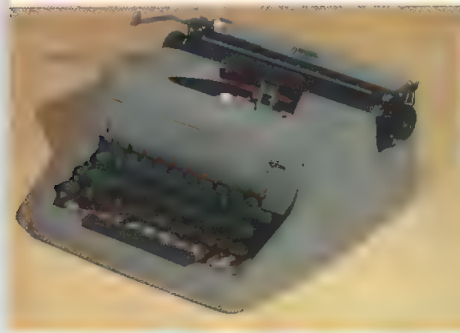
"Royalite" . . . Royal's sensational new portable! It's portfolio-sized . . . stands a mere three inches high, yet it has a full-size keyboard. Turns out smart, professional-looking work. It's new in color, too . . . comes in an attractive shade of Heather Green. "Royalite" is the perfect portable for anyone . . . ideal for the traveler, a "must" for student or professional person.

It's a feather-weight . . . weighs just 8 pounds, case and all! So easy to carry about . . . and small enough to slip into your luggage so you can enjoy the convenience of having a typewriter right at hand, wherever you go. The Royalite is a master-design in compactness . . . not only does it have a full-size keyboard, it has controls for margin setting and line spacing too.

And "Royalite" brings you a brand new, beautiful printing type face—Royal's Pica Director. It produces clean, sparkling, easy-to-read letters, yet it's the same size as regular Pica type.

"Royalite" is small . . . but rugged! It has a rigid cast magnesium frame with enclosed working parts and factory sealed adjustments for long life and trouble-free operation. Comes with a handsome, colored, simulated leather carrying case.

797-142 C6495 Royalite, with case. Wt. 8 lbs. **$79.75**



Now
in your choice
of colors!

SMITH-CORONA

WORLD'S FIRST ELECTRIC PORTABLE . . . BY SMITH-CORONA. First to bring electric speed and ease into the portable class! Your fingers fly over the keys like lightning, turn out an amazing amount of work in a flash. It takes less than a feather-touch to do the job—so you can type for hours without tiring. Every page will have the even, uniform look only the most experienced typists could achieve on non electric machines. There's a full array of "big machine" features: Quickset margins, Colorspeed standard-size keyboard, easy-to-use Keyset tabulator, etc. Choice of 4 attractive colors (please specify first and second color choice when ordering). Weight 24 lbs. with handsome, rugged carrying case. 110-115v, AC

Color	*Pica Type*	*Elite Type*	*Retail*
Alpine Blue	798-355 C16650	798-363 C16650	$209.35
Woodland Beige	798-371 C16650	798-389 C16650	209.35
Coral Pink	798-397 C16650	798-405 C16650	209.35
Normandy Green	798-413 C16650	798-421 C16650	209.35

SMITH-CORONA'S "SILENT SUPER" . . . fastest, easiest-writing of non-electric portables. Not only in exciting colors, but packed with every feature you'd want in an office typewriter! It offers an 88-character Colorspeed keyboard, plus the finest Key-Set tabulator in portable history . . . sets and clears tab stops right from the keyboard, with just a flick of your finger. Exclusive Page Gage indicates when you are 2½" from bottom of page, and keeps telling how much space is left right to end. Super-speed escapement means keys won't jam, no matter how fast you type. Other features include Touch Selector, Floating Shift, Quickset Margins, etc. Wt. 17 lbs. with carrying case. (Please specify 1st and 2nd color choice)

Color	*Pica Type*	*Elite Type*	*Retail*
Desert Sand	798-181 C11095	798-199 C11095	$142.57
Alpine Blue	798-140 C11095	798-157 C11095	142.57
Sapphire Gray	798-124 C11095	798-132 C11095	142.57
Seafoam Green	798-165 C11095	798-173 C11095	142.57

Extra light
. . . or extra fast!

SMITH-CORONA

SMITH-CORONA "SKYWRITER"—WEIGHS JUST 9 LBS. So light and compact, it's easy to tote wherever you go; by plane, train or car. Only 3" high, 11" wide, 12" long . . . tucks away in your briefcase, suitcase or desk drawer. Practical for home use too, where work space is often at a premium. Like Smith-Corona's big office typewriters, Skywriter has a full-size keyboard and takes full-size stationery. Lots of features to make turning out professional-looking work a cinch: Page Gage, Colorspeed Keyboard, Quickset Margins, retractable paper supports, Touch Selector. Gray crackle finish

797-126 C6210	Pica Type. With carrying case	$79.10
797-134 C6210	Elite Type. With carrying case	79.10

SMITH-CORONA SUPER-SPEED "STERLING" PORTABLE . . . top performance at medium cost! The Sterling has plenty of office-machine talents: like the Page Gage that eliminates "bottom margin" problems . . . warns when you're within 2½" from bottom of page. There's a 4-way Touch Selector for custom touch, easy back-spacer, Floating Shift, removable platen for simple cleaning. Tabulator key lets you indent or list figures at a touch. Standard-size Colorspeed keyboard has non-glare keys. This portable is built for a lifetime of trouble-free service. Sapphire Gray. Just 17 lbs. with case.

797-084 C9262	Pica Type. With carrying case	$121.37
797-092 C9262	Elite Type. With carrying case	121.37

underwood for '59

...the only portables with Golden-Touch

NEW UNDERWOOD DELUXE "QUIET TAB" PORTABLE TYPEWRITER

1. COMPLETE STANDARD KEYBOARD OPERATION
2. "KEY-SET" TABULATION
3. PRACTICAL LINE GAUGE
4. "SEE-SET" MARGINS
5. JAM RELEASE KEY
6. DELUXE PAPER SUPPORTS
7. TAKES 10 INCH PAPER WIDTH
8. QUICK RIBBON CHANGE

This "GOLDEN TOUCH" DeLuxe Portable combines attractiveness, quality, typing ease and quiet operation. Has above big office machine features plus streamlined accessible carriage return lever, Continental type, standard spacing, two color ribbon, cuts stencils, three position bail with scale; single, double, triple spacing; push button top plate, automatic ribbon reverse, "Push In" variable, touch control, centralizing lock, "Smudge resistant" smooth finish, etc. "Multiple Use" Carrying Case and Instruction Booklet included. Specify Continental Pica or Elite type. Shipping weight 24 lbs.

73D60X10335 Driftwood, Pica or Elite .....Retail $140.45*

72D14X10335 Spanish Gold, Pica or Elite .....Retail $140.45*

DELUXE "QUIET TAB"

LINE GAUGE eliminates the guess work from page end typing! Saves re-typing, assures neatness.

SEE-SET MARGINS are always visible left and right hand margins are set simultaneously.

KEY-SET TABULATION allows as many tabulator stops as you wish. Set or clear from the keyboard of the machine.

Continental Pica

Continental Elite

CARRYING CASE

Each Portable Typewriter shown comes equipped with a handsome Luggage Type Carrying Case —no extra charge.

*Federal Tax included. (Prices subject to change without notice.)

NEW UNDERWOOD LEADER PORTABLE TYPEWRITER

1. RELIABLE PERFORMER AT A LOW PRICE
2. STANDARD SPACED KEYBOARD
3. 9 INCH WRITING LINE
4. SIZE & ACTION OF HIGHER PRICED MACHINES
5. NO SPECIAL RIBBON REQUIRED

This "GOLDEN TOUCH" Leader Portable Typewriter is an attractive, light weight, well constructed Family Portable, with above features plus: Family Keyboard with arithmetic signs, automatic line finder, automatic ribbon reverse, balanced segment shift; single, double and triple spacing; finger form keys, back spacer, adjustable hand margins with right bell indicator, overhead bail, co-ordinated carriage scale, paper bail, "Smudge resistant" smooth finish, etc. "Multiple Use" Carrying Case and Instruction Booklet included. Pica type only. Shipping weight 22 lbs.

73D1X6719 Gulf Stream Blue, Pica only .....Retail $84.67*

LEADER

P.S. Also available—New Underwood Universal Portable Typewriter

Metal Arts

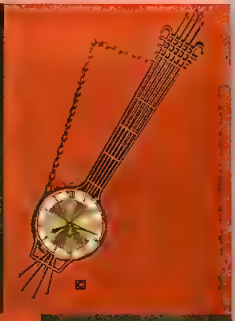
Magnificently executed! Unmatched in beauty—award-winners in design. In contemporary or traditional stylings! Pinnacles of precision, backed by famed WELBY *guarantee! 8-day, front key-wind movement. Superb gifts for any home . . . and lasting reflections of your good taste.*

WELBY

A 8-DAY PEGASUS. The dramatic silhouette that's making fashion news everywhere. Ball tipped spears and speeding rays merge in mid-air to form a shimmering sunburst. Glistening satin-smooth, polished brass finish. Raised numerals. Front key wind. 28" in diameter
56C42-1797 . . . . . Retail **$29.95**

B 8-DAY GOLDEN WHEAT. Sprays of rippling wheat exquisitely stem from a satiny-finished circular dial. Breath-takingly beautiful in design & conversation piece in any setting. Finished in highly polished brass. Superb in either traditional or contemporary decor. Front key wind. 17½" in diameter. Large 8" dial
56C43-1497 Retail **$24.95**

C 8-DAY MINSTREL. The quaintness of old-English charm is gracefully interpreted in this famed Welby timepiece. Designed to luxuriously blend with contemporary or traditional furnishings. Lacquered brass finish. Curb link hanging chain. Raised numerals. Front key wind. 35" in length. 8" dial
56C44-1797 . . . . . Retail. **$29.95**



25-INCHES

D 8-DAY PETAL MOTIF. [illegible] ates a swirling restful design with slender scrolls silhouetted against a mesh background. Satin-smooth brass finish. Front key wind. 14" diameter.
56C45-1497 . . . . Retail **$24.95**

E 8-DAY CYMBAL—an elegant touch for any decor. Glistening hammered brass cymbals in a radiant sunburst. Black contrasting hands. Guaranteed accuracy. Front key wind. 18" diam.
56C46-1497. . Retail **$24.95**

F 8-DAY BOWSTRING. A glamorous WELBY original -brass strings slant in a circular motif for a three-dimensional effect. Black and brass dial. Glistening raised numerals. 25" diameter.
56C38-1797. Retail **$29.95**

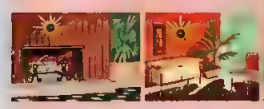
G 8-DAY ANGELUS. The fiery splendor of the setting sun is captured in this striking sunburst. Glinting brass finish. Round polished hour markers. Front key wind. 18" diameter
56C47-1197. . . . Retail **$19.95**

WELBY

Sabre

- **Acclaimed by decorators as the most dramatic wall clock in a decade! Stunning in any setting!**
- **Fabulous 36 inches of breathtaking beauty!**
- **Magnificently fashioned from "Ivora"!**
- **Raised and faceted metal-gold finished hour markers!**
- **Precision 8-day front key wind movement!**

A 36" SABRE WALL CLOCK. Most exciting wall clock in a decade . . . a dazzling beauty designed to dramatize any wall in your home. Magnificently sculptured from "Ivora," an exclusive material which has the appearance and richness of ivory. Superb three-dimensional styling is highlighted by raised and faceted hour markers in gleaming metal gold finish. Truly the timepiece of tomorrow . . . arrayed in two glamorous finishes: black—captivating in the rich lustre of black ivory . . . or metal gold—a shimmering star of fiery beauty. Guaranteed 8-day front key wind movement. State choice of black or gold finish.
56C39-1350 . . . . . Retail **$22.50**



Sheer Drama Over the Mantel

Focal Point in the Living Room

Sabre in Metal-Gold with Black Dial

These are the clocks you've been reading about . . . been talking about . . . the famed **WELBY** *6-jewel transistor movements. The clocks that run for five years, silently, accurately, maintenance free on one tiny 1½-volt battery. (Replacement batteries available.)*

B SQUARE TRANSISTOR. A miracle of precision framed in glass. Magnificently outlined in gleaming brass. The last word in fashion—dependable timekeeping. Easy carrying handle. 9" high, 8" wide, 5" deep.
56C40-3900 . . . . . Retail **$55.00**

C OVAL TRANSISTOR. Ultra-modern dome design. With the mystery and elegance of tomorrow's styling. A pinnacle of precision. Lifetime beauty. Satin nail-head solid brass base. 11" wide, 9" high.
56C41-2397 . . . . . Retail **$29.95**

D ROUND DELUXE TRANSISTOR. The ultimate in futuristic styling. See-through dial—with graceful hands suspended in mid-air. Modernistic round dial, is magnificently encased in gleaming brass. 10" high, 8" wide.
56C38-3900 . . . . . Retail **$65.00**

Wind it on your birthday! Runs more than a year on one winding! Jewel-like clocks in solid brass, housed under crystal clear glistening glass domes.

E MODERN 400-DAY ANNIVERSARY CLOCK. Stunning contemporary design . . . executed in shimmering solid brass. 4 spinet pendulum. Real quality is defined in every line. Satin finish dial, contoured glass dome. 9¼"x9¼" dial 5¾".
56C4-2097 . . . . . Retail **$34.95**

F TRADITIONAL 400-DAY ANNIVERSARY CLOCK. Superbly styled in polished brass, hand-painted porcelain dial 12"x7¾", dial 3½".
56C1-1410 . . . . . Retail **$22.50**

JUNIOR 400-DAY CLOCK. Miniature but a joy to own. 6" high, 4" wide, 2½" deep.
56C2-1258 . . . . . Retail **$20.95**

G DELUXE 400-DAY ANNIVERSARY CLOCK. An heirloom possession. Hand-decorated with colorful floral designs permanently baked into the enamel on posts, base and dial. Solid brass appointments. 12"x7¾" dial 4".
56C3-1797 . . . . . Retail **$29.95**

COMMUNITY

THE FINEST SILVERPLATE

Melon
SHEFFIELD DESIGN
REPRODUCTION BY
Community

Illustrated below is the 5-Piece Tea and Coffee Set on 26 inch Oblong Tray

Melon*

HAND CHASED

A "hand chased" decoration is one of the finest expressions of the art of silversmithing. The beautiful shape of Melon pieces with their graceful fluting lends itself perfectly to the artistry of hand chasing. The graceful leaf and scroll forms are deeply carved into the flowing surfaces. This fine old Sheffield design reproduction now becomes the ultimate in fine silver craftsmanship.

HAND CHASED TEA AND COFFEE SERVICES

		Consumer	List
20610	†5-Piece Tea and Coffee Set (Tea, Coffee, Sugar, Cream, Waste) Hand Chased	$285.00	$390.00
20611	†4-Piece Tea and Coffee Set (Tea, Coffee, Sugar, Cream) Hand Chased	281.00	337.20
20607	†3-Piece Coffee Set (Coffee, Sugar, Cream) Hand Chased	198.00	237.60
20603	†3-Piece Tea Set (Tea, Sugar, Cream) Hand Chased	191.00	229.20

INDIVIDUAL ITEMS

20011	Tea Pot (Mahogany Finish Handle), Capacity 8 Cups, Hand Chased	83.00	99.60
20021	Coffee Pot (Mahogany Finish Handle), Capacity 10 Cups, Hand Chased	90.00	108.00
20010	Tea Pot (Silver Plated Handle), Capacity 8 Cups, Hand Chased	83.00	99.60
20020	Coffee Pot (Silver Plated Handle), Capacity 10 Cups, Hand Chased	90.00	108.00
20040	Kettle and Stand, Capacity 8 Cups, Hand Chased	140.00	168.00
20060	Sugar Bowl, Covered, Hand Chased	55.00	66.00
20070	Cream Pitcher, Gold Lined, Hand Chased	53.00	63.60
20080	Waste Bowl, Gold Lined, Hand Chased	44.00	52.80
202026	Oblong Tray or Waiter, Length 26 inches, Chased (Footed)	110.00	132.00
201926	Oblong Tray or Waiter, Length 26 inches, Chased	100.00	120.00
202022	Oblong Tray or Waiter, Length 22 inches, Chased (Footed)	75.00	90.00
201922	Oblong Tray or Waiter, Length 22 inches, Chased	65.00	78.00
20031	Beverage Pitcher, Capacity 2 Quarts, Hand Chased	79.50	95.40

†Services available with either Mahogany finish handles or Silver Plated handles. Please specify your choice.

Consumer Prices Subject to Federal Tax.

*Trade-marks of Oneida Ltd.

COMMUNITY®
THE FINEST SILVERPLATE

This complete Tea and Coffee Service has a richness and elegance that must be seen to be appreciated. A Sheffield design reproduction of the famous melon shape with its deep flutings, swirled borders in Community's fine craftsmanship.

Melon®

SHEFFIELD DESIGN REPRODUCTION

Illustrated above is the 5-Piece Tea and Coffee Set with Kettle and Stand and 26 inch Oblong Tray

	TEA AND COFFEE SERVICES	Consumer	List
19010	†5-Piece Tea and Coffee Set (Tea, Coffee, Sugar, Cream, Waste)	$155.00	$186.00
19011	†4-Piece Tea and Coffee Set (Tea, Coffee, Sugar, Cream)	137.50	165.00
19007	†3-Piece Coffee Set (Coffee, Sugar, Cream)	95.00	114.00
19003	†3-Piece Tea Set (Tea, Sugar, Cream)	92.50	111.00
	INDIVIDUAL ITEMS		
19011	**Tea Pot** (Mahogany Finish Handle), Capacity 8 Cups	42.50	51.00
19031	**Coffee Pot** (Mahogany Finish Handle), Capacity 10 Cups	45.00	54.00
19010	**Tea Pot** (Silver Plated Handle), Capacity 8 Cups	42.50	51.00
19030	**Coffee Pot** (Silver Plated Handle), Capacity 10 Cups	45.00	54.00
19040	**Kettle and Stand**, Capacity 8 Cups	100.00	120.00
19066	**Sugar Bowl**, Covered	27.00	32.40
19070	**Cream Pitcher**, Gold Lined	22.00	27.60
19080	**Waste Bowl**, Gold Lined	17.50	21.00
191926	**Oblong Tray or Waiter**, Length 26 inches	100.00	120.00
191922	**Oblong Tray or Waiter**, Length 22 inches	65.00	78.00

(Footed 26" and 22" Trays shown on following page.)

†Tea and Coffee Services are available with Mahogany finish handles or Silver Plated handles. Please specify your choice.

*Trade-marks of One da Ltd

Consumer Prices Subject to Federal Tax

COMMUNITY®

THE FINEST SILVERPLATE

Ballad®

Ballad brings a touch of brilliant elegance in an era of gracious living. In complete harmony with Ballad flatware, each piece carries the beautiful Ballad design-motif. Luxurious and timely, in keeping with today's trend in home appointments.

Illustrated above is the 4-Piece Tea and Coffee Set with 20 inch Oblong Tray

TEA AND COFFEE SERVICES	Consumer	List
25611 4-Piece Tea and Coffee Set. (Tea, Coffee, Sugar, Cream)	**$115.00**	$138.00
25603 3-Piece Tea Set (Tea, Sugar, Cream)	**77.50**	93.00
25607 3-Piece Coffee Set (Coffee, Sugar, Cream)	**77.50**	93.00

INDIVIDUAL ITEMS	Consumer	List
25010 Tea Pot, Capacity 8 Cups (Insulated Handle)	**$37.50**	$45.00
25020 Coffee Pot, Capacity 9 Cups (Insulated Handle)	**37.50**	45.00
25060 Sugar Bowl, with Cover	**22.00**	26.40
25070 Cream Pitcher, Gold Lined	**18.00**	21.60
25600 Sugar Bowl and Cream Pitcher Set	**40.00**	48.00
252120 Oblong Tray or Waiter, Length 20 ins.	**35.00**	42.00

All orders subject to prices prevailing at date of shipment and availability of merchandise. The Consumer's Prices listed herein are the prescribed minimum or stipulated resale prices on Community Silverplate in all states which have enacted Fair Trade Acts. Consumer Prices Subject to Federal Tax.

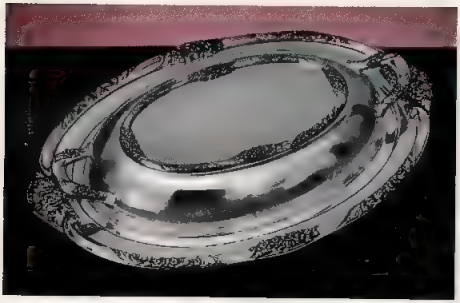
*Trade-marks of Oneida Ltd.

COMMUNITY

THE FINEST SILVERPLATE

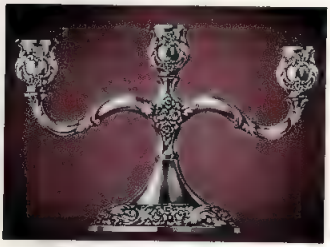
25031 Beverage Pitcher . . . Ideal for serving beverages on any occasion . . . perfect pouring lip with ice guard. Capacity 2 quarts.
Consumer **$35.00** List $42.00

25370 Oblong Butter Dish . . . With glass liner Length 8¾ inches. Holds ¼ pound of butter.
Consumer **$12.00** List $14.40



25140 Double Vegetable Dish Snug fitting cover keeps in flavor and warmth. Cover also usable as an additional dish. Length 12¾ ins.
Consumer **$29.50** List . $35.40

25500 2-Light Candelabrum . . . Perfect for mental end dinner table. Height 5 7/16 inches Spread 9¼ inches.
Each . . Consumer. **$13.50** List. $16.20



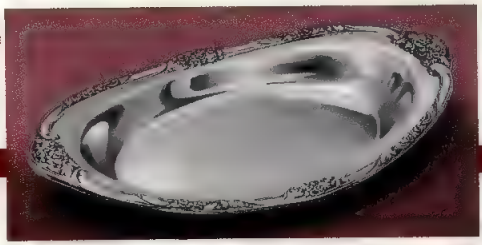
25501 3-Light Candelabrum A rich decorative accent for living or dining area. Height 6 inches. Spread 9¼ ins.
Each . . Consumer **$15.00** List $18.00

25613 Sauce Bowl and Tray . . Ideal for serving gravies and sauces. Tray also useful for small cakes, candies; the bowl may be used for flower arrangements. Length of Tray 10 ins.
Consumer **$19.50** List $23.40

Consumer Prices Subject to Federal Tax.

COMMUNITY®
THE FINEST SILVERPLATE

Ballad®



25290 Roll Tray . . . Useful at every meal. Ideal for bread, rolls, muffins, etc. Length 13¾ inches.
Consumer **$13.50** List $16.20

259420 Plain Meat Platter ideal for cold meats, large steaks, roasts and chops. Also useful as a serving tray for snacks and beverages. Length 20 inches.
Consumer . . **$29.50**
List $35.40

25686 Plain Meat Platter with hardwood Well and Tree Carving Block. Length 20 inches. Block can be reversed for cutting and serving party foods such as cheese and cold meats.
Consumer **$34.50**
List $41.40

251620 Hardwood Carving Block with Well and Tree to fit Plain Meat Platter
Consumer **$5.00**
List. $6.00
(Not Subject to Fed Tax)

Consumer Prices Subject to Federal Tax.

BENRUS

Official Watch of Famous Airlines

Paramount "Z" . . . a "success story" in styling and performance! Square case of 10K yellow rolled gold plate has non-corrosive steel back. Handsome expansion band is a series of gold-bar links, 6 of them with leather inserts. 17-jewel movement.
187-054 A3085 Black dial **$65.00**
187-062 A3085 White dial **65.00**

The name Benrus has long been a symbol of undisputed excellence in watch-making. Masterpieces in design and in precision accuracy—every watch made by Benrus is fully guaranteed. All are anti-magnetic, shock-resistant, temperature compensated. All have an unbreakable mainspring. Benrus—choice of men of distinction. Benrus—choice of all men who demand the finest. Each watch is handsomely gift boxed.

(E) **Senior Exec** . . . a watch gifted with a confident, authoritative design that reflects the never-failing accuracy of its 17-jewel movement. 10K yellow rolled gold plate case with stainless steel back. Matching expansion band. Well defined full figure dial.
187-021 A2490 10K Yellow Rolled Gold Plate. **$49.50**

(F) **Kingsman** . . . without a doubt, a princely design! 10K yellow rolled gold plate case (stainless steel back), paired with an unusually handsome expansion band. Beveled gold strips on inlaid leather inserts flank the case like guards of honor. You'll find the 17-jewel movement of noble stature in service, year after year.
187-039 A2850 10K Yellow Rolled Gold Plate. **$59.50**

(G) **Citation Pride "21"** . . . boldly masculine—a masterpiece of precision and design! Definitely for the man who appreciates the beauty of uncluttered simplicity . . . case is a square frame of gold, highlighted by a black dial and black suede strap. The watch: altogether elegant. The 21-jewel movement, supremely accurate.
187-070 A3690 10K Yellow Gold Filled. **$75.00**

(H) **Citation Monarch** . . . king of them all in regal appearance, unequalled performance! Big square case is ultra thin . . . flat as a silver dollar, yet it houses the precision-perfect 17-jewel Benrus movement with unbreakable mainspring. Band's leather faced links taper to join gold bars that expand for comfortable fit.
187-088 A3990 Yellow Case. **$92.50**

(K) **Citation Shane "21"** . . . has a built-in look of leadership. Handsome round case; white dial with gold markers and hands; rich leather strap. 21-jewel movement is accurate to the split second.
187-187 A5500 14K Yellow Gold. **$135.00**
187-195 A3690 10K Yellow Rolled Gold Plate. **75.00**

On this page, RETAIL prices include 10% Federal Excise Tax

Automatic . . . Waterproof

—two important Benrus guarantees! Automatic watches are self-winding, can't over wind . just the normal motions of your wrist keep them running for 36 hours without rewinding. Waterproof watches have precision-fitted cases that seal out dirt, dust and moisture. They are guaranteed waterproof if crystal, case and crown remain intact. All Benrus watches are handsomely gift boxed.*

(E) Sea Champ . . . every inch a champion, from the shock-absorbing 17-jewel movement to the handsome expansion band with leather inserts! Guaranteed waterproof* . . . even an accidental dousing won't harm it. Stainless Steel case, luminous dial, sweep second hand.
187-096 A2480 Stainless Steel. **$49.50**

(F) Sea Exec "Z" . . . top-bracket in appearance and performance! Guaranteed waterproof* . . . tailored round case protects the shock-absorbing 17-jewel movement from dust, dirt and moisture. Luminous black dial, sweep second hand. Expansion band.
187-104 A3050 Yellow top, steel back **$65.00**

(G) Sky Prince . . . needs no pampering whatsoever! Waterproof*, shock-resistant—and the self-winding 17-jewel movement has an unbreakable mainspring. Luminous dial full sweep second hand. Stainless steel case, expansion band with leather inserts.
187-112 A3340 Stainless Steel . . **$71.50**

(H) Sky Jet . winds itself as you wear it, can't over-wind. Guaranteed waterproof*, anti-magnetic, shock-protected—keeps perfect time under really rugged conditions. Case tapers to join expansion band with leather inserts. Luminous dial. 17 jewels.
187-120 A3990 Yellow top, steel back **$85.00**

On this page, RETAIL prices include 10% Federal Excise Tax

(K) Sky Ace "25" . . . ace-high in performance and in styling! Guaranteed waterproof* . . . handsome case is precision engineered to protect the 25-jewel movement from dust and moisture. Winds automatically. Luminous dial. Expansion band with leather inserts.
187-146 A4290 Stainless Steel . **$85.00**

(L) Sky Atom "25" . . . supremely accurate! 25-jewel movement winds itself, absorbs shocks, has an unbreakable mainspring. Exceptionally handsome case and expansion band with leather inserts are correlated in design. Luminous dial; sweep second hand.
187-138 A4745 Yellow top, steel back. **$95.00**

(M) Golden Regent "25" . . at the peak of perfection in design and precision. Its "heart" is Benrus fabulous 25-jewel movement! Ultra thin case with hidden crown, expansion band. Self-winding, guaranteed waterproof*.
187-161 A8500 14K Yellow Gold. **$195.00**
187-179 A5660 10K Yellow GF. **125.00**

WALTHAM

America's
First Watchmaker
Since 1850

Rototron "53" . . . prestige watch with a supremely accurate 53-jewel movement. Newly developed mechanism makes the Rototron so completely automatic that even the slightest movement of your wrist winds it! The bi-metallic Rotor of the movement revolves on mirror-smooth, harder than steel, relatively friction-free jewel rollers Rotor has built-in shock-absorbers. Waterproof**, handsome too . . . smart ultra-thin expansion band matches the tailored 10K yellow gold filled case exactly. Champagne colored dial, gold markers.
183-061 A6325 Retail. **$175.00**

Masterpieces of design and precision,
Waltham watches are rugged too.
Each has an unbreakable mainspring—
each is shock-protected with Incabloc,
a safeguard to the vital moving parts of the
intricate movement. Incabloc is
a guarantee of quality, accuracy, dependability.
It keeps costly repairs to a minimum
—actually extends the life of your watch.
All Waltham watches are fully guaranteed,
beautifully gift boxed.

**Includes RESEVOIL (U.S. Pat. No. 2478865) oil reserve jewels that add extra jewels to the customary 17 friction-bearing jewels to assure better service, longer wear.*

E Stuart . . . waterproof**, boldly masculine! Straight-line end pieces emphasize the trim, tailored roundness of the ultra thin case. Two long, contoured links with gray leather inserts make the matching expansion band especially attractive. Luminous dial. 17 jewels.
183-004 A2365 Chrome **$59.50**

F Moultrie . . . perfectly square and unusually handsome! Case is 10K yellow rolled gold plate with non-corrosive steel back. Textured white dial with raised gold numerals and markers under a raised crystal. Matching band expands to fit comfortably. 17 jewels.
183-012 A2425 10K Yellow Rolled Gold Plate **$62.50**

G Joan Loffite . . . 21*-jewel watch, styled with a bold simplicity that makes it outstanding. Definitely for the man with a flair for the unusual . . . tailored square case frames the jet black dial. Open end pieces join case to expansion band with black leather inserts.
183-038 A2875 10K Yellow Rolled Gold Plate **$75.00**

H Transportation Special . . . no finer choice for the man who prefers a pocket watch! Slim, elegantly faceted case houses a 17-jewel movement of supreme accuracy. White dial has big, easy-to-read black numerals, small second hand. Watch has fob attachment.
183-046 A2745 10K Yellow Rolled Gold Plate **$71.50**

K Maraca . . . waterproof**, 23*-jewel watch with luminous dial. Top favorite with all men for its ruggedness, split-second accuracy and masterful design. Round case with arced end pieces; Spiedel expansion band with black leather inserts
183-053 A3635 10K Yellow Rolled Gold Plate **$87.50**

*Guaranteed waterproof** as long as case, crown and crystal remain intact*

BULOVA

The Masterpiece Watch

Sun Clipper . . . has the look of success all men admire. Winds itself automatically—shock-resistant, anti-magnetic, waterproof* too. Tailored round case; expansion band with leather inserts. Raised numerals on luminous gold color dial. 17 jewel precision movement.
189-175 A4750 10K Yellow RGP.**$85.00**

The excellence of Bulova design is what attracts you first—but the heart of a watch is its movement. And inside the case of a Bulova rests multi-jeweled precision that is the result of the knowledge and skill of master craftsmen. Handsome, highly dependable, unfailingly accurate . . . each Bulova watch has an unbreakable mainspring, is fully guaranteed, and handsomely gift boxed. Bulova—symbol of the finest since 1875.

(E) Senator "J" . . . forthright in design, unmatched in accuracy! Square case is distinguished with tailored end pieces that join it handsomely to an expansion band of sculptured links. Raised gold numerals, small second hand. Shock-resistant. 17 jewels.
189-506 A2375 10K Yellow Rolled Gold Plate. **$35.75**

(F) Banker "A" . . . a man's watch of impressive dignity. Part-circles and rich, sculptured detailing emphasize the rectangular lines of the case. Expansion band duplicates case's handsomeness with intricately faceted links. 17 jewels. Shock-resistant.
189-209 A2750 10K Yellow Rolled Gold Plate. **$45.00**

(G) Princeton "A" . . . at the head of the class in beauty and precision performance! Supremely accurate 21-jewel Bulova movement is shock-resistant. The long, lean lines of the 10K yellow rolled gold plate case make it the center of attraction. Shaded dial; hand applied gold numerals. Expansion band has leather inserts.
189-217 A3750 10K Yellow Rolled Gold Plate. **$59.50**

(H) Royal Clipper . . . winds itself automatically, with the normal motions of your wrist; can't over-wind. Certified waterproof*, shock-protected, anti-magnetic—and handsome too! Tailored round case has a rolled gold plate top, stainless steel back. Matching expansion band. Luminous dial, full sweep second hand. 17 jewels.
189-142 A3750 10K Yellow Rolled Gold Plate. **$59.50**

(K) Senator "EW" . . . waterproof*, shock-resistant—this handsome 17-jewel Bulova is the unanimous choice of men who demand precision performance under all conditions! Round case has chrome top, steel back; expansion band with leather inserts. Sweep second hand.
189-183 A2995 White luminous dial. **$49.50**
189-191 A2995 Black luminous dial. **49.50**

On this page, RET ALL prices include 10% Federal Excise Tax

The fabulous Bulova "23" Series
sets a new standard in timekeeping perfection. Each 23-jewel movement is precision tuned to 6 adjustments . . . for unfailing accuracy in any weather, in any position and at any degree of mainspring tension. Every watch on this page is fully guaranteed—self-winding, shock-resistant, anti-magnetic certified waterproof after intensive scientific tests. Guaranteed waterproof* while crown, case and crystal remain intact*

(E) Bulova 23 "B" . . . superior on all counts! 23-jewel movement is set to 6 adjustments—winds itself automatically. Shock-resistant, anti-magnetic, certified waterproof*. Steel case, leather strap. Sweep second hand
189-258 A3750 White dial **$59.50**
189-266 A3750 Black luminous dial. **$9.50**

(F) Bulova 23 "R" . . . wins highest honors for design and performance! 23-jewel movement, set to 6 adjustments for supreme accuracy—housed in a gleaming stainless steel case with hidden crown. Self-winding, certified waterproof* Handsome expansion band.
189-274 A4250 Stainless Steel. **$71.50**

(G) Bulova 23 "S" . . . perfect choice for the punctual man of refined good taste. Self-winding 23-jewel movement, set to 6 adjustments. Handsome round case; leather band. Certified waterproof*, anti-magnetic, shock-resistant. Hand applied gold numerals.
189-282 A4500 10K Yellow RGP. . **$75.00**

(H) Bulova 23 "U" . . . a design aristocrat, a precision masterpiece—this is the watch for the man who must have the finest! Square case, rich leather strap. Self-winding 23-jewel movement, set to 6 adjustments. Shock-resistant, anti-magnetic, waterproof*.
189-290 A4500 10K Yellow RGP. . . **$75.00**

(K) Bulova 23 "F" . . . handsome, highly dependable! Self-winding, certified waterproof*, shock-resistant, anti-magnetic. 23-jewels, set to 6 adjustments. Stainless steel case. Expansion band with leather inserts.
189-340 A4750 White dial. **$85.00**
189-357 A4750 Black luminous dial. **$5.00**

(L) Bulova 23 "G" . . . without a peer in performance! Winds itself, resists shock; anti-magnetic, waterproof*. 23 jewels, set to 6 adjustments. 10K yellow rolled gold plate case; matching expansion band.
189-308 A4950 White dial. **$95.00**
189-316 A4950 Black luminous dial. **$5.00**

(M) Bulova 23 "D" . . . luxurious from the beautiful 14K gold case to the 23-jewel movement, set to 6 adjustments for the ultimate in accuracy! Certified waterproof*, shock-resistant, anti-magnetic, self-winding. Hand applied gold markers. Leather strap.
189-365 A7950 14K Yellow Gold. **$130.00**

On this page, RETAIL prices include 10% Federal Excise Tax

Note—a selection of the most-wanted watches in the world! 17-jewel Bulovas, 21-jewel "Dolly Madison" watches and the fabulous "First Lady" Series with 23 jewels set to 6 adjustments. All fully guaranteed . . . all with unbreakable mainsprings.

(E) Miss America "B" . . . star of the fashion parade! A winner on all counts with its imaginative styling and precision workmanship. 10K rolled gold plate case; stainless steel back. Expansion bracelet 17 jewels

190-751 A2375 10K Yellow RGP. **$35.75**
190-769 A2375 10K White RGP **35.75**

(F) Carol "C" . . . has a fresh, new beauty all fashion-wise women find enchanting. Triangular end pieces dramatize the petite and lovely cushion shaped case. Matching expansion bracelet. 17 jewels.

190-926 A2750 10K Yellow RGP **$45.00**
190-934 A2750 10K White RGP. **45.00**

(G) Anita "A" . . . tailored yet charmingly feminine. Sculptured end pieces join the square case to a slender expansion band of faceted links. Raised gold numerals and hands. Precision-accurate 17-jewel movement.

190-843 A2875 10K White RGP. . . **$49.50**
190-835 A2875 10K Yellow RGP. . . . **49.50**

(H) Dolly Madison "F" . . . has a dainty, ladylike dignity that echoes the graciousness of another era. The superb 21-jewel movement (timed to 5 adjustments) is a masterpiece of precision. Expansion band.

190-546 A3575 10K Yellow RGP. . . **$57.50**
190-553 A3575 10K White RGP. . . . **57.50**

(K) First Lady "E" . . . supreme in beauty and in precision! Simple square case contains the fabulous 23-jewel movement, set to 6 adjustments for unfailing accuracy. Hand applied gold numerals. Black cord band.

190-587 A4150 18K Yellow Gold. . . **$65.00**
190-603 A4150 18K White Gold. . . . **65.00**

On this page, RET ALL prices include 10% Federal Excise Tax

(L) Dolly Madison "H" . . . charming to behold and sure to catch the most admiring glances. Lovely prism case of 10K rolled gold plate; matching expansion bracelet. 21-jewel movement is set to 5 adjustments.

190-611 A3950 10K Yellow RGP. . **$71.50**
190-629 A3950 10K White RGP. . . . **71.50**

(M) First Lady "H" . . . and the first choice of every lady who sees it! Precision-perfect—23-jewel movement is set to 6 adjustments Luxuriously beautiful dainty case is fashioned of 18K gold. Expansion bracelet.

190-637 A4750 18K Yellow Gold. . . **$75.00**
190-645 A4750 18K White Gold. . . . **75.00**

(N) First Lady "I" . . . stunning watch and bracelet combination that reaches the peak in elegance and precision! Beautiful 18K gold case houses the famous Bulova 23-jewel movement, set to 6 adjustments.

190-942 A5500 18K Yellow Gold. . . **$95.00**
190-967 A5500 18K White Gold. . . . **95.00**

Just made to be loved—HORSMAN DOLLS

(E) **"CINDY WALKER" BRIDE.** Lovely Cindy can *really* walk down the aisle, kneel for the ceremony, turn head and waist graciously to greet guests! Above her washable, rooted hair, a flower headband holds her lace-edged veil. Cindy's gown is flocked, sheer nylon over net-ruffled taffeta. She carries a be-ribboned bouquet, wears earrings. Has net hoopskirt, lacy panties, nylons, high-heel sandals.

887-646 B698	18" Cindy Walker Bride Doll (All Vinyl)	$ 9.98
887-653 B908	20" Cindy Walker Bride Doll (All Vinyl)	12.98

(F) **"LOVE ME BABY"** . . . soft vinyl with "Super Flex" legs. She sits naturally, kneels, crosses her legs . . . coos, turns her head, sleeps. Rooted hair in the new straight pony-tail. Crisp nylon dress has fresh pinafore. Knit panties, socks, vinyl shoes.

887-539 B2B0	13" Love Me Baby with Pony-tail	$3 98
887-570 B420	17" Love Me Baby with Pony-tail	5 98

(G) **SOFT VINYL RUTHIE** has "Buster Brown" hairdo. Head, arms, legs move, she coos and sleeps. Sheer nylon and velvet dress has tinsel-and-lace trim, taffeta underskirt. Panties, socks, shoes.

887-521 B420	14" Ruthie with Rooted Buster Brown Hairdo	$5 98
887-547 B560	18" Ruthie with Rooted Buster Brown Hairdo	7.98

(H) **"MOPPET"** . . . a huggable old-fashioned sweetheart from her curly, rooted topknot to her patent shoes with red tops! Quaint cotton pinafore dress, ruffled cotton "drawers", long cotton stockings. She sleeps, "coos", moves arms and legs, turns her head.

887-505 B560	16" Vinyl Moppet. In Beautiful Gift Box	$7 98

(K) **BUSTER BROWN BABY IN SUITCASE** comes with a complete wardrobe. This fully-jointed, soft vinyl baby wears her rooted hair in a pert Buster Brown bob. So cute in her cotton pinafore dress with lace collar . . . knit pants, shoes and socks. Ready for all kinds of fun with her sunsuit, 2-pc. dress with bolero, festive party gown and 2-pc. slacks outfit. Packs her own comb, brush, mirror, soap, sponge, curlers to use before she closes long-lashed eyes to sleep.

887-661 B698	12" Buster Brown Baby with Wardrobe	$9.98

(L) **"TWEEDIE" WITH WARDROBE** She'll steal your heart, this slim minx with saucy, upswept rooted hairdo and sparkling sleeping eyes with long lashes. She wears lacy nylon chemise, rayon hose, wedge shoes. In her zippered case: cute checked school frock, lacy nylon tuchtue and negligee, belted slacks outfit, extra shoes and socks, gloves and purse. Also comb, brush, mirror, scissors, 2 curlers—plus bubble bath pack. Our washable vinyl miss is fully jointed.

887-679 B698	12" Tweedie with Wardrobe	$9.98

(M) **"CINDY" IN SUITCASE** brings a complete wardrobe with her. Curvaceous Cindy has petal-soft vinyl "Fairy Skin", jointed arms and "Super Flex" legs that bend and cross naturally. Hair is rooted, eyes close. She wears earrings, blue taffeta formal, net overskirt, lacy panties underneath. And she likes in her exquisite lace blouse and slim velvet toreador pants. She's a dream at bedtime in filmy gown and negligee. Trim ribbed street dress has plaid skirt.

887-711 B698	16" Cindy with Wardrobe in suitcase	$9.98

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Every Little Girl Needs Someone to Care For

E F **RAGGEDY ANN and ANDY . .** beloved storybook dolls she cherishes while young, keeps on her bed when growing up. With rag-mop yarn hair, soft cotton-filled bodies. Ann wears white apron over print dress. Andy wears pantaloons, shirt and cap.
E **887-737 B345** 20" Raggedy Andy **$4.98**
F **887-729 B345** 20" Raggedy Ann... **4.98**

G **"LITTLE LULU"** . . . just as she delights one and all on TV and in the comics! Lulu has a mask head with painted features, yarn curls, soft cotton-stuffed body, red dress. Nothing to break—children can hug, tug, or spank (if she plays too many tricks)
887-760 B320 15" Little Lulu **$4.59**

H **POOR PITIFUL PEARL . . .** all-vinyl waif with closing eyes, shabby clothes. How she needs a "Mommy" to bathe her, style her long rooted Saran hair in any of 8 pretty ways! She has a lovely nylon frock with net petticoat to put on, new socks and shoes. Flexible Pearl has jointed arms and legs.
887-732 B410 13" Pitiful Pearl. **$5.98**
887-745 B675 18" Pitiful Pearl **9.98**

K **EFFANBEE'S "FLUFFY".** All vinyl toddler, so soft in her "mommy's" arms! Has rooted Saran hair, moving arms, legs, head, eyes Wears rick-rack trimmed, flowered percale frock with panties, shoes and socks.
887-398 B280 10½" Fluffy **$3.98**

L **"PINKY TOE."** A sweet, snuggly-vinyl 8" mite . . . performs just like big baby dolls Drinks her bottle and wets, goes to sleep Has jointed arms and legs; a rooted Saran curl. Her embroidered organdy dress has matching bonnet. She wears petticoat, panties, shoes, socks—carries plastic bottle
887-463 B205 8" Pinky Toe **$2.98**

M **BALLERINA and WARDROBE.** So lovely she might just have pirouetted down a moonbeam in her pink and blue tutu, pink ballerina hose, tights, matching panties, ballerina slippers She's sturdy plastic with soft vinyl head and moving eyes, jointed ankles for graceful dancing Wears a rooted ponytail hairdo Her off-stage wardrobe skirt, sweater, strapless evening gown, nylon hose, high-heel shoes, practice leotard.
888-149 B695 15" Ballerina **$9.98**

N **20" TEEN with WARDROBE.** Her pretty, all-vinyl "grownup" figure has jointed arms and legs, swivel waist. Head turns, eyes move, she has rooted Saran hair Wears bra, panties, high-heel shoes owns 3 extra outfits that she loves to wear: waltz length strapless acetate taffeta gown with matching stole, plaid party dress of acetate taffeta, dashing sports outfit of butcher linen slacks, cotton jersey T-shirt, patent belt.
887-471 B695 20" Teen, Wardrobe. **$9.98**

P **"EFFANBEE'S MOST HAPPY FAMILY"** of four dolls 21" Mother is plastic doll with vinyl arms, head; rooted Saran hair Wears cotton skirt and bolero with lacy blouse-slip combination. Has straw hat, nylons, high heels—even a ring. Children are all vinyl; wear matching outfits. 8" Baby in bunting has molded hair Brother and Sister have moving arms, legs, heads. Sister has moving eyes, rooted Saran hair.
887-406 B1540 Four Doll Family **$21.95**

R **"MY FAIR BABY"** by Effanbee Loves to "go bye-bye" . . . and she's ready for any weather in combination zippered quilted bunting, matching hood and sacque. Underneath she wears a flannel robe and diaper She drinks from her own bottle, then wets. Flexible, washable vinyl with moving arms, legs, rooted Saran hair Wears authentic hospital identification bracelet like a real baby
887-422 B910 17" My Fair Baby **$12.95**
887-430 B1120 20" My Fair Baby ... **15.95**

S **EFFANBEE'S "BUBBLES"** is a great big feather-light doll . . . easy for even small toddlers to tote. (Fluffy kapok filling is Bubbles' weight secret.) Strong vinyl-coated nylon fabric forms her body; arms, legs and head are soft vinyl She has moving eyes and a "cry" voice Her crisp imported organdy dress has fluted nylon trim. Matching cap, slip, panties, shoes and socks
887-331 B765 23" Bubbles **$10.95**
887-349 B1050 27" Bubbles **14.95**

T **EFFANBEE'S "TODDLE TOT"** stands proudly (she's just learned!) to show off striped pique playsuit with poodle trim and bonnet All vinyl; moving arms, legs, eyes Has rooted Saran hair to comb and shampoo Drinks from her plastic bottle, then wets.
887-380 B490 13" Toddle Tot. ... **$6.98**
887-448 B698 19" Toddle Tot **9.98**

V **"MY FAIR BABY"** by Effanbee. A beguiling bundle of all-vinyl charms . . . wrapped in ruffle trimmed blanket. Baby wears organdy dress and cap, slip, panties She takes a bath, drinks from plastic bottle, wets Arms, legs, eyes move, molded hair. Note her authentic hospital identification bracelet.
887-851 B560 14" My Fair Baby ...$ **7.98**
887-869 B765 18" My Fair Baby.. .. **10.95**

W **"SHIRLEY TEMPLE" with WARDROBE** Dimpled and rosy, with blond rooted-Saran curls . . . pretty as the real-life Shirley Temple Wears slip and panties, owns complete wardrobe of 2-piece pajamas: coat and hat, dress, shoes: pedal-pushers, blouse, skirt set; purse glasses and clothes hangers
887-778 B840 12" Shirley Temple . **$11.98**

X **"LINDA TEAR"** in **SUITCASE.** This all-vinyl cherub wears a halo of rooted curls Fully jointed, so she can sit in her "Baby Tender" Dressed in knitted shirt and panties and a bib, she drinks from bottle (She'll wet later.) Extra outfit: lace-trimmed dress, diaper, blanket, big terry towel, powder puffs, vinyl booties (knit booties on doll), socks. Linda brings "Mommy" the play-plus of 2 vinyl cups, saucers, spoons
888-156 B695 16" Linda Tear Baby **$9.98**

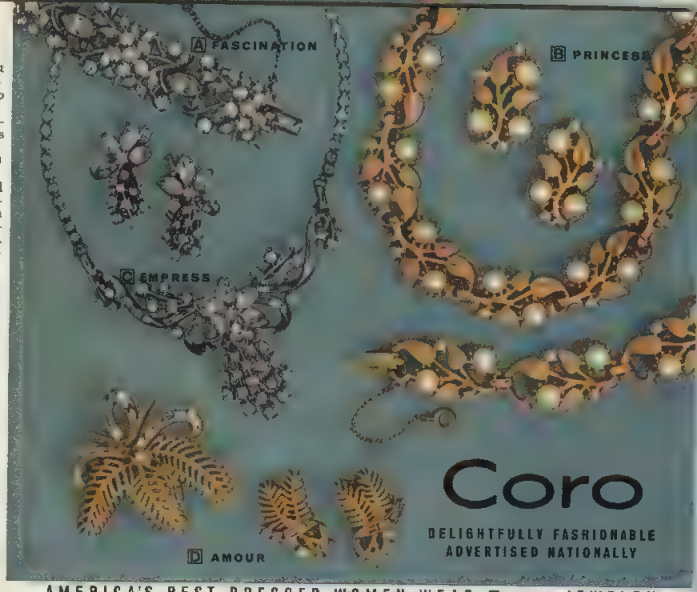
Y **MADEMOISELLE DE PARIS.** Silver-blond, shapely teen-ager with sophisticated wardrobe. She's ooh-la-la in her red lace formal frock, worn with red taffeta petticoat, panties, nylons, high heels . . . rhinestone "diamond" ring, necklace and earrings! Fully jointed arms, legs, waist, vinyl head, moving eyes, rooted hair Comes in deluxe carrying case with exciting wardrobe. Ballerina outfit, lounging pajamas; sun dress and stole; straw hat, extra spike heel shoes, ballet slippers, sun glasses, evening bag
888-164 B910 16" Mlle. de Paris **$12.95**
888-172 B1120 18" Mlle. de Paris **15.95**

Press the top of Perthey's head — his hair stands straight out, and he "coos"

HORSMAN'S "PERTHEY". Here's an appealing little character—so droll with hair rooted on top of his head only! He'll make you smile back when you look in his mischievous, laughing glassine eyes. He's a soft cuddly vinyl bed-friend . . dressed in flannel pajamas with felt slipper-sole feet and a flannel robe. Has fully jointed arms, legs
887-497 B350 14" Perthey **$4.98**

DOUBLE DECK DOLL BED . . . dreamland express for several dollies! Separates easily to form twin beds: has removable youth side rails. Head and foot panels with large decal decorations 2 mattresses are pale pink with white lamb design on one side, baby blue on the other. Blonde finished hardwood bed is 25½x14⅝x28½". Ladder included
892-059 C865 Doll Bed **$12.95**

DROP-SIDE DOLL CRIB has plastic teething rails, spinning balls, decals on plywood ends Reversible bumper and reversible pink/blue mattress Hardwood construction in blond finish . sters and side rails
892-042 C865 26x15x23¾" Crib **$12.95**
Crib for Small Dolls without bumper, plastic teething rail or spinning balls)
892-075 C400 19¼x11x15½" Crib . **$5.95**



A FASCINATION. The "plus" that completes and complements her dressiest outfits. Sprays of brilliance to wreath her wrist in the height of glamour. Charmingly fashionable for wristline importance. Safety clasp keeps this treasure safe on wrist.
82J95V675 Bracelet only **13.50**

B PRINCESS. To capture her heart and set her aglow, lovely, lustrous simulated pearls . . . dehcately set in gleaming gold finished leaves. Exquisite beauty . . . brilliantly conceived. An inspiration for any outfit. Adjustable necklace, earrings, bracelet.
Necklace and Earrings . . .
82J96V750 2 Pc. Set **15.00**
82J97V400 Necklace only . . . **8.00**
82J98V575 Bracelet only . . . **11.50**
82J99V350 Earrings only . . . **7.00**

C EMPRESS. Exciting elegance in starlit rhinestones . . dehcately wound and culminating in a full-blown pendant. Rich in heirloom beauty. A magnificent touch to glamourize—a treasure for any woman. Beautiful matching shimmering earrings.
82J100V825 2 Pc. Set..... **16.50**
82J101V550 Necklace only.... **11.00**
82J102V275 Earrings only **5.50**

D AMOUR. For a lovely lady . . . bow leaf design accented by glistening rhinestone baguettes. A dainty ensemble she'll always cherish. Unsurpassed in value. Safety-clip pin; screw clip-ease earrings.
82J103V450 Pin only..... **9.00**
82J104V375 Earrings only..... **7.50**

E MARLA. For the little young princess of your heart . . . unsurpassed beauty in a chain-and-bead ensemble Lovely complements for her prettiest party dress. A gift she'll cherish and remember always
82J105V225 2 Pc. Set **4.50**

F LAUREEN. Please the "little miss," make her feel she's growing up with this lovely set. Luxurious deep set pearls gleam from a rich gold finished setting. An adorable lady-like ensemble—with necklace and bracelet to match. A good buy!
82J106V300 2 Pc. Set..... **6.00**

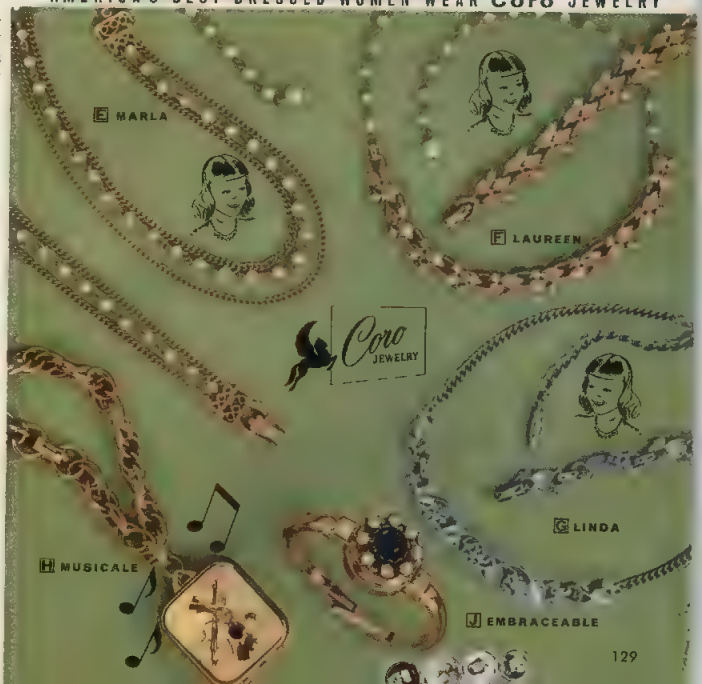
G LINDA. Young hearts dance with joy at this adorable set. Daintily styled with golden leaves twined 'round sparkling clusters. Necklace and bracelet to match. A precious gift for her most important occasions. Comes in ICE BLUE only.
82J107V225 2 Pc. Set..... **4.50**

H MUSICALE. She'll have music wherever she goes with this exciting creation. Gaily decorated with an instrumental motif. Plays a merry tune at the touch of a button. Beautifully finished in polished gold.
82J108V750 Bracelet only **15.00**

J EMBRACEABLE. Irresistibly lovely, royally styled for the queen in your life. Deep blue cabochon stone is centered midst glimmering rhinestones glittering beauty, the ultimate in wrist line flattery. A wonderful gift.
82J109V675 Bracelet only. **13.50**

Adjustable necklaces made for a perfect fit. Safety clasp on all pins. Earrings have comfortable clip-ease mounting All jewelry beautifully gift boxed. Illustrations are 2/3 actual size. A federal excise tax of 10% is not included in listed price.

AMERICA'S BEST DRESSED WOMEN WEAR **Coro** JEWELRY



A ECSTASY. New multi colored cabochon stones with rhinestones. Adjustable necklace, matching bracelet, and clip-ease earrings

Necklace and Earrings . . .

82J64V785 2 Pc. Set. 15.75
82J65V450 Necklace only . . 9.00
82J66V525 Bracelet only . . . 10.50
82J67V335 Earrings only. . . . 6.75

B MARDI-GRAS. Frosted pseudo pastel gem stones. Adjustable necklace and earrings. Silver finish.

82J68V950 2 Pc. Set 19.00
82J69V600 Necklace only . . . 12.00
82J70V350 Earrings only. . . . 7.00

C RHAPSODY. Glamorous diamond-like rhinestone baguettes in a gold finished setting Adjustable necklace, matching bracelet, clip-ease earrings.

Necklace and Earrings . .

82J71V1350 2 Pc. Set. 27.00
82J72V900 Necklace only . . . 18.00
82J73V900 Bracelet only. . . . 18.00
82J74V450 Earrings only. . . . 9.00

D MIGNON. Lustrous simulated pearls in a breathtakingly beautiful spray design . . . symbol of devotion . . . dramatically elegant

82J75V375 Pin only. 7.50
82J76V350 Earrings only 7.00

E BLOSSOM. Delicate leaves bloom in a gold-finished necklace, earrings.

Necklace and Earrings . .

82J77V550 2 Pc. Set 11.00
82J78V250 Bracelet only . . 5.00

F SILVER WHEAT. Glittering diamond-like rhinestones in a wondrous wheat design. A charming set.

82J79V675 Pin only 13.50
82J80V600 Earrings only . . 12.00

Adjustable necklaces, safety clasp pins. Clip-ease earrings All gift boxed. Illustrations 2/3 actual size
10% Federal Excise tax

A LA BELLE. Beautiful Topaz cabochons and navettes in a three dimensional setting. Adjustable necklace, matching earrings, bracelet

Necklace and Earrings . . .

82J81V1250	2 Pc Set	**25.00**
82J82V850	Necklace only . . .	**17.00**
82J83V825	Bracelet only. . .	**16.50**
82J84V400	Earrings only. . . .	**8.00**

B ELITE. Tailored ensemble . . . the sophisticated touch. Trim necklace, matching earrings. Gold finish only.

Necklace and Earrings . . .

82J85V550	2 Pc. Set. . . .	**11.00**
82J86V250	Bracelet only	**8.00**

C SERENADE. Fresh water pearls in a gold-finished setting . . . New subtle splendor. Perfectly matched!

Necklace and Earrings . .

82J87V975	2 Pc. Set.	**19.50**
82J88V725	Necklace only . .	**14.50**
82J89V450	Bracelet only . . .	**9.00**
82J90V250	Earrings only . . .	**5.00**

Adjustable necklace for a perfect fit. Safety clasp on all pins. Earrings have comfortable clip-ease mounting. All jewelry beautifully gift boxed. Illustrations are 2/3 actual size. Federal Excise Tax of 10% not included

D CONTINENTALE. For that lovely, dewy fresh look . . . here's glistening elegance in shimmering ice blue rhinestones in a lustrous silver finished metal. Combined to give her an air of elegance wherever she goes. Adjustable necklace, matching bracelet, and clip-ease earrings for a comfortable fit. This charming set makes a wonderful gift!

Necklace and Earrings .

82J91V1125	2 Pc Set . .	**22.50**
82J92V600	Necklace only	**12.00**
82J93V600	Bracelet only	**12.00**
82J94V525	Earrings only .	**10.50**

SCOTT leaves all other

Full electrical system with generator, full gearshift... the 60 hp Flying Scott!

You're looking at the most exciting new outboard in America. Rugged as an Army mule. Compact as a watch. Lean and light enough to fit a wide range of boats—even in pairs!

With only three cylinders, the Flying Scott delivers a strong 60 horsepower* that planes big cruisers, tows water skiers effortlessly and sends runabouts flying at up to 50 mph! The secret: a bold, simple new design that trims bulk, cuts vibration, and delivers more smooth power at the prop.

Yet for all its lightning, this sweet sixty handles as easily as a new car. You start it with the turn of a key (full electrical system with generator is standard, no extra cost). As you cruise, the new offset lower unit counteracts propeller torque for easier steering. New Single Lever Control (optional, extra cost) synchronizes your throttle and full marine gearshift gives you safe, sure command of your boat. And Scott's bail-a-matic pump bails your boat—automatically! $950, freight extra.

*OMC certified at 4800 rpm.

MARINE PRODUCTS DIVISION McCULLOCH

Unique! Two safety signals

In one inspired design!

SEAFLITE

HORN AND BOW LIGHT

Imagine this beauty on your bow! Smart as a sports car, it combines bow light and horn in one eye-stopping design. It's practical, too: does the work of two – even three fittings, with the optional flagstaff as part of the design. More, the special base elevates it from the deck for maximum visibility. Your Seaflite dealer has it now!

IT'S A BOW LIGHT elevated from deck for top visibility

IT'S A HORN— high volume dual electric horn unit

IT'S A FLAGSTAFF —slotted for mounting the pennant

CONCAVE BASE—fits upon plane and all deck contours

Horn-Bow Light $18.95
Flagstaff $3.25

ATTWOOD BRASS WORKS

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Grand Rapids, Michigan

outboards years behind!

Lean, light and loaded with "go"... the lively new 25 hp Scott!

What's your pleasure—skin-diving, skiing, or just skimming the waves? The lean, queen-sized new "25" was born for fast action, brimming with eager power.

Over 29.9 cubic inch piston displacement delivers power that puts her into the "big motor" field. New deep-breathing double "V" valves let you gun her smoothly from easy idle to wide open throttle.

Rubber cushion mounts and idle relief exhaust add hush to her hustle. Steering's easier, thanks to an offset lower unit that counteracts propeller torque. And Bail-a-matic power bailing ends forever an old boating chore.

Choose manual or turn-key electric-starting; choose from six smart hood colors. Let the high-style, high-spirited 25 hp* Scott add new fun to your happy days! Manual starting, $449; electric starting with generator, $529. Freight extra.

10 NEW SCOTTS—3.6 TO 60 HP

Ask your dealer about a Scott-powered outboard combination that suits your brand of outboard fun. Or send for colorful free 1959 Scott catalog. Write Scott Folder, Dept. MB-19, at address below.

CORPORATION MINNEAPOLIS 13, MINNESOTA

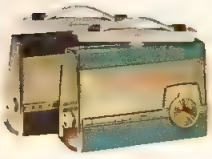
Powerful Transistor Radios

(E) Motorola

(D) Motorola

(G) Motorola

(F) Motorola



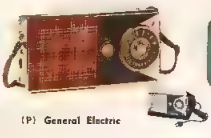
(L) Philco

(K) Philco

(J) Arvin

(H) Westinghouse

(Q) RCA Victor



(P) General Electric

(N) Westinghouse

(M) Roland

Light-weight Pocket-sized Transistor Radios

MOTOROLA • PHILCO • ARVIN • WESTINGHOUSE • RCA VICTOR • G. E. • ROLAND

Ⓐ **Philco Pocket Transistor Radio.** 3 transistors operates on only four pen light batteries or on mercury batteries. Built-in magnetic antenna; [illegible] Brass-resistant case Size 2½" by 4¾" by 1¾".
52E2 3206—Ivory & Black ..... RETAIL **$39.95**
52E4 3205—Pink & Black ....RETAIL **$39.95**
52E5-240—Leather Carrying Case **$3.00**
71E1-200—Batteries (Mercury) . RETAIL **$3.00**

Ⓑ **Philco Pocket Portable.** 4-transistors with [illegible] performance. Operates perfectly on [illegible] pen light or mercury batteries. Pocket receiver [illegible] in ivory and Black or Aqua and Ivory. Size 5¾x3¾x1¾".
52E1-2520—Aqua ..... RETAIL **$29.95**
52E2-2520—Ivory. ..... RETAIL **$29.95**
71E1-200—Battery set (Mercury) RETAIL **$3.00**

Ⓒ **Philco Transistor Radio.** 6-transistors with big 3½" Alnico V speaker. Operates up to 500 hours on two regular flashlight batteries. Finished in beautiful Sun-V-Lon with the ruggedness and luxury look of fine leather. Size 6¼x6¼x3".
52E8-3795 ..... RETAIL **$49.95**
71E8-33—Battery set..... RETAIL **50c**

Ⓓ **Motorola Transistor Pocket Radio.** Lightweight and practical. Power 9 Placir chassis. 6 transistors plus 3 germanium diodes for maximum sensitivity and longer life, retaining antenna. Handsome all metal cabinet. Size: 8¼"x4¼x1¾"
51E23-3895—Sand & Brown ..RETAIL **$49.95**
51E24-3895—Cerulean Blue & Sand RET **$49.95**
51E35-3895—Red & Sand.... RETAIL **$49.95**
51E36-450—Earphone ..... RETAIL **$7.50**
71E12-48—Batteries..... RETAIL **68c**

Ⓔ **Motorola Transistor Pocket Radio** 7 transistors & 4 diodes. Vernier handle and magnified tuning lens for pinpoint fine tuning. Power 10 Placir chassis. 3 germanium diodes for clear reception. Marlin Blue, brushed aluminum back satin, chrome trim. Size 6½x4¾x2¼".
51E27-4508 ..... RETAIL **$58.95**
71E12—Battery set. ..... RETAIL **$7.50**
51E36-450—Earphone ....RETAIL **$7.50**

Ⓕ **Motorola Transistor Pocket Radio** Snap into your pocket or handbag. Styled and engineered with dash and [illegible] today's cabinet of chrome, satin, scuff [illegible] and poly[illegible]. New Power 8 Placir chassis 6 transistors plus 2 germanium diodes. Size 6¼x3¾x1¾".
51E28 3-590—Mocha ..... RETAIL **$39.95**
51E29 3190—Blue ..... RETAIL **$39.95**
51E30-3190—Pink ..... RETAIL **$39.95**
51E31-3190 Antique White ..... RETAIL **$39.95**
71E12-48 Battery set ..... RETAIL **68c**
51E32 450—Earphone ..... RETAIL **$7.50**

Ⓖ **Motorola Transistor Pocket Radio.** 7 transistors and 3 germanium diodes Two styled for "Him" and "Her." Large golden voice speaker [illegible] and tuning lens. Vinyl fabric coverings over [illegible] weight metal cabinet Size 6½x4¾x2¼".
51E38-5545—Suntan with Gold RETAIL **$75.00**
51E39-5545—White with Gold RETAIL **$75.00**
51E36-450 Earphone ..... RETAIL **$7.50**
71E12-48—Battery set..... RETAIL **68c**

Ⓗ **Westinghouse Transistor Portable.** Advanced silver-safeguard chassis with push-pull audio output. Carrying handle converts to stand. Built-in ferrocore antenna. Shatterproof case 3½" speaker [illegible] 6 transistors on four mercury batteries. Earphone jack. Size 6¾x4¼x2½" Ship. wt. 3 lbs
49E35 3095—White and Charcoal. . **$39.95**
49E40-3095—White and Red RETAIL **$39.95**
71E1-200—Battery set (Mercury) RETAIL **$3.00**
49E32-295—Carrying Case .....RETAIL **$4.95**

Ⓘ **Arvin Portable.** 7 transistors [illegible] in luxury [illegible] plastic in Red or Blue in steel cabinet. Select circuit with push-pull output. Uses four flashlight batteries. Size 11¼x8¾x3¾". Ship. wt. 5 lbs.
43E3600-8X3546/3748..... RETAIL **$49.95**
4559C1-8X3546/3746..... RETAIL **$45.95**
71E5-32—Battery Set..... RETAIL **50c**

Ⓚ **Philco Portable.** 7-transistors Dependable and [illegible] Operates up to 500 hours on 2 flashlight batteries. Beautiful tone, break-resistant Ivory and Black case. Leather carrying case included. Size 4¾x3¾x1¾".
52E4-4775 ..... RETAIL **$44.95**
71E5-33—Battery Set RETAIL **50c**

Ⓛ **Philco Portable.** 7 transistors in new modern design. New [illegible] handle and metal accent with two built-in magnetic antennas. Big alnico V speaker magnet. 4 tuned IF circuits. Operates up to 500 hours on 4 flashlight batteries. Size 8½x8¾x3¼".
52E7-4250—Aqua & Gold .....RETAIL **$59.95**
52E8-4250—Ebony & Gold . ..RETAIL **$59.95**
71E10-46—Battery Set..... RETAIL **$1.00**

Ⓜ **Roland 2-Speaker Transistor Radio.** 2 balanced speakers for super-rich tone. 7 transistors Easy-vue dial for sensitive tuning. Operates on [illegible] or ordinary pen light batteries. Super sensitive antennae for top performance. Rich tapered case is practically unbreakable. Earphone jack
45E1023-3497—Ivory & Gold . RETAIL **$49.95**

71E1-300—Set of 6 Mercury batteries RETAIL **$4.50**

Ⓝ **Miniature Westinghouse Transistor Radio.** Plays up to 200 hours on a single 9-volt battery Ferrocore antenna. Automatic [illegible] Alnico V speaker. Silver-safeguard chassis with push-pull audio output. Earphone jack. Shatterproof case. Size 3¾x6¼x1¾" Ship. wt 2 lbs
49E41 3695—Charcoal & Gold RETAIL **$49.95**
49E42-3695—Turquoise & Gold RETAIL **$49.95**
49E43-3695—White & Gold . .RETAIL **$49.95**
49E52-295—Carrying case.....RETAIL **$4.95**
71E2-77 Battery Set. .... RETAIL **$1.10**

Ⓞ **Recharger Kit.** Enables you to re-charge batteries on AC current up to 400 times for a total of 16,000 hours. Includes two rechargeable batteries [illegible] Top-grain leather kit case.
17E28 1595 .....RETAIL **$20.00**

Ⓟ **G. E. Rechargeable Pocket Radio.** 6 transistors and 1 diode. Shatterproof textured ivory [illegible] case made of extruded thermoplastic enclosed in pale Gold. Operates 150 hours with mercury batteries, or can be used with recharge[illegible] batteries—see 17E28 below. Printed circuit. Clip-on carry strap. Earphone jack. Powerful [illegible] built-in. Size 6¾x3¾x1¾" Rechargeable batteries may be used up to 10,000 hours.
17E27-3795—Gold, Beige & Black RET. **$49.95**
17E26-3795—Gold, Red, Black, Plaid grille ..... RETAIL **$49.95**
71E1 200—Battery set (Mercury) RETAIL **$3.00**

Ⓠ **RCA Victor Transistor.** Operates 400 hours on two Mercury batteries or 2 flashlight batteries with RCA Victor's rechargeable battery and Transistorizer unit. Golden tweed tone Powerful chassis has 5 transistors and 2 diodes. Size 3½x7½x1¾"
43E38-3295 Iceberg White. . RETAIL **$39.95**
43E40-3295 Turquoise & White RET **$39.95**
43E41-3295—Two Blue ..... RETAIL **$39.95**
71E1-200—Mercury batteries ..RETAIL **$3.00**
43E49 995—Transicharger unit including rechargeable batteries.....RETAIL **$14.95**

Ⓡ **Philco 3-Way Portable.** Operates on AC/DC and batteries. New sunstamina a-a handle and antenna combined—rotates 180 degrees. 4 tubes plus rectifier and big 4" speaker in vertically mounted chassis. Black [illegible] case. Size 7¼x 10½x5¾". Ship. wt. 6 lbs.
52E10 2405 Pink ..... RETAIL **$29.95**
52E11-2405—Aqua. ..... RETAIL **$29.95**
52E12-2405—Burgundy RETAIL **$29.95**
71E11-359—Battery Set RETAIL **$5.10**

Ⓢ **Westinghouse 3-Tenna 3-Way Cruiser.** Two antennas—high gain Ferrocore plus telescoping unipole antenna. Operates on AC/DC house current or batteries. Planetary drive tuning control. Powerful 4" Alnico V speaker. 4 tubes plus rectifier. Size 9¾x10 9/32" x 5¼" Ship. wt 9 lbs.
49E44-2895—Charcoal & White RETAIL **$39.95**
49E45-2895—Green & White .RETAIL **$39.95**
49E46-2895—Yellow & White RETAIL **$39.95**
71E4-375—Battery Set. . . . .RETAIL **$5.40**

Ⓣ **Arvin Portable 3-Way Radio.** Plays on batteries or house current. Antenna in a rotating handle for maximum signal strength Arvinyl plastic on shatterproof steel cabinet. Ship. wt 8 lbs.
45E902-2515 Turquoise ..... RETAIL **$34.95**
45E903-2515—White . .....RETAIL **$34.95**
71E8-363—Battery Set..... RETAIL **$5.20**

Ⓤ **RCA Victor Cruiser Portable.** 3-way—battery, AC or DC Famous wavefinder antenna rotates to bring in signals. Sliding line station selector Two-tone styling with bright metallic trim. Nonbreakable Lustre case. Four tubes, 1 [illegible] 3-way operation AC/DC and battery Golden flower tone. Size 7¼x10½x3½"
43E43-3195—Beige and Turquoise **$39.95**
43E42 3195—Beige and Flame RETAIL **$39.95**
71E13-359—Battery Set..... RETAIL **$5.10**

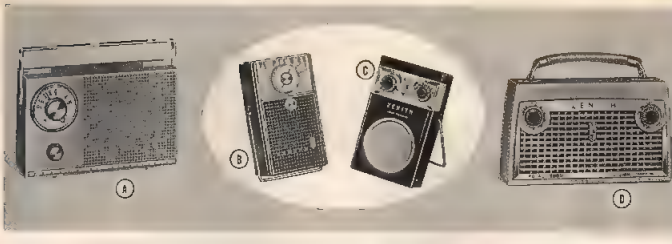
Symphonic TABLE PHONOGRAPH

4-SPEED • HIGH FIDELITY

Beautifully styled 4-speed high fidelity Chassis features 3 tubes plus silicon rectifier in a newly designed dual channel circuit giving a frequency response of 50-15000 cps with 10 watt output. Deluxe stereophonic VM changer has 4 speeds with automatic shut-off after last record has played. Balanced arm with [illegible] stereo [illegible] dynamic high fidelity speakers, two 8" woofers and ¾" tweeter designed for high fidelity reproduction. Smartly designed for use as a table model, or easily converted into a chest side phonograph when combined with optional base legs. Luxurious all wood hand-rubbed veneers of mahogany, blonde or walnut. Height without legs 10¼ Width 24½", Depth 20¼" Height with legs 25". Shipping wt. 50 lbs. **Specify finish when ordering.**
45E1037-10345 (without legs). . . RETAIL **$148.95**
45E1058-455 Set of brass legs ..... RETAIL **$8.95**

AMPLIFIED SPEAKER FOR ABOVE: Simply plug into model described above for breath-taking stereophonic performance.
45E1049-2190 .... RETAIL **$34.95**

Note: Above Radios priced without Batteries. Order separately.



ZENITH TUBELESS PORTABLE TRANSISTOR RADIOS

Ⓐ Royal 450 7-Transistor Pocket Radio. Standard broadcast reception, covers entire standard broadcast band. Wavemagnet antenna is extra sensitive to signals. Negative feedback for improved tone quality. Tone quality is rich, clear and beautiful. Class "B" push-pull amplification for greater efficiency and more power output 7 tuned stage, push-pull amplification and 6 batteries give 200 milliwatts of undistorted audio output. Strong plastic case has beautiful color. Precision Vernier tuning permits positive station finding. Long-range battery compartment. Up to 400 hours of listening pleasure with 6 mercury batteries or 100 hours with 6 penlite batteries. Civil defense frequencies clearly marked on dial. Simple, modern styling, carrying handle collapses when not in use. Size 9¾x6 4¾x2¾". Ship wt 2 lbs.

45E1013-4595—Ebony . .$59.95
45E1014-4595—Burnt Orange RETAIL $69.95
45E1015-4595—White $59.95
45E941-360—Battery set. .$4.50

Ⓑ Royal 200 7 Transistor Pocket Radio. Covers entire standard broadcast Land 7 transistors and push-pull amplification gave 100 mW watts of undistorted audio output for added tone and volume. Wavemagnet antenna is extra sensitive to signals. Leakproof battery compartment. Batteries pop out for easy replacement. Up to 400 hours of listening with four mercury batteries or up to 100 hours with four penlite batteries. Civil defense frequencies clearly marked on dial scale. Scuff-resistant case of sturdy plastic with baked-on color. Dual purpose handle may be used as a stand for chassis. Zenith quality speaker. Trim, modern styling—small enough to slip into pocket or purse. Ship wt. 2 lbs

45EJ009-3875—Cordovan Brown ... .RETAIL $44.95
45E1010-3875—Tahitian Coral ... ...RETAIL $44.95
45E1011-3875—White $44.95
45E1012-3875—Glen Green.$44.95
45E274-240—Battery Set . $2.00

Ⓒ "LONG DISTANCE" Transistor Radio. 8 transistors bring in even weak distant signals loud and clear. Covers entire AM broadcast range from 540 to 1600 KC. Automatic volume control. Powerful ferrite loop antenna filters out static. Alnico V speaker. Up to 400 hours service with 4 mercury batteries or 100 hours with regular penlight batteries. Dual purpose carrying handle allows radio to stand by itself. Smart modern case of non-breakable nylon material. Available also with plug-in hearing aid earphone. Size 11½x5¾x1½". Ship. wt. 2 lbs.

45E273-3795—Black $75.00
45E822-3795—White $75.00
45E858-3795—Maroon . $75.00
45E274-240—Battery set $2.00
45E278-420—Leather carrying case .....RETAIL $10.00
45E279-320—Earphone $7.95

Ⓓ ROYAL "700" Tubeless 7-transistor portable radio. Plays in any one, trains, planes. Batteries are contained in handy leak-proof case —easy to change. Up to 350 hours of listening pleasure with 6 "C" type regular flashlight batteries. Easy-grip control knobs permit quicker, easier tuning. Standard broadcast reception from 540 to 1600 KCS. Negative feedback for improved tone quality. Powerful wavemagnet antenna brings in weak distant signals. Class B push-pull amplification for greater efficiency, outstanding audio output. Precision "Vernier" tuning. Zenith quality 4" speaker. Civil defense frequencies clearly marked. Size 6-3/8" high, 8⅝" wide, 3⅜" deep, weight only 3¼ lbs. Entire cabinet is genuine top-grain cowhide with beautiful "Roman Gold" grain. Convenient carrying handle. Ship. wt. 4 lbs. Batteries included.

45E238-5495—Genuine Leather case .....RETAIL $69.95

As above Model 725L with 8 transistors. Batteries included. Genuine leather case.
45E868-3345 .....RETAIL $79.95

ZENITH SUPER DELUXE Trans-Oceanic

STANDARD and SHORT WAVE PORTABLE

AC, DC or BATTERY OPERATION

ZENITH TRANSOCEANIC RADIO. 8-tube standard and short wave portable. Operates on AC, DC or battery. International short wave, amateur broadcasts ship-to-shore and weather reports. Detachable Wavemagnet antennae. Log chart of major short wave stations. Voltage regulator adjusts for variations on AC or DC operation. Quality speaker for full bass and treble response. Full tone control. Civil defense frequencies marked on dial. Input jack provided for record player. Measures 17¾x8x12" high. Shp. wt 23 lbs

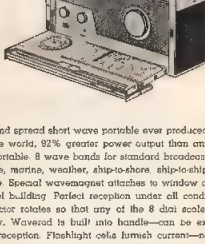
45E257-9895—Stock . . . . . .RETAIL $139.95
45E258-11315 Leather . . . . . RETAIL $159.95

Battery Pack for above radios. (9 lbs.)
45E259-660 .... .RETAIL $8.25

ZENITH *All-Transistor* **Trans-Oceanic**

STANDARD and SHORT WAVE PORTABLE

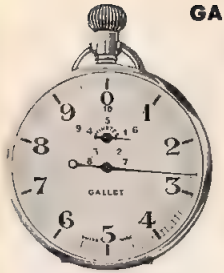
Compact—Lightweight



Smallest and lightest band spread short wave portable ever produced. Powerized to tune in the world. 92% greater power output than any tube type short wave portable. 8 wave bands for standard broadcast, International short wave, marine, weather, ship-to-shore, ship-to-ship, and amateur short wave. Special wavemagnet attaches to window of car, plane, train or steel building. Perfect reception under all conditions. Wave band selector rotates so that any of the 8 dial scales selected come into view. Waverod is built into handle—can be extended for short wave reception. Flashlight cells furnish current—no AC/DC bulky batteries or tubes. Phono connection. Headphone jack. Tropicalty treated for even jungle humidity. Black leather case with chrome finish trim. Batteries included. Size 12½x4¼x2¾". Ship. wt. 15 lbs.

45E884-18985.... .. .. RETAIL $250.00

GALLET and GALCO POCKET TIMERS



GALLET 10-SECOND TRACK TIMER. Used mostly for short sprints. Each second divided into 10 parts. Registers up to 5 minutes. 7 jewels.
39W418-2401 ..... RETAIL **$43.80**
As above: Galco. 7 jewels. With 10 minute registor
39W818-Z146 ..... RETAIL **$43.80**
As above GALLET SPLIT TIMER. Has two sweep hands push pin on side operates either sweep second hand (not shown) Excellent for timing two related activities
39W420-4205 RETAIL **$85.80**

GALLET SPLIT-SECOND TIMER. Proficient in measuring related activities. Fifth-second, 30-minute register, start, stop and fly back from crown. Slide push for split second hand. 7 jewels.
39W244-3802 RETAIL **$77.80**
As above 17 Jewels
39W854-3440 RETAIL **$70.20**

GALLET TIME STUDY PRODUCTION TIMER. Thirty-minute register. Fly back from crown, side slide for starting and stopping. 7 jewels.
39W403-2053 ..... RETAIL **$41.90**
As above: Galco. 7 Jewels
39W821-1783 ..... RETAIL **$36.40**

GALLET YACHT TIMER. Indicates which maneuvering in yacht and motor boat races, between the preparatory and starting guns. 5-minute indicator, start, stop and fly back from crown. 7 jewels.
39W314-1875 RETAIL **$40.30**
As above. 7 Jewels. With water resistant case
39W2-2710 ..... RETAIL **$55.30**
As above; Security 1 Jewel 10 minute register with combination 3 and 5 minute intervals Not water proof.
39W3-1018 . RETAIL **$20.80**

C. L. GUINAND'S SPLIT TIMER. Fifth-second, 30-minute register, start, stop and fly back from crown. Side push for the split second hand. 7 Jewels. Nickel case
39W644-4338 ..... RETAIL **$88.40**
As above 15 Jewels Breguet Hair Spring
39W843-5068 ..... RETAIL **$103.40**
As above 14K Gold Case 15 Jewels. Breguet Hair spring
39W845-18745 RETAIL **$403.00**

GALLET TENTH-SECOND FOOTBALL AND BASKETBALL TIMER. Pressure on crown will consecutively start, stop and again start the timer. Pressure on the side pin brings hands to zero. 7 Jewel
As above: Gallet. 7 Jewel. 2¼" diameter
39W938-2256 ..... RETAIL **$48.05**
39W405-2082 ..... RETAIL **$42.50**
As above: Security 1 Jewel
39W555-1147 ..... RETAIL **$23.40**

GALCO 12 HOUR 7 JEWEL TIMER. Outside plastic case and time out feature. Keeps a dashboard of car, boat or plane. Also can be used for long incidents or operations. Pressure on crown starts time; another pressure stops all hands for time out. To start again, depress crown. Pressure on side pin brings all hands back to zero.
39W1016-2420 ..... RETAIL **$49.40**

GALLET DECIMAL TIMER. This dependable timer divides the minute into 100 parts. Side slide for time out. Small hand registers revolution of long hand. Fly back from crown. 7 Jewels.
39W301-1987 ..... RETAIL **$40.55**
As above: Galco 7 Jewels
39W820-1720 ..... RETAIL **$35.10**
As above: Gallet 7 Jewels. No side slide. Start, stop and fly back.
39W13-1848 RETAIL **$37.70**

GALCO DECIMAL TIMER. Very practical for industrial time study and rate-setting. Minute is divided into hundredths. Large numerals, clear face. Side slide starts and stops hands. Pressure on crown returns hands to zero.
39W832-1725 ..... RETAIL **$35.10**

LOW PRICED
DEPENDABLE

POCKET WATCHES

Bonzo Dixie. ...breakable crystal White dial with Black numerals and easy to read hands. Thin model fits easily into pocket. Polished Nickel finish. Fully guaranteed. American made

20W22-210.....RETAIL **$2.98**

As above: with Black track dial.

20W3-210.....RETAIL **$2.98**

Sentinel Click. One of America's long time favorites. Rugged, shock-resistant movement, can't be overwound. Rotating second indicator. Chrome plated case, unbreakable crystal.

20W58-254 .. ..RETAIL **$3.75**

20W60-286. Luminous .RET **$4.25**

Sentinel Sweep. Easy to read Duo-Tone dial. Dependable pocket watch with sweep second hand. Shock-resistant movement. Chrome plated case. Non-breakable crystal.

20W58-286 .. .... RETAIL **$4.25**

World Famous Juvenia Watches

WITH DRAMATIC BLACK SUEDE BANDS

These exciting styles belong to the distinctive family of Juvenia watches. Accuracy and dramatic elegance are presented in the "Clover," the exciting "Planets" and the handsome "Gantry" as well as in the transparent face-and-back "Mystere." The truly unusual watch with time-tested quality built-in.

Ⓐ **The "Clover".** A charming lady's watch whose design recalls the well known "good luck" symbol. Originality of design as well as accuracy and dependability will be treasured by its wearer for many years of trouble-free service. A Yellow Gold filled case set off by a Black Suede strap makes the "Clover" a watch for both dress and sports-wear occasions. 17 jewel movement.

13W201-$104 . RETAIL **$75.00**

Ⓑ **The "Planets".** A new model created by Juvenia. The hour, minute and second hands are actually graduated discs which represent planets and which point to the correct time. Thus, the planets tell you the minute, hour and second. The planets are in three harmonious colors and make a constantly changing design on the face of the watch. The precise "Planets" is a gay watch to make someone happy for that special occasion. Rolled Yellow gold plate case and Black Suede strap contrast perfectly with the discs on the face of the watch. 17 jewel movement.

13W202-4356 RETAIL **$75.00**

Ⓒ **The "Mystere".** Transparency of face and transparent movement-revealing back strikes a note of dramatic elegance and creates a clever and different watch for the discriminating man or woman. Transparent face and back are unbreakable. Light as a feather and distinctive in design. Thin Yellow Gold plate case. Vivid Red hands on Jet Black center rim show the time clearly. 17-jewel movement. Available in two sizes. Complete with Black Suede strap.

"Petite" model, ¾" diameter

112W149-4820 RETAIL **$85.00**

"Lilliput model, 1" diameter

112W155-5500 .RETAIL **$100.00**

FORSTNER

Men's expansion bands

Ⓐ **Forstner Full Expansion Panel Design.** 1/20-10K Yellow Gold filled. Stainless steel non-corrosive back ⅜" or ¾" ends.

14W352-923 . . .RETAIL **$6.95**

Ⓑ **Forstner Expansion Center,** bamboo design side pieces. 1/20-10K Yellow Gold filled. Non-corrosive steel back on expansion. ⅜" or ¾" ends.

14W350-559. .....RETAIL **$11.75**

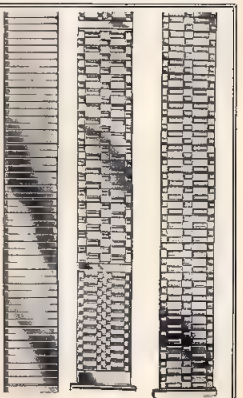
As above: A.I White stainless steel.

14W349-323 ....RETAIL **$6.95**

Ⓒ **Forstner Full Expansion Bamboo Design.** 1/20-10K Yellow Gold filled, stainless steel non-corrosive back. ⅜" or ¾" ends

14W351-357 . .. RETAIL **$7.95**

OTHER FORSTNER BANDS ON PAGE 71



Prices Do Not Include Excise Tax

GALCO 1/5 SECOND TIMER WITH TIME OUT. Start and stop from crown, side plunger restores hands to zero. 7 Jewels. Stainless steel case.
39W855 1015 RETAIL **$37.05**

GALCO 1/5 SECOND TIMER WITH TIME OUT. 7 Jewels with side slide time out for uninterrupted performance.
39W910-1754.....RETAIL **$35.80**
As above: With 12 hour totalizer.
39W1010-2134.....RETAIL **$42.55**

GALLET 1/5 SECOND FOOTBALL BASKETBALL AND BROADCASTING TIMER. A combination of the regular start, stop and back and Football timer. A pressure on the crown will consecutively [illegible] again start the later. A [illegible] side pin will bring both hands back to zero. 7 Jewels.
39W305-1886.....RETAIL **$40.55**
As above: Water and dust resistant
39W308-2868.....RETAIL **$58.25**
As above: Galco 7 Jewels. Not water or dust resistant
39W815-1720 RETAIL **$35.10**
As above. Security 1 Jewel
39W515-1083... RETAIL **$22.10**

GALLET 1/100 SECOND TIMER. 11 Jewels. Sweep hand makes one revolution in one second. Small hand registers to thirty [illegible].
39W73301-3121.....RETAIL **$83.70**

GALLET and GALCO TIMERS

- 7-JEWELED LEVER MOVEMENTS (None Stronger Made)
- CHROME FINISH, HINGED NICKEL CASES
- NIVAROX HAIR SPRINGS AND GLACIDUR METAL BALANCES TO MINIMIZE CONTRACTION AND EXPANSION
- ANTI-MAGNETIC

GALCO 1/5 SECOND TIMER. Featuring 60-minute register 7 Jewels. Pitch timer start, stop and fly back from crown
39W801-1656 RETAIL **$33.80**
As above With [illegible]
39W1001-2009 RETAIL **$40.95**

GALCO 1/5 SECOND TIMER WITH TIME OUT. 60 minute register 12 hour totalizer. Start and stop from crown side plunger restores hands to zero. 7 Jewels.
39W1015-2134..... RETAIL **$42.55**
As above: Without 12 hour totalizer
39W915 1754 [illegible] **$35.80**

GALLET PLAIN TIMER. An [illegible] timer for industrial [illegible] registers. Likes [illegible] Start, stop and fly back from crown [illegible] movement. [illegible] case. 7 Jewels
39W305-1847 RETAIL **$37.70**
As above: Galco. 7 Jewels.
39W801-1825.....RETAIL **$33.15**
As above. Security 1 Jewel
39W501 988 RETAIL **$30.15**
As [illegible] 7 Jewels. Water and dust resistant case
39W1-1710..... RETAIL **$55.30**

GALLET FOOTBALL AND BASKETBALL TIMER — IDEAL FOR BROADCASTING. Highly dependable. Fifth second, 30 minute register. By back from crown. Side slide for starting [illegible] stopping and locking device. 7 Jewels
39W402 2102 RETAIL **$42.90**
As above: Galco. With [illegible] 7 Jewels
39W302 1885 RETAIL **$40.55**
As above: Galco. 7 Jewels
39W810 1720 RETAIL **$35.10**
As above: Security, 1 Jewel.
39W510-1083.....RETAIL **$22.10**

Prices Do Not Include Excise Tax

FINEST OF ITS KIND

53 Functional JEWEL

Self-Winding Watches

WATERPROOF*

Hallmark 17, 21, 25, 53

Jewel Watches

UNCONDITIONAL

LIFETIME GUARANTEE

on movement parts against breakage

WITH UNBREAKABLE MAINSPRINGS

Presentation Cyclomatic 53: Has new, more efficient self winding movement. Waterproof* case of yellow rolled gold plate and stainless steel back. Matching gold filled expansion bracelet with alligator trim. Luminous hands, hour dots. **Incabloc protection and unbreakable mainspring.**
10-9447 V 4790 Ret. $150.00

Cyclomatic 53: For dress wear or sports use! 53 jewel self winding waterproof* watch. Case has chrome top and steel back. Combinat on expansion bracelet is steel with black trim. Red sweep second hand, luminous hour dots, hands. **Incabloc protected. Unbreakable mainspring.**
10-9434 V 4395 Ret. $135.00

Newton: Self winding waterproof* dress watch. Yellow gold color case, non-corrosive back. Has matching gold filled combination expansion bracelet with black lizard trim. Luminous hands and hour dots. Sweep second hand. 17 Jewels. **Incabloc shock protected. Unbreakable mainspring.**
10-9462 V 2995. Retail $97.50

Caldwell "Y": Ultra-thin 25 Jewel dress watch. Yellow gold color case, stainless back, matching gold filled expansion bracelet. **Incabloc protected and unbreakable mainspring.**
10-9470 V 3115..... Retail $100.00

Caldwell "W": As above. Chrome top case with steel back. Steel expansion bracelet.
10-9488 V 2680..... Retail $85.00

Sea Raver: 25 Jewel waterproof* watch built for dependable service. Chrome top case, stainless back. Matching steel combination expansion bracelet with leather trim. Luminous hands, hour dots. Sweep second hand. **Unbreakable mainspring. Incabloc protected.**
10-9496 V 2375. Retail $80.00

A Carioca "Y": Romantically styled. Yellow rolled gold plate case with stainless back. Gold filled expansion bracelet. 17 Jewels. **Unbreakable mainspring. Incabloc protected.**
10-9504 V 2195.... Retail $71.50

B Carioca "W": As above. White R G P case. Gold-filled bracelet.
10-9512 V 2195.... Retail $71.50

C Sabrina: 21 Jewels. Dramatic design. White rolled gold plate case, stainless back. Gold filled expansion bracelet. **Incabloc shock-protected. Unbreakable mainspring.**
10-9520 V 2385.... Retail $75.00

D Rhumba: As above. Yellow rolled gold plate case, gold filled band.
10-9538 V 2385 . . Retail $75.00

E Chevy Chase: 25 Jewels; 14K yellow gold case delightfully carved. Matching gold filled expansion bracelet. Skip figure dial. **Unbreakable mainspring and Incabloc.**
10-9546 V 2885.... Retail $95.00

F Briarcliffe. As above. 14K white gold case, gold filled bracelet.
10-9553 V 2885.... Retail $95.00

***Guaranteed waterproof as long as case, crown and crystal are intact.**

Retail Prices Include Federal Excise Tax; dealer's prices do not.

Shipping Wt.,—½ lb.

Hallmark

17 23 25 and 53

JEWEL WATCHES

SHOCK PROTECTED BY INCABLOC

With Unconditional

LIFETIME GUARANTEE

on all movement parts against breakage

LIFE

Made With

UNBREAKABLE MAINSPRINGS

Cyclomatic 53 "A": Self-winding waterproof*. 53 Jewel watch that transforms every motion of the wrist into accurate time-keeping energy! Has built-in shock-absorbers. Yellow gold filled case with non-corrosive back. Matching gold-filled combination mesh and expansion bracelet. Luminous hands, hour dots. Sweep second hand. **Unbreakable mainspring, Incabloc protection.**

10-9561 V 5475.....Retail $185.00

G Stevens: 23 Jewel ladies' self-winding waterproof* watch set with 12 diamonds. White gold filled case and expansion bracelet. **Unbreakable mainspring. Incabloc.**

10-9579 V 8675 ..Retail $250.00

H Mermaid: Ladies' self-winding and waterproof* watch. Yellow rolled gold plate case, stainless back. Matching gold-filled combination expansion bracelet. 17 Jewels. **Incabloc protected, unbreakable mainspring.**

10-9587 V 3785 ..Retail $120.00

Careerist "Y": Styled for nurses, lab workers, career women, homemakers. Waterproof* case in color of yellow gold, has non corrosive back. Matching expansion bracelet. Red sweep second hand, luminous hands and hour dots are easy to read in the dark. 17 Jewels. **Unbreakable mainspring and Incabloc.**

10-9595 V 2170... Retail $69.50

Careerist "W": As above. Chrome case steel back. Stee bracelet

10-9603 V 2015 ..Retail $65.00

Sea Classic: 25 Jewel self-winding waterproof watch. Styled for beauty, designed for service. Yellow rolled gold plate case with stainless steel back. Matching gold-filled combination expansion bracelet with leather trim. Two-tone dial, luminous hands, hour dots, red sweep second hand. **Unbreakable mainspring and Incabloc shock-protection.**

10-9611 V 3795...Retail $125.00

Sea Master: 25 Jewel self-winding waterproof*. A sportsman's watch with dress styling. Shiny steel case and combination expansion bracelet with gray leather trim. Modern stick figure dial. Luminous hands and hour dots can be read in the dark. Has red sweep second hand. **Unbreakable mainspring. Incabloc shock-protection.**

10-9629 V 3855 ..Retail $115.00

Sea Sleuth: Self-winding waterproof* watch for the active man. Ultra thin styling. Gleaming gold colored case with non corrosive back. Gold filled combination expansion bracelet with brown leather trim. Luminous hands and hour dots. Red sweep second hand. 17 Jewel movement. **shock protected by Incabloc. Unbreakable mainspring.**

10-9637 V 3450...Retail $105.00

Caraval: Self-winding waterproof* ultra-thin watch built to give utmost service. Shiny chrome case has stainless steel back. Stee expansion bracelet. Luminous hands and hour dots can be read in the dark. Red sweep second hand. 17 jewel movement is shock protected by **Incabloc. Unbreakable mainspring.**

10-9645 V 2835 .....Retail $90.00

*Guaranteed waterproof as long as case, crown and crystal are intact.

Retail Prices include Federal Excise Tax. dealer's prices do not

Hallmark

Made With
UNBREAKABLE MAINSPRINGS

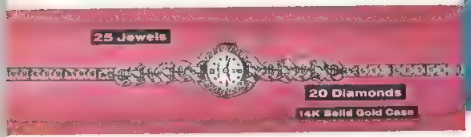
Shock Protected By
INCABLOC

LIFE

UNCONDITIONAL
LIFETIME GUARANTEE
on all movement parts against breakage

Militia: The type of watch worn by men in the Armed Forces. Waterproof* chrome top case with stainless steel back. Matching steel combination expansion bracelet with black leather trim. Luminous hands and hour dots, red sweep second hand. 17 Jewels. **Shock-protected by Incabloc, has unbreakable mainspring.** Designed to give dependable service.
10-9652 V 1590.....Retail **$57.50**

Barbara: Dainty design, but built to give dependable service. Unbeatable value at this low price! Case is colorful natural gold and has a non-corrosive back. Matching gold filled "Queen" expansion bracelet. Very legible skip figure dial has a high-domed crystal. Accurate 17 Jewel movement. **Incabloc protected. Unbreakable mainspring.**
10-9660 V 1980. .....Retail **$65.00**



Savoy: 25 Jewels. Solid 14K white gold case blazes with the splendor of 20 genuine brilliant diamonds. Styled to grace the wrist of the most discriminating lady! Matching gold filled "Queen" expansion bracelet, makes this watch easier and safer to wear than any other of its type. **Unbreakable mainspring. Incabloc shock-protection.**
10-9694 V 12000.....Retail **$350.00**

J Laurel 25 Jewel dress watch styled with a classic design. Yellow rolled gold plate case with stainless steel back. Matching gold-filled expansion bracelet. Skip-figure dial. **Unbreakable mainspring, Incabloc.**
10-9678 V 2465 .....Retail **$85.00**
K Orchid: As above. White rolled gold plate case and matching gold filled expansion bracelet.
10-9686 V 2483.....Retail **$85.00**

L Riviera "Y". 25 Jewels. 2 flashing diamonds set in a delightfully sculptured case of yellow rolled gold plate with non-corrosive back. Matching gold-filled expansion bracelet. **Unbreakable mainspring. Incabloc.**
10-9702 V 2995 . ..... Retail **$95.00**

M Riviera "W". As above. White rolled gold case and matching gold filled bracelet
10-9710 V 2995 . ..... Retail **$95.00**

Princess Joanne: 25 Jewels. Richly styled case of shiny 14K white gold magnificently set with 6 brilliant diamonds. Matching gold filled expansion bracelet. Modern skip figure dial is easy to read, has high-domed crystal. Movement is shock-protected by **Incabloc. Unbreakable mainspring.**
10-9728 V 5220 Retail **$175.00**

Camellia: 25 Jewels. 2 fiery diamonds set in a neatly sculptured case of solid 14K white gold. Tapered styling, yet daintily designed with the look of high fashion. Matching gold filled expansion bracelet is new, wider type. Very feminine stick figure dial completes the effect of style harmony! Watch has **Incabloc shock protection, unbreakable mainspring.**
10-9736 V 4565 .....Retail **$150.00**

***Guaranteed waterproof as long as case, crown and crystal are intact.**
Retail Prices Include Federal Excise Tax, dealer's prices do not.

Each watch beautifully gift boxed

190 General Merchandise Company

MADAME ALEXANDER
B 15.95
C 5.95 11 in.
D 7.95 11 in.
E 15.95
F 12.95
G 9.95
H 8.95
J 5.95
K 11.95
Dolls to cherish
Gifts of a lifetime

We're Real *Glamour Babies*

Toodles...

BY AMERICAN CHARACTER

[A] [B] **See Toodles on TV!** Shown above, two glamorous versions of Toodles, the enchanting baby with rolling eyes that "flirt" with you. Top quality dolls, exquisitely detailed, beautifully dressed. Watch for Toodles—she'll be shown all over the country on Television.

(A) Toodles Toddles. "Walks" with you, like a real toddling baby. She's adorable in her frilly nylon dress, bewitching bonnet trimmed with ruffles and bows. Lace-trimmed taffeta slip, panties, shoes, socks. All vinyl doll, fully jointed, with turning head, rooted hair, eyes that "roll" and go to sleep, long curled lashes. Made by American Character.

48 T 3914M—Abt. 23 in. tall Ship. wt. 4 lbs. 8 oz. .14.98

(B) Baby Toodles. All soft vinyl baby, fully jointed, drinks from her bottle, wets her panties, goes to sleep. Her rolling eyes "flirt" with you. Wears a crisp taffeta frock and pinafore of lace-trimmed nylon. Matching panties; shoes, socks. Satin bow in her rooted hair Bottle included.

310 WARDS BAR 48 T 3915—Abt. 19 in. tall. Ship. wt. 3 lbs. 6 oz..... 8.98

[C] **Cream Puff** Featherlight and fluffy as her name. "Coos" when you squeeze her. Dimpled baby of soft vinyl is fully jointed, with rooted hair, sleeping eyes, lashes. Sheer, fluffy dress over taffeta slip and panties are lace-trimmed. Matching bonnet with frilly net ruffles. Shoes and socks.

48 T 3913 M—Abt. 24-in. doll. Wt. 4 lbs. 4 oz. .9.79
48 T 3912—About 21-in. doll. Ship. wt. 4 lbs. .7.79
48 T 3911—About 19-in. doll. Ship. wt. 3 lbs. .6.79

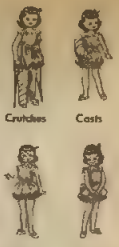
[D] **Wards Own Cuddle Baby.** Our doll with *extra* features! She drinks from her bottle, wets her panties Can assume any baby pose because she's jointed at neck, shoulders, elbows, hips, knees. All soft, lightweight vinyl with rooted hair, sleeping eyes, lashes. Wears sheer nylon dress with big polka dots over taffeta slip. Matching bonnet. Panties, shoes, socks. Bottle included.

48 T 3905—Abt. 20-in. doll. Ship. wt. 4 lbs... 7.98
48 T 3904—Abt. 16-in. doll. Wt. 3 lbs. 8 oz .. 5.98

Drink-Wet Baby in Canopy Crib

[E] **Sweet "Sottee"** by Horsman, snuggled in her frilly crib. Tiny tots, older children love to feed her from her bottle, change her diaper. All vinyl, fully jointed, with molded hair, sleeping eyes, lashes. "Coo" voice. Wears lace-trimmed dress over taffeta slip, bonnet, diaper. Wire frame crib, about 22¼ in. long, draped in sheer, soft ruffles with lace. Blanket, pillow, bottle included.

48 T 4030—12-in. doll in Crib. Wt. 3 lbs. 12 oz. 8.98



Madame Alexander

AMERICA'S MOST BEAUTIFUL DOLLS

Unsurpassed in Quality, unequalled in styling, these dolls offer a unique way of telling a child "I love you." They are so beautifully made it takes 5 full weeks to complete each doll—to mold and finish the bodies, to hit the delicate features, to create the lovely hair styles, to fashion the exquisite clothing.

Every Detail is scaled to Doll-Size, from tiny snaps that fasten their clothing to flowers and laces that trim them. *Amazingly durable* too—these dolls are practically unbreakable—can be washed, dressed and undressed. A child will cherish her Madame Alexander doll long after she is grown. Gift boxed. Terms Pgs. 19; 269.

(A) Marybel. Little girls will help Marybel to "get well" quickly with crutches, casts, measles and chicken pox spots, dark glasses, bandages, band-aids and adhesive she brings with her. She's dressed in pink satin shortie pajamas, slippers. Body is durable plastic, fully jointed; rooted hair, sleeping eyes, lashes. Wt. 4 lbs. 8 oz.

48 T 3892 About 16 in. tall..... **12.95**

(B) Kathleen Toddler. What a charmer she is as she "rolls" her big eyes at you! Her blue polished cotton coat dress buttons over exquisite undies trimmed with wide lace. Wears toddler shoes and socks. Vinyl head and arms; durable plastic body; rooted hair, sleeping eyes, lashes. *She drinks, wets,* bottle included. Ship. wt. 5 lbs. 12 oz.

48 T 3859 M About 22 in. tall... **15.95**

(C) Kathy in Cookie Hat. Adorable in polka dot pants, piqué jacket, bewitching hat, shoes. Featherlight washable vinyl, fully jointed; molded hair, sleeping eyes, lashes. *Drinks, wets, cries tears.* Bottle, pacifier included.

48 T 3858 M —23 in. Wt. 5 lbs. 12 oz. **13.95**
48 T 3857 19 in. Wt. 3 lbs. 6 oz.. **9.95**
48 T 3856 17 in. Wt. 2 lbs. 14 oz. **7.95**
48 T 3855—11 in. Wt. 1 lb. 10 oz.. **5.95**

(D) Kathy with Big Brown Eyes. So glamorous in her pleated nylon dress, lovely frilled bonnet, dainty lingerie, satin baby shoes. She is made of superior quality lightweight vinyl, fully jointed, with rooted hair, sleeping eyes, lashes. *Drinks, wets, cries tears*—bottle and pacifier included.

48 T 3867 —19 in. Wt. 3 lbs. 14 oz. **12.95**
48 T 3866—17 in. Wt. 3 lbs. 4 oz. **10.95**
48 T 3865—11 in. Wt. 1 lb. 10 oz.. **7.95**

(E) Exquisite Bride. Her long Cathedral veil cascades from a coronet of apple blossoms. Bridal gown of nylon net with val lace. Bridal Bouquet. Wears pearl necklace, rhinestone earrings, engagement ring, blue garter for luck, lace trimmed lingerie. "Elise" is fully jointed, even at elbows, knees, ankles. Beautifully styled coiffure. Sleeping eyes. Terms Pages 19 and 269.

48 T 3937 16 in. Wt. 2 lbs. 12 oz. **15.95**

(F)(G) Little Enchantress. "Kelly" is ravishing in strawberry pink taffeta with overdress of lace trimmed organdy. Her lingerie is lace-edged taffeta with tulle ruffles. Wears pink straw hat, tiny "turquoise" earrings. Superior quality plastic doll, fully jointed, with rooted hair, sleeping eyes, lashes. Wts. 2 lbs. 14 oz.; 1 lb. 8 oz.

(F) 48 T 3936— 16-in. Doll..... **12.95**
(G) 48 T 3935—12-in. Doll..... **9.95**

(H) Bridesmaid. "Cisette" is lovely in full length blue dress of pleated nylon with broad satin sash. Perfectly detailed from her beautiful Leghorn hat to her high heeled sandals. Wears pearl necklace, earrings, bracelet. Carries nosegay. Made of finest plastic, fully jointed, even at knees. Charming hair style, sleeping eyes, lashes.

48 T 3871—10 in. Wt. 1 lb. 2 oz... **8.95**

(J) "Cisette" Petite Ballerina. Her gold net tutu over gold bodice and panties is sparkling with sequins. She wears a gold tiara in her hair. Pink tights and satin slippers in true ballet fashion. Pearl earrings. Sleeping eyes, lashes. Made of finest quality plastic, jointed at neck, arms, legs and knees. Her head turns.

48 T 3872—10 in. Wt. 1 lb. 2 oz... **5.95**

(K) "Elise" Ballerina. Jointed at shoulders, elbows, hips, knees, ankles—assumes ballet poses. Wears tiara of sequins over beautifully styled hair. Gold net tutu, gold bodice with sequins. Pink tights, gold ballet slippers. She is made of plastic, beautifully molded. Her beautiful eyes have heavy lashes, go to sleep too.

48 T 3938 16 in. Wt. 2 lbs. 10 oz. **11.95**

Choose a Doll from Wards Exciting New Collection

Wards Wishmaker Star

Watch for it . . . it means special toys . . toys that are delightfully new, or found only at Wards, or priced specially for you!

Our Largest and Best Doll Assortment Ever! If you're looking for the finest doll made, or one that costs less than $2—choose from our big new assortment on the following pages!

Famous Name Dolls—we have them! Marybel, Kathy, Kelly, Elise, Cisette—doll masterpieces by *Madame Alexander*. Toodles and Tiny Tears by *American Character*. My Fair Baby by *Effanbee*. Soltee by *Horsman*. Betsy McCall, Shirley Temple, Toni Doll and Miss Revlon, all by makers of finest quality dolls.

Brand New This Year—*Uneeda's* exciting Live-Action dolls that crawl, scamper, make faces at you on TV in "Romper Room." *Ideal's* Play Pals, starting a new trend to life size dolls.

Wards Own Beautiful Dolls, less widely advertised than other "famous name" dolls, are available at money-saving prices. Be sure to see *Dew Drop*, our own Glamour Baby (F), Page 311; *Wards own Drink-Wet-Tear* babies on Pages 316–317; *Wards Wishmaker Dolls* and our version of the *Life-size Doll*, Page 318.

Check our low prices on dolls with wardrobes and accessories, Page 320. See *Cuddles*, our new pint-size doll on Page 321; enchanting *Character Dolls*, Page 324.

Over 150 Dolls from Which to Choose! Every doll is priced for savings when you order by mail at *Wards*—satisfaction guaranteed! ORDER NOW—Credit Terms Pages 19 and 269.

Ⓔ **WINDSWEPT** . . . here's dinnerware that needs no pampering, yet pampers your budget because it lasts and lasts. Specially priced Melamine, made by America's foremost manufacturer in the field! "Windswept" offers all the practicalty of unbreakable Melmac and all the beauty of a stunning new pattern you'd expect only in precious china. You can almost feel the soft breeze that seems to sway branches and leaves done in varying tones of mauve-gray and desert sand on a white ground. Modern coupe shape

16-pc. Set. 4 each: decorated 10" dinner plates, white saucers, pink cups, and pink fruit dishes
705-657 B865 16-pc. Set (for 4) **$12.95**

45-pc. Set. 8 each: decorated 10" dinner plates, white bread-and-butters, white saucers, pink cups and 8" cereal-soups. 1 each in pink: vegetable dish, covered sugar bowl and creamer; 13½" white platter
705-640 B2795 45-pc. Set (for 8) . . **$39.95**

Ⓕ **BOONTONWARE BELLE** . . . beautiful, break-resistant dinnerware of Melmac plastic. It's lovely to look at (luscious rainbow of colors makes even a patio meal of hot-dogs look sumptuous) . . . easy to live with (its toughness defies breakage) . . . and fashion-right even for company dinners.

Exclusive "square-in-the-circle" design embellishes any decorating style . . . provides the modern appeal of square shape with the handling ease of round. And there's lots more you'll love about "Belle"—pleasing, substantial weight and feel plus a permanent satin-smooth lustre. Colors are molded in to stay—won't wash off or wear off

45-pc. Set. Complete service for eight. 8 each (2 each in bon bon pink, turquoise, butter yellow and shell white): 10" dinner plates, cups, saucers, cereal-soup dishes and bread-and-butter plates. 1 each: turquoise vegetable bowl, pink creamer and covered sugar bowl plus 11" shell white platter.
705-244 B2450 45-pc. Set (for 8) . **$34.95**

Ⓖ **AVON** . . . let your table tell an exciting story in color decoration with Boonton's newest pattern. Modern motif of pale turquoise leaves and black etched branches on pure white, coordinates with all white and all turquoise pieces. Avon is made to take the rigors of 3-meals-a-day use . . . yet it's serenely suitable for party presentation.

16-pc. Set. 4 each: 9¾" decorated dinner plates, turquoise cups, turquoise fruit dishes and white saucers
705-491 B1135 16-pc. Set (for 4) **$16.95**

45-pc. Set. 8 each: 9¾" decorated dinner plates, 6½" decorated dessert plates, white saucers, turquoise cups and fruits. 1 each: turquoise 9¾" vegetable bowl, covered sugar bowl, creamer and 14½" white platter
705-533 B3340 45-pc. Set (for 8) . . . **$49.95**

5-pc. Table Service. Includes turquoise 9¾" vegetable bowl, covered sugar bowl and creamer, white 14½" platter
705-541 B830 5-pc. Table Service . **$12.45**

Melmac Fully Guaranteed . . . and Break-Resistant

Modern, highly styled dinnerware . . . durable, easy to care for, so economical! Guaranteed against chipping, cracking, breaking . . . colors never fade whether washed by hand or automatic dishwasher. Use it with pride for all your entertaining

Ⓔ **FAIRFIELD . .** Boonton's Patrician. Warm and inviting as sunshine itself! Each time it graces your table—your guests, no less than your family, will enjoy its exquisite beauty Soft tones of yellow and touches of varying grays and black carry out the modern conception of floral and leaf spray design on a snowy background. Accompanying pieces in shell white and butter yellow. Remarkably durable—guaranteed not to chip or break Specially priced, too!

16-pc. Set. 4 each: decorated 9¾″ dinner plates, yellow cups, fruits, white saucers
705-558 B1135 16-pc. Set (for 4) . . **$16.95**

45-pc. Set. 8 each: decorated 9¾″ dinner plates, 6½″ dessert plates; yellow cups, fruits; white saucers. 1 each, yellow vegetable bowl, white sugar, creamer, platter
705-566 B3340 45-pc. Set (for 8) **$49 95**

5-pc. Table Service. Yellow vegetable bowl white covered sugar, creamer, 14½″ platter
705-574 B830 5-pc. Table Service. **$12.45**

Ⓕ **BEVERLY . . .** by Prolon This especially low-priced dinnerware makes no sacrifice to quality or beauty! Deep coupe styling in pastel rainbow hues of aqua blue, bone white, clover pink and primrose yellow creates a stunning table for casual snacks or Sunday-best dinners. Guaranteed not to chip, crack or break for two years

20-pc. Set. 4 each (one of each color as shown): 10″ dinner platrs, cups, saucers, bread-and-butters, cereal-soup dishes.
705-707 B930 20-pc. Set (for 4). **$13.95**

45-pc. Set. 8 each (two each of four colors shown)· 10″ dinner plates, cups, saucers, bread-and-butters, fruits One each: yelow 14″ platter, pink vegetable bowl, blue covered sugar and creamer
705-715 B1997 45-pc. Set (for 8) . . **$29.95**

5-pc. Table Service. Includes: 14″ platter, vegetable bowl, sugar bowl witn lid, and creamer. All in solid turquoise
705-723 B433 5-pc. Table Service **$6 50**

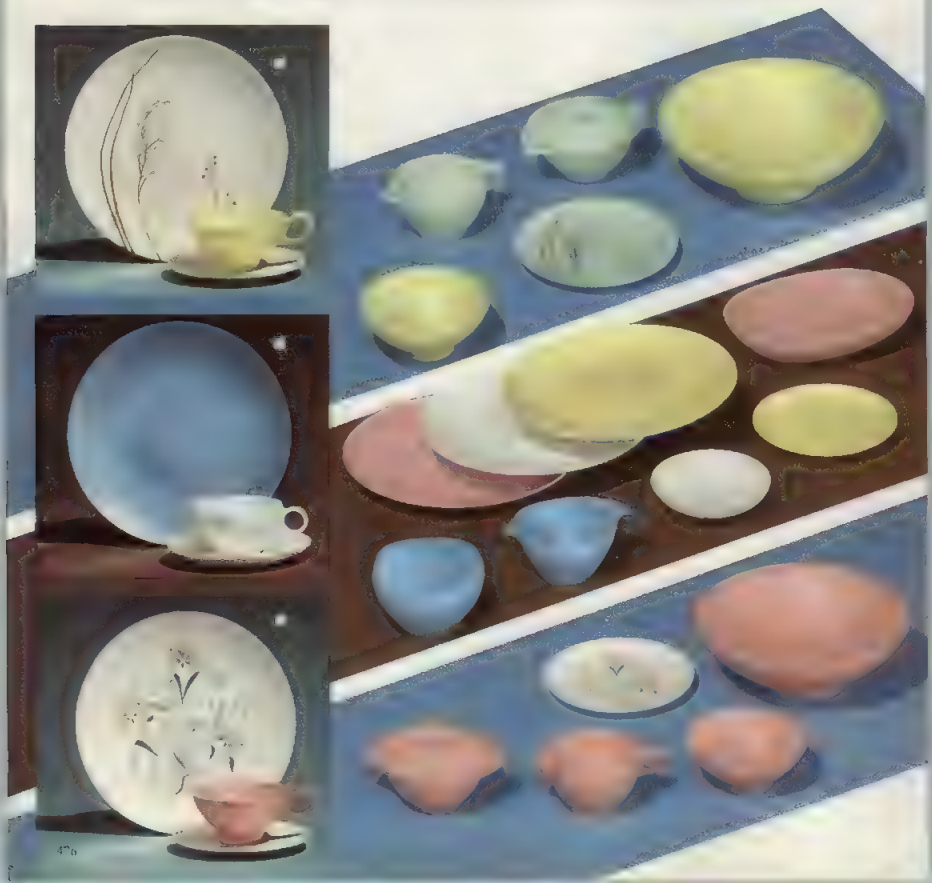
Ⓖ **COUNTRY GARDEN . . .** new classic in Boonton Patrician Melmac dinnerware! What makes Country Garden so lovely to live with? The gracious way it weds past and present delicious pink and turquoise florals with leaves and stems of soft toned gray on flawless white. What makes it so easy to live with? The way it withstands day-by-day, year-by-year use without chipping or breaking

16-pc. Set. 4 each· decorated 9¾″ dinner plates, pink cups, fruits; white saucers
705-582 B1135 16-pc. Set (for 4). **$16.95**

45-pc. Set 8 each· decorated 9¾″ dinner plates 6½″ dessert plates, pink cups, 10-oz fruits; white saucers. 1 each pink 9¾″ vegetable bowl, covered sugar, creamer, 14½″ white platter
705-590 B3340 45-pc Set (for 8). **$49 95**

5-pc. Table Service. Consists of: 9¾″ pink vegetable bowl, covered sugar, creamer 14½″ white platter.
705-608 B830 5-pc Table Service. **$12.45**

Melmac fully guaranteed and break-resistant



(H) **LAUREL** . . . a dinnerware masterpiece by Brookpark. Turquoise leaf sprays, red berries in golden outline adorn a translucent white background. There's a new light, linear look in its slim shape, thinned edge

16-pc. Set. 4 each, decorated 10¼" dinner plates, saucers; turquoise cups, dessert-fruit dishes. **705-616 B1335** 16-pc. Set **$19.95**

45-pc. Set. 8 each: decorated 10¼" dinner plates, bread-and-butters, saucers; turquoise cups, cereal-soups. 1 each, turquoise covered sugar, creamer, vegetable dish, 13¾" platter **705-624 B3997** 45-pc. Set **$59.95**

5-pc. Table Service. 13¾" turquoise platter, vegetable dish, covered sugar, creamer. **705-632 B1120** 5-pc. Set **$16.80**

(K) **SCANDIA** . . by Boonton Patrician. A garland of free-form blossoms in delicate pink, turquoise yellow and gray dances around the border. Solid pink and white pieces contrast pleasantly. Guaranteed against breakage

16-pc. Set. 4 each: decorated 10½" dinner plates, white cups, pink saucers, fruit dishes. **705-145 B1335** 16-pc. Set **$19.95**

45-pc. Set. 8 each: 10½" decorated dinner plates, bread-and-butters; white cups; pink saucers, cereal/soups. 1 each: 14½" decorated platter, pink vegetable bowl, covered sugar, creamer **705-152 B4350** 45-pc. Set **$64.95**

5-pc. Table Service. 14½" decorated platter; pink vegetable bowl, covered sugar, creamer **705-160 B997** 5-pc. Set. **$17.95**

Melmac sets a happy mood, every mealtime

(L) **FANTASY**. . designed by Joan Lutz, made by Brookpark. A sophisticated pattern in turquoise, blue and black molded in white Melmac. Has the translucence of china, but it's made to withstand rigors of daily use

16-pc. Set. 4 each: 10" decorated dinner plates and saucers, solid turquoise cups and fruits. **705-418 B1335** 16-pc. Set **$19.95**

45-pc. Set. 8 each: 10" decorated dinner plates, bread-and-butters, saucers; turquoise cereal-soups, cups. 1 each: 13½" decorated platter, turquoise vegetable dish, covered sugar, creamer. **705-483 B3997** 45-pc. Set **$59.95**

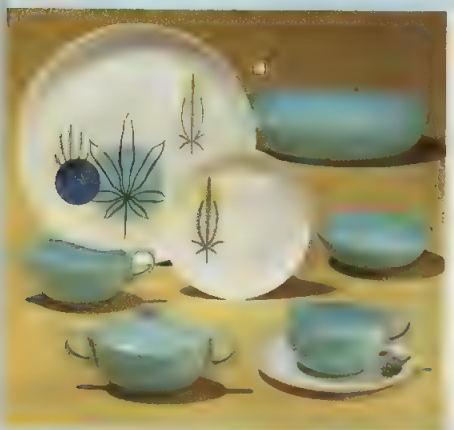
5-pc. Table Service. Decorated 13½" platter, turquoise vegetable dish, covered sugar, creamer **705-442 B1030** 5-pc. Set **$15.45**

(M) **GOLDEN HARVEST** . . . Prestige dinnerware by Branchell. Shimmering metallic golden and white design permanently molded in ivory-white Melmac. Captures the elegance and translucence of fine china, yet defies breakage!

16-pc. Set. 4 each, decorated 10" dinner plates, bread-and-butters, saucers, white cups. **705-673 B1445** 16-pc. Set **$22.95**

45-pc. Set. 8 each: decorated 10" dinner plates, bread-and-butters, saucers, soup bowls, white cups. 1 each: decorated 13½" platter; white creamer, covered sugar, vegetable bowl **705-681 B5000** 45-pc Set **$79.95**

5-pc. Table Service Decorated 13½" platter; white vegetable bowl, covered sugar, creamer **705-699 B1120** 5-pc. Set **$17.75**



originality ... plus charm

COLONIAL CANDLESTICK CLOCK ... highlighting a new concept in fashion ... a classic in simplicity. **30-HOUR 7 JEWEL DESK/BOUDOIR ALARM.** Gilt case, raised gilt figures, hour indicators; luminous hands, hour dots. 3-¼×5-¼".
2W226V1065 ..... Retail **16.95**

DESK-MATES ... colorful ensembles ... superb for time ... poised for writing. **30-HOUR DESK PEN SET WITH ALARM.** Gilt case, swivel pen holder, gilt figures, indicators ; luminous hands, hour dots. 4-⅜×3-¾". **Paper-Mate** desk pen matches dial. Specify color: black, red, white.
2W227V815 ..... Retail **12.95**

day...date...time...at a glance

SMART SET ... appointment for a good time ... conveniently shows day, date and time. **30-HOUR DESK/CALENDAR ALARM.** Streamlined gilt case, novel flip-date unit, with day, month indicators. Raised gilt figures, indicators, luminous hands, hour dots. 4-⅜×4-¾".
2W231V1065 ..... Retail **15.95**

MERRY NOTES ... to awaken you with a smile ... a cheerful "Good Morning" every day. **30-HOUR MUSICAL ALARM.** Distinctive enamel finish metal case, gilt trim. Raised gilt figures, hour indicators, luminous hands and hour dots. 4×3". Specify color: white, pink, light blue, black.
2W228V935 ..... Retail **14.95**

(Y) HEART-THROB ... brilliant rhinestones ... with heart-shapes ... that'll express your true sentiment. Resplendent in color. **30-HOUR BOUDOIR ALARM.** Gilt case; raised gilt figures, hour indicators. Luminous hands, hour dots. With black faille envelope case. 3×2-¾". Specify color: ice-blue, rose, crystal.
2W229V875 ..... Retail **13.95**

(Z) BIG MOMENT ... blazing rhinestones ... dainty, dazzling, divine ... to set her heart "aglow". **30-HOUR BOUDOIR ALARM.** Gilt case, raised gilt figures, indicators, luminous hands, hour dots. With black faille envelope case. 2-⅝×2⅜". Specify color: rose, crystal, ice-blue.
2W230V815 ..... Retail **12.95**

Prices subject to 10% federal excise tax Copyright 1958

largest selling folding traveling clocks in america .. perfect for gifts

BLUE RIBBON . "Top Prize" for travel . The preferred gift for every event. **30-HOUR DESK/TRAVEL ALARM.** Sturdy Texol case, gilt trim, harmonizing color lining. Luminous figures and hands. 3-¼×3-¼". Specify color: tan, brown alligator, red.
2W73V430 ..... Retail **8.95**

FIRST STEP . for a wonderful trip . an "All-Time" enjoyable companion **30-HOUR DESK/TRAVEL ALARM.** Distinctive genuine leather case, harmonizing color lining. Luminous figures and hands. 3-¼×3-¼". Specify color: brown alligator, tan, red.
2W74V430 ..... Retail **8.95**

KING-PIN . A pocket-sized "Big-Time". **30-HOUR DESK/TRAVEL ALARM.** Leather case, gilt trim. Raised gilt indicators, luminous figures, hands, hour dots. 3×2-¾". Specify color: red, brown alligator, pig.
2W215V470 ..... Retail **7.95**
2W216V610 Same, with 7 jewels Retail **9.95**

TRIUMPH .. for dependability .. for accuracy for convenience **8 DAY DESK/TRAVEL ALARM.** Sturdy Texol case, gilt trim, harmonizing color lining. Gilt figures, luminous hands, hour dots. 3-¼×3-¼". Specify color: brown lizard, tan or red pig, brown alligator.
2W100V765 Retail **11.95**

CHIEFTAIN . it's the Tops! Wind once weekly for "care-free" time **8 DAY 7 JEWEL DESK/TRAVEL ALARM.** Genuine leather case, gilt trim Raised gilt figures. Luminous hands, hour dots 3×2-¾". Specify color: pig, brown alligator, blue.
2W217V960 Retail **14.95**

PARADISE... truly divine! You can see it "lick-off" the happy hours. **30-HOUR DESK / BOUDOIR ALARM.** Clear plastic case, raised gilt figures, hour indicators. Luminous hands, hour dots. Beautiful gay pastel colors. Specify choice: clear-white, rose, light blue, amber. 3-½×3".
2W218V560 **8.95**

REPEATER-ALARM

SOUND-OFF!... Thrilling new alarm... it wakes you.. it gives you that relaxed "Morning-Start". Featuring 8 soothing intermittent rings, that nudge you gently followed by a steady ring, sufficient to arouse the heavy sleeper. **30-HOUR BOUDOIR/TRAVEL ALARM.** Sturdy Texol case, gilt trim, Raised gilt figures, indicators. Luminous hands, hour dots. 3×2-¾". Specify color: tan, brown alligator, red.
2W219V610 ..... Retail **8.95**

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Copyright 1958

for happier hours

MASTERPIECE... charm and dignity highlighting a new concept in time, for the most discriminating **8 DAY, 7 JEWEL DESK, BOUDOIR ALARM.** A significant "Wedding" of glamour and fashion. Unusual gilt case. Raised gilt figures, hour indicators; luminous hands, hour dots. 7-¼×3-¼"
2W1V1590. ..... Retail **25.50**

WINSOME-THREESOME experience a new thrill the time the date the weather up-to-the minute **30-HOUR DESK ALARM WITH BAROMETER, FLIP-DATE CALENDAR.** Gilt case; adjustable tilt swivel units. Raised gilt figures, hour indicators. Luminous hands, hour dots. 7-½×3-¼"
2W2V1530.. ..... Retail **24.50**

semca

(SS) PACE SETTER rely on this noteworthy time . for enjoyment beyond your expectation. **8 DAY DESK/TRAVEL ALARM** Genuine leather case Easy to read full luminous figures, hands. 3-½×3-¼". Specify color pig, brown alligator, red, blue, green
2W3V700 Retail **10.95**

(TT) CELEBRITY... acclaimed far and wide preferred for smartness for service for reliability. **8-DAY, 7 JEWEL DESK/TRAVEL ALARM.** Rich genuine leather case raised gilt figures faceted hour indicators. Luminous hands hour dots 3 ½×3 ¼". Specify color brown alligator pig, blue, red, green
2W4V1000. Retail **15.95**

(UU) TIME 'N WEATHER every day, anywhere the ideal portable "Weather-Station" **30-HOUR DESK TRAVEL ALARM, BAROMETER, THERMOMETER.** Compact leather case gilt trim Raised luminous figures, gilt indicators, luminous hands, dots Also full luminous figure dial. 5×2-½". Specify color pig, brown alligator, red, blue
2W7V1335. Retail **21.50**

(WW) PARK AVENUE leader in quality.. best in the "long-run" superbly accurate **8 DAY 15 JEWEL DESK TRAVEL ALARM.** Sleek genuine leather case. Raised gilt hour indicators luminous hands, hour dots. 3-¼×3 ¼". Specify color pig red, brown alligator, blue
2W8V1400... Retail **22.50**

Prices subject to 10% federal excise tax Copyright 1958

originality ... plus charm

COLONIAL CANDLE-STICK CLOCK... highlighting a new concept in fashion . . a classic in simplicity **30-HOUR 7 JEWEL DESK/BOUDOIR ALARM.** Gilt case, raised gilt figures, hour indicators, luminous hands, hour dots. 3-⅛×6-¼".
2W226V1065..... Retail **16.95**

DESK-MATES . . colorful ensembles . . superb for time . . poised for writing **30-HOUR DESK PEN SET WITH ALARM.** Gilt case, swivel pen holder, gilt figures, indicators ; luminous hands, hour dots 4-¾×3-½". Paper-Mate desk pen matches dial. Specify color: black, red, white.
2W227V815..... . Retail **12.95**

day...date...time...at a glance

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2W231V1065..... Retail **16.95**

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2W229V875..... Retail **13.95**

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2W230V815..... Retail **12.95**

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largest selling folding traveling clocks in america . . perfect for gifts

BLUE RIBBON "Top Prize" for travel . . . The preferred gift for every event. **30-HOUR DESK/TRAVEL ALARM.** Sturdy Texol case, gilt trim, harmonizing color lining. Luminous figures and hands. 3-½x3-½". Specify color: tan, brown alligator, red.
2W73V430 ..... Retail **6.95**

FIRST STEP for a wonderful trip . . . an "All-Time" enjoyable companion. **30-HOUR DESK/TRAVEL ALARM.** Distinctive genuine leather case, harmonizing color lining. Luminous figures and hands. 3-½x3-½". Specify color: brown alligator, tan, red.
2W74V430 ..... Retail **8.95**

KING-PIN A pocket-sized "Big-Time". **30-HOUR DESK/TRAVEL ALARM.** Leather case, gilt trim. Raised gilt indicators, luminous figures, hands, hour dots. 3x2-¼". Specify color: red, brown alligator, pig.
2W215V470 ..... Retail **7.95**
2W216V610 Same, with 7 jewels Retail **9.95**

EIGHT DAYS

TRIUMPH . . . for dependability . . . for accuracy . . . for convenience. **8 DAY DESK/TRAVEL ALARM.** Sturdy Texol case, gilt trim, harmonizing color lining. Gilt figures, luminous hands, hour dots. 3-½x3-½". Specify color: brown lizard, tan or red pig, brown alligator.
2W100V765 Retail **11.95**

CHIEFTAIN It's the Tops! Wind once weekly for "care-free" time. **8 DAY 7 JEWEL DESK/TRAVEL ALARM.** Genuine leather case, gilt trim. Raised gilt figures. Luminous hands, hour dots. 3x2-¾". Specify color: pig, brown alligator, blue.
2W217V960 Retail **14.95**

PARADISE . . . truly divine! You can see it "tick-off" the happy hours. **30-HOUR DESK / BOUDOIR ALARM.** Clear plastic case, raised gilt figures, hour indicators. Luminous hands, hour dots. Beautiful gay pastel colors. Specify choice: clear-white, rose, light blue, amber. 3-¾x3".
2W218V560 **8.95**

REPEATER-ALARM

SOUND-OFF! Thrilling new alarm . It wakes you It gives you that relaxed "Morning-Start!". Featuring 8 soothing intermittent rings, that nudge you gently, followed by a steady ring, sufficient to arouse the heavy sleeper **30-HOUR BOUDOIR/TRAVEL ALARM.** Sturdy Texol case, gilt trim, Raised gilt figures, indicators. Luminous hands, hour dots. 3x2-¾". Specify color: tan, brown alligator, red.
2W219V610 ..... Retail **9.95**

Prices subject to 10% federal excise tax

Copyright 1958

nationally known · mechanically perfect · fully guaranteed · always desired

for happier hours

MASTERPIECE charm and dignity highlighting a new concept in time for the most discriminating **8 DAY, 7 JEWEL DESK/BOUDOIR ALARM.** A significant "Wedding" of glamour and fashion. Unusual gilt case. Raised gilt figures, hour indicators; luminous hands, hour dots. 7-½×3-½".
2W1V1590 . . . . . Retail **25.50**

WINSOME-THREESOME experience a new thrill the time, the date, the weather up-to-the-minute. **30-HOUR DESK ALARM WITH BAROMETER, FLIP-DATE CALENDAR.** Gilt case, adjustable tilt swivel units. Raised gilt figures, hour indicators. Luminous hands, hour dots. 7-⅝×3-⅛".
2W2V1530 . . . . . Retail **24.50**

semca

(SS) PACE SETTER . . . reports this noteworthy time for enjoyment beyond your expectation. **8 DAY DESK TRAVEL ALARM.** Genuine leather case. Easy to read luminous figures, hands 3-⅛×3-⅛". Specify color: pig, brown alligator, red, blue, green.
2W3V700 . . Retail **10.95**

(TT) CELEBRITY . . . acclaimed far and wide . . . preferred for smartness for service for reliability. **8-DAY 7 JEWEL DESK/TRAVEL ALARM.** Rich genuine leather case. Raised gilt figures, faceted hour indicators. Luminous hands, hour dots. 3-⅜×3-½". Specify color: brown alligator, pig, blue, red, green.
2W4V1000 . . . . . Retail **15.95**

(UU) TIME 'N WEATHER every day, anywhere, the ideal portable "Weather-Station" **30-HOUR DESK TRAVEL ALARM, BAROMETER, THERMOMETER.** Compact leather case, gilt trim. Raised luminous figures, gilt indicators, luminous hands, dots. Also full luminous figure dial. 5×2 ⅝". Specify color: pig, brown alligator, red, blue.
2W7V1335 Reta. **21.50**

(WW) PARK AVENUE . . . leader in quality. . . . best in the "long-run" . . . superbly accurate **8 DAY 15 JEWEL DESK TRAVEL ALARM.** Sleek genuine leather case. Raised gilt hour indicators, luminous hands, hour dots. 3-¼×3-¼". Specify color: pig, red, brown alligator, blue.
2W8V1400 . . . Retail **22.50**

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BEST BOOTH AWARD of 142 exhibitors at the Hobby Industry Association show was received by L. M. Cox Mfg. Co. The award was presented at the association's banquet.

TOYS & NOVELTIES

Show exhibits hold retail display ideas

Here are photos of dozens of manufacturers' displays at the HIAA Chicago show. Each of them embodies ideas which can be adapted by wide-awake hobby retailers. Examine these photos and show them to your display man.

COMET MODEL HOBBYCRAFT, INC.

THE LIONEL CORP.

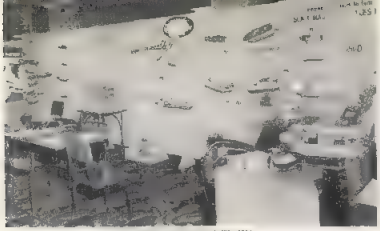
RAINBOW CRAFTS, INC.

UNGAR ELECTRIC TOOLS, INC.

RAREWOOD CRAFT KIT CO.

PAUL K. GUILLOW, INC.

PICTURE CRAFT, INC.



FLEET LINE MARINE, INC.

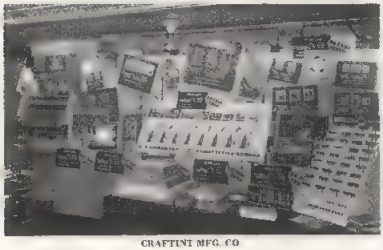
ADAMS ACTION MODELS

BLACKMAN PLASTICS, INC

AURORA PLASTICS CORP.

HAWK MODEL CO

THE TESTOR CORP.



CRAFTINT MFG. CO

ART AWARD CO., INC.

A. C. GILBERT CO.

REVELL, INC

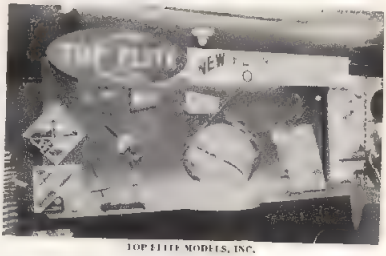
PALMER PANN CORP

MONOGRAM MODELS, INC

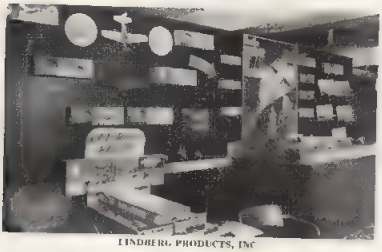
PYRO PLASTICS CORP

WEN-MAC CORP

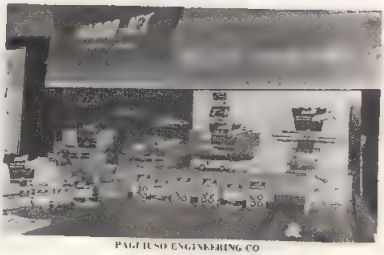
STROMBECK BECKER MFG. CO.



TOP FLITE MODELS, INC.

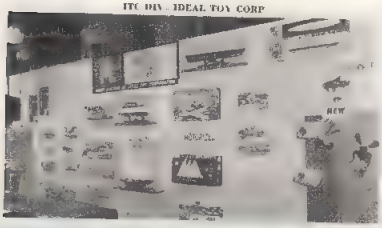


LINDBERG PRODUCTS, INC



PAGLIUSO ENGINEERING CO

ITC DIV., IDEAL TOY CORP



PRECISION PLASTICS CO

at Vogue Dolls . . .
Everything's New!

New **Ginny's Costumes from Far-Away Lands!** Wonderful native costumes from every corner of the world And a *world* of promotion for you!

New **18-inch Ginny Baby!** To give you a broader line from one manufacturer — two 18" baby dolls plus separate outfits!

New **Fashions for all Occasions!** New fashions for the entire Ginny Doll Family from leisure-loving sportswear to a June-new bridal gown!

New **Direct Selling Force!** Your representative knows your business . . knows what sells . and how to sell it . . . and he's at your service *fast!*

New **A Complete Ordering Handbook for You.** Color photos of all outfits . . black and white photos of all accessories . . . and all have complete ordering information.

Ginny's Costumes from Far-Away Lands

Here's Ginny in seven costume wonders of the world! Colorful Highlander costume representing the *British Isles* . . . native *Scandinavian* costume . . . delightful little *Hollander* costume . . . exotic *Hawaiian* costume . . . traditional *Oriental* costume . . . an *Israelian* costume from the *Near East* . . . even a dramatic *Alaskan* costume in honor of our 19th state!

A World of Promotion for You! Here's new excitement - new drama and *additional* sales for you. This idea is perfect for tie-in promotion — newspaper ads . . . window displays . . . counter set-ups. These new costumes are sales-appealing in every way — and every little girl is a prospect because it's Ginny! Display them for sure and you'll sell them — *for sure!*

New 18" Ginny Baby!

Two new 18-inch dolls! Each sold dressed in one of six beautiful outfits! Two picture-pretty dolls with the exclusive, adorable features that have made Vogue Dolls famous. One has life-like rooted hair . . . the other realistic sculptured hair. And each in exquisitely detailed outfits that only Vogue Dolls could have fashioned! *What's more, every outfit is available for sale separately!*

It's a Big Selling Idea for You!

One Source for Everything! The new 18-inch Ginny Baby makes it easy to order large dolls, miniature dolls and their outfits — all from one source.

Same Vogue Doll Quality! You sell six beautiful outfits that prove again Vogue Dolls are *fashion leaders in doll society.* That means you sell more — faster!

New Direct Selling Force! Your Vogue representative can now expedite your order through direct contact with the factory.

Vogue's Proven Delivery — gets your orders back when you want them where you want them — FAST!

Your Market's Waiting! Here's the doll, the outfits and the service to broaden your line. And because it's a Vogue Doll, that means true value, sure quality.

If you can't make Toy Fair, write to: Rooms 654-656, 200 Fifth Ave. New York 10, New York

Vogue Dolls INC.

EXTRA!

VOGUE DOLLS, Inc.

takes over

ARRANBEE DOLL LINE

See the 1959 Arranbee Line in
ROOM 1451, 200 FIFTH AVE.
NEW YORK, N. Y.

Henry Weisser, Arranbee Sales Manager

WALTHAM WATCHES

Timing The Nation Since 1850

Fully Guaranteed

Guarantee

All Waltham watches are made by expert craftsmen and are guaranteed to be free of original defects when they are shipped from our factory

Shock Protected by **INCABLOC**

INCABLOC safeguards the vital moving parts of a watch, maintaining its accuracy and extending its life. It keeps costly repairs to a minimum. It is a guarantee of quality, accuracy and dependability of the movement of your watch.

First in America!

53 Functional JEWELS Self Winding

ROTOTRON "53": Newest, finest development in self-winding watches. Every movement of wrist is instantly transformed into energy to keep watch running accurately, dependably. Built-in shock absorbers assure maximum precision and service. Waterproof** gold-filled case with non-corrosive back. Gold-filled expansion bracelet. Champagne dial, luminous hands and figures. **Incabloc** protected. **Unbreakable mainspring.** 53 Jewels.
13W300V6325 . . . . . Retail 175.00

A Abigail Adams: All-time choice of smart women! 10K white rolled gold case with non-corrosive back and matching gold-filled expansion band. Easy-to-read raised figure dial and flat top crystal. **Unbreakable mainspring.** 17 Jewels. Shock protected by **Incabloc.**
13W301V2395 Retail 59.50

B Martha Washington: Perfectly styled with 10K yellow rolled gold plate case, non-corrosive back. Matching gold-filled expansion bracelet. Has very legible dial with raised flat top crystal. 17 Jewels **Unbreakable mainspring.** Shock protected by **Incabloc.**
13W302V2395 . . Retail 59.50

C The Lady Nancy. 21* Jewels. 14K yellow gold case with matching gold filled expansion bracelet. Parisian styled in the modern fashion. Domed crystal over a raised figure dial. Unbreakable mainspring. Movement is shock protected by **Incabloc.**
13W303V3615 . . . . Retail 90.00

D Lady Helen: 25* Jewels. Dainty design for the style-conscious lady! 10K yellow rolled gold plate case with stainless back. Gold-filled combination expansion bracelet. With **Incabloc.**
13W304V3035
Retail 79.50

Joan LeFitte: 21* Jewels. Debonair dress watch for men. Black dial with gold color hands, figures. 10K yellow rolled gold plate case artfully sculptured. Stainless back. Matching gold-filled combination expansion band, leather inserts. With **Incabloc. Nonbreakable mainspring.**
13W305V2875 . . . . . Retail 75.00

E Stuart: Waterproof** watch with ultra-thin styling. Chrome top case, non-corrosive back, stainless steel combination band. Sweep hand. 17 Jewels. **Incabloc.**
13W306V2365 . . . Retail 59.50

F Cushing: Waterproof** dress watch. Ultra-thin. Case is color of yellow gold, non-corrosive back, gold-filled combination band. Sweep hand. 17 Jewels. **Incabloc.**
13W307V2740 . . . . . Retail 71.50

Presentation Model Watch

Moultrie: Classic design to dignify the wrist of any man! Impressive 10K yellow rolled gold plate case has non-corrosive back. Matching gold-filled expansion bracelet. Modern raised skip-figures and high crystal. 17 Jewel movement has **unbreakable mainspring.** Shock protected with **Incabloc.**
13W308V2425 . . . . Retail 62.50

Watches illustrated are ⅞ actual size. *Includes RESEVOIL oil reserve jewels.
Retail Prices include Federal Excise Tax.
**GUARANTEED WATERPROOF as long as case, crown and crystal remain intact.

WALTHAM

Self-Winding Watches

Waterproof**. Unbreakable Mainsprings

30 Jewels Self-Winding Waterproof**

Farmington: 30 Jewels . . . Self-winding and waterproof**! Sports watch with dress styling. 10K yellow rolled gold plate case with non-corrosive back. Matching gold-filled combination expansion band with leather insets. Shock protected with famous **Incabloc. Unbreakable mainspring.**

13W309V5295 . . . . . Retail 135.00

Northampton: 25 Jwls. self-winding and waterproof.** Sturdy but dressy. Yellow gold-filled case, stainless back. Matching combination expansion band with leather insets. Sweep second hand, luminous hands and hour dots. **Incabloc. Non-break mainspring.**

13W310V4500 Ret. 120.00

Southby: 25 Jewels. Self-winding and waterproof.** Military style watch with chrome top, non-corrosive back case Matching all-steel combination mesh expansion bracelet. Luminous figures and hour dots, red sweep second hand. **Incabloc. Non-break mainspring.**

13W311V3750 Ret. 92.50

Albany: Self-winding and waterproof.** A leader in men's styling. 10K yellow rolled gold plate case, non-corrosive back. Matching gold-filled combination expansion bracelet. Luminous hands, hour dots. Sweep second hand. 17 Jwls. With **Incabloc. Non-break mainspring.**

13W312V3745 Ret. 92.50

G Pavlova: Lady's self-winding and waterproof** watch. Case is yellow gold color with non-corrosive back. Matching gold-filled combination expansion bracelet. Luminous hands, figures. 17 Jewels. With **Incabloc. Unbreakable mainspring.**

13W313V3975 . . . . . Retail 95.00

H Salome: Self-winding, waterproof** watch. Chrome top case, non-corrosive back. All steel combination expansion bracelet. Luminous hands and figures, red sweep second hand. 17 Jewels. **Unbreakable mainspring.** With **Incabloc.**

13W314V3735 . . . . Retail 90.00

J Claudia: Stunningly styled waterproof** and self-winding watch Case is of all 10K yellow gold filled, matching expansion bracelet. Gilt figures and hands on black dial Shock-protected with **Incabloc.** 17 Jewels. **Unbreakable mainspring.**

13W315V4595 . . . . Retail 120.00

K Bernice: Lady's self-winding waterproof** watch. Fashion styled, built for service. Sculptured case is yellow rolled gold plate with non-corrosive back. Matching gold-filled expansion bracelet. 17 Jewels **Incabloc, non-break mainspring.**

13W316V3950 . . . . Retail 95.00

L Pinckney: Dashingly genteel design in a self-winding, waterproof** watch for men. Ultra-thin style. 10K yellow rolled gold plate case with non-corrosive back. Gold-filled expansion bracelet with leather insets. Luminous hands and hour dots. 17 Jewels. With **Incabloc, non-break mainspring.**

13W317V3845 . . . . . Retail 92.50

M Sompter: Self-winding and waterproof.** Chrome top case has non-corrosive back; matching all-steel combination expansion bracelet with leather insets. Striking stick figure dial has luminous hands that can be read in the dark. Red sweep second hand. 17 Jewels. With **Incabloc. Has unbreakable mainspring.**

13W318V3375 . . . . . Retail 85.00

*Includes RESEVOIL all reserve jewels.

**GUARANTEED WATERPROOF As long as case, crown and crystal remain intact.

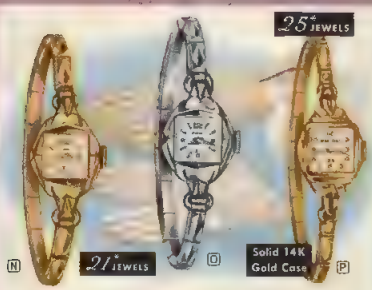
Watches illustrated are ⅔ actual size.

Retail prices include Federal Excise Tax.

LIFE

•Unbreakable Mainsprings

WALTHAM



N Amy: 21* Jewels. 10K yellow rolled gold plate case with non-corrosive back, matching gold-filled expansion bracelet. Shock protected with **Incabloc. Unbreakable mainspring.**
13W319V2855 . . . . . Retail **72.50**

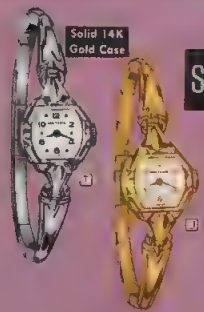
O Katherine: Same as above. White RGP case.
13W320V2855 . . . . . Retail **72.50**

P Madeline: 25* Jewels. Exciting splendor of carved 14K yellow case, matching gold-filled expansion bracelet. Shock protected with **Incabloc. Unbreakable mainspring.**
13W321V4025 Retail **100.00**

R Julia: 25* Jewels. Breath-takingly magnificent with a sculptured case of solid 14K white gold. Matching gold-filled "Queen" expansion bracelet. Easy-to-read dial with raised crystal. Shock protected with **Incabloc. Unbreakable mainspring.**
13W322V4025. . . . . Retail **100.00**

S Suffield: 25* Jewels. Solid 14K yellow gold case reflects the ultimate in good taste. Gold-filled combination basket-weave and expansion bracelet. Ultra-thin styling. Modern stick figure dial. Shock protected with **Incabloc. Unbreakable mainspring.**
13W323V5200 . . . . . Retail **135.00**

Repair prices include Federal Excise Tax.



T Windswept: Gorgeously modeled case of 14K white gold with matching gold-filled SPEIDEL "Windswept" combination expansion bracelet. Raised crystal, easy-to-read skip figure dial. Dependable 17 Jewel movement is shock-protected with **Incabloc.** Has **unbreakable mainspring.**
13W324V3350 . . . . . Retail **85.00**

U Windswept Yellow: Same as above. Solid 14K yellow gold case, matching gold-filled "Windswept" combination expansion bracelet.
13W325V3350 Retail **85.00**

***Includes RESEVOIL (U. S. Pat. No. 2478865) oil reserve jewels that add extra jewels to the customary friction bearing jewels to assure better service and longer wear.**

Styled with Nationally Advertised SPEIDEL bracelets

Calypso Ebony: 23* Jwls. Waterresist** chrome top case with non-corrosive back. SPEIDEL stainless steel "Calypso Ebony" combination expansion band. Luminous hands, hour dots. With **Incabloc. Non-break mainspring.**
13W326V2985 Ret. **75.00**

Maraca: 23* Jwls. Waterproof.** 10K yellow rolled gold plate case, stainless back. SPEIDEL gold-filled combination expansion bracelet, leather inserts. Luminous dial. With **Incabloc, and unbreakable mainspring.**
13W327V3635 Ret. **87.50**

Calypso: 25* Jewel dress watch with sophisticated styling. Case is yellow rolled gold plate, non-corrosive back. SPEIDEL gold-filled combination expansion bracelet, leather insets. **Incabloc. Non-break mainspring.**
13W328V3400 Ret. **85.00**

Each watch gift boxed. **GUARANTEED WATERPROOF As long as case, crown and crystal remain intact.

WALTHAM WATCHES

Timing The Nation Since 1850

Fully Guaranteed

Guarantee

All Waltham watches are made by expert craftsmen and are guaranteed to be free of original defects when they are shipped from our factory

Shock Protected by **INCABLOC**

INCABLOC safeguards the vital moving parts of a watch, maintaining its accuracy and extending its life. It keeps costly repairs to a minimum. It is a guarantee of quality, accuracy and dependability of the movement of your watch.

First in America!

53 Functional JEWELS Self Winding

ROTOTRON "53": Newest, finest development in self-winding watches. Every movement of wrist is instantly transformed into energy to keep watch running accurately, dependably. Built-in shock absorbers assure maximum precision and service. Waterproof** gold-filled case with non-corrosive back. Gold-filled expansion bracelet. Champagne dial, luminous hands and figures. **Incabloc** protected. **Unbreakable mainspring.** 53 Jewels.
13W300V6325 . . . . . Retail 175.00

A Abigail Adams: All-time choice of smart women! 10K white rolled gold case with non-corrosive back and matching gold-filled expansion band. Easy-to-read raised figure dial and flat top crystal. **Unbreakable mainspring.** 17 Jewels. Shock protected by **Incabloc.**
13W301V2395 . Retail 59.50

B Martha Washington: Petitely styled with 10K yellow rolled gold plate case, non-corrosive back. Matching gold-filled expansion bracelet. Has very legible dial with raised flat top crystal. 17 Jewels. **Unbreakable mainspring.** Shock protected by **Incabloc.**
13W302V2395 . Retail 59.50

C The Lady Nancy. 21* Jewels. 14K yellow gold case with matching gold filled expansion bracelet. Parisian styled in the modern fashion. Domed crystal over a raised figure dial. Unbreakable mainspring. Movement is shock protected by **Incabloc.**
13W303V3615 Retail 90.00

D Lady Helen: 25* Jewels. Dainty design for the style-conscious lady! 10K yellow rolled gold plate case with stainless back. Gold-filled combination expansion bracelet. With **Incabloc.**
13W304V3035 Retail 79.50

Presentation Model Watch

Mauritia: Classic design to dignify the wrist of any man! Impressive 10K yellow rolled gold plate case has non-corrosive back. Matching gold-filled expansion bracelet. Modern raised skip-figures and high crystal. 17 Jewel movement has **unbreakable mainspring.** Shock protected with **Incabloc.**
13W308V2425 . Retail 62.50

Joan LaFitte: 21* Jewels. Debonair dress watch for men. Black dial with gold color hands, figures. 10K yellow rolled gold plate case artfully sculptured. Stainless back. Matching gold-filled combination expansion band, leather insets. With **Incabloc. Unbreakable mainspring.**
13W305V2875
Retail 75.00

E Stuart: Waterproof** watch with ultra-thin styling. Chrome top case, non-corrosive back, stainless steel combination band. Sweep hand. 17 Jewels. **Incabloc.**
13W306V2365 . . . . . Retail 59.50

E Cushing: Waterproof** dress watch. Ultra-thin. Case is color of yellow gold, non-corrosive back, gold-filled combination band. Sweep hand. 17 Jewels. **Incabloc.**
13W307V2740 . . . Retail 71.50

Watches illustrated are ⅔ actual size. *Includes RESEVOIL oil reserve jewels
Retail Prices include Federal Excise Tax.
**GUARANTEED WATERPROOF as long as case, crown and crystal remain intact.

WALTHAM

Self-Winding Watches

Waterproof**. Unbreakable Mainsprings

30 Jewels Self-Winding Waterproof**

Farmington: 30 Jewels. Self winding and waterproof** Sports watch with dress styling. 10K yellow rolled gold plate case with non-corrosive back. Matching gold-filled combination expansion band with leather insets. Shock protected with famous **Incabloc. Unbreakable mainspring.**

13W309V5295 ..... Retail 135.00

Northampton: 25 Jwls. self-winding and waterproof.** Sturdy but dressy. Yellow gold-filled case, stainless back. Matching combination expansion band with leather insets. Sweep second hand, luminous hands and hour dots. **Incabloc. Non-break mainspring.**

13W310V4500 Ret. 120.00

Southby: 25 Jewels. Self-winding and waterproof.** Military style watch with chrome top, non-corrosive back case. Matching all-steel combination mesh expansion bracelet. Luminous figures and hour dots, red sweep second hand. **Incabloc. Non-break mainspring.**

13W311V3750 Ret. 92.50

Albany: Self-winding and waterproof.** A leader in men's styling. 10K yellow rolled gold plate case, non-corrosive back. Matching gold-filled combination expansion bracelet. Luminous hands, hour dots. Sweep second hand. 17 Jwls. With **Incabloc. Non-break mainspring.**

13W312V3745 Ret. 92.50

G Pavlova: Lady's self-winding and waterproof** watch. Case is yellow gold color with non-corrosive back. Matching gold-filled combination expansion bracelet. Luminous hands, figures. 17 Jewels. With **Incabloc. Unbreakable mainspring.**

13W313V3975 Retail 95.00

H Salome: Self-winding, waterproof** watch. Chrome top case, non-corrosive back. All steel combination expansion bracelet. Luminous hands and figures, red sweep second hand. 17 Jewels. **Unbreakable mainspring.** With **Incabloc.**

13W314V3735 . . . Retail 90.00

J Claudia: Stunningly styled waterproof** and self-winding watch. Case is of all 10K yellow gold filled, matching expansion bracelet. Gilt figures and hands on black dial. Shock-protected with **Incabloc.** 17 Jewels. **Unbreakable mainspring.**

13W315V4595 . . . . Retail 120.00

K Bernice: Lady's self-winding waterproof** watch. Fashion styled, built for service. Sculptured case is yellow rolled gold plate with non-corrosive back. Matching gold-filled expansion bracelet. 17 Jewels **Incabloc, non-break mainspring.**

13W316V3950 Retail 95.00

L Pinckney: Dashingly genteel design in a self-winding, waterproof** watch for men. Ultra-thin style. 10K yellow rolled gold plate case with non-corrosive back. Gold-filled expansion bracelet with leather insets. Luminous hands and hour dots. 17 Jewels. With **Incabloc, non-break mainspring.**

13W317V3845. . . . . Retail 92.50

M Sumpter: Self-winding and waterproof.** Chrome top case has non-corrosive back; matching all-steel combination expansion bracelet with leather insets. Striking stick figure dial has luminous hands that can be read in the dark. Red sweep second hand. 17 Jewels. With **Incabloc. Has unbreakable mainspring.**

13W318V3375 . . . . . Retail 85.00

Includes RESERVOR of reserve jewels.

**GUARANTEED WATERPROOF As long as case, crown and crystal remain intact.

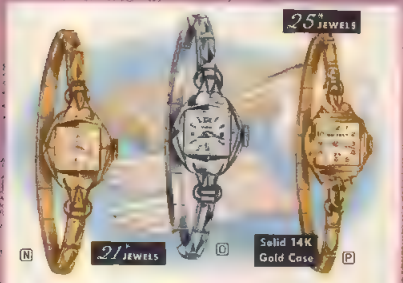
Watches illustrated are ⅔ actual size.

Retail prices include Federal Excise Tax.

LIFE

•Unbreakable Mainsprings

WALTHAM



N Amy: 21* Jewels. 10K yellow rolled gold plate case with non-corrosive back, matching gold-filled expansion bracelet. Shock protected with **Incabloc. Unbreakable mainspring.**
13W319V2855 . . . . . Retail 72.50

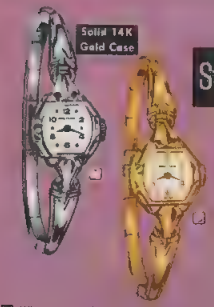
O Katherine: Same as above. White RGP case.
13W320V2855. . . . . Retail 72.50

P Madeline: 25* Jewels. Exciting splendor of carved 14K yellow case, matching gold-filled expansion bracelet. Shock protected with **Incabloc. Unbreakable mainspring.**
13W321V4025 . . . . . Retail 100.00

R Julia: 25* Jewels. Breath-takingly magnificent with a sculptured case of solid 14K white gold. Matching gold-filled "Queen" expansion bracelet. Easy-to-read dial with raised crystal. Shock protected with **Incabloc. Unbreakable mainspring.**
13W322V4025 . . . . . Retail 100.00

S Suffield: 25* Jewels. Solid 14K yellow gold case reflects the ultimate in good taste. Gold-filled combination basket-weave and expansion bracelet. Ultra-thin styling. Modern stick figure dial. Shock protected with **Incabloc. Unbreakable mainspring.**
13W323V5200. . . . . Retail 135.00

Retail prices include Federal Excise Tax.



Styled with Nationally Advertised SPEIDEL bracelets

T Windswept: Gorgeously modeled case of 14K white gold with matching gold-filled SPEIDEL "Windswept" combination expansion bracelet. Raised crystal, easy-to-read skip figure dial. Dependable 17 Jewel movement is shock-protected with **Incabloc.** Has **unbreakable mainspring.**
13W324V3350 . . . . . Retail 85.00

U Windswept Yellow: Same as above. Solid 14K yellow gold case, matching gold-filled "Windswept" combination expansion bracelet.
13W325V3350 Retail 85.00

*Includes RESEVOIR (U. S. Pat. No. 2478865) oil reserve jewels that add extra jewels to the customary friction bearing jewels to assure better service and longer wear.

Calypso Ebony: 23* Jwls. Waterresist** chrome top case with non-corrosive back. SPEIDEL stainless steel "Calypso Ebony" combination expansion band. Luminous hands, hour dots With **Incabloc. Non-break mainspring.**
13W326V2985 Ret. 75.00

Maraca: 23* Jwls. Waterproof.** 10K yellow rolled gold plate case, stainless back. SPEIDEL gold-filled combination expansion bracelet, leather insets. Luminous dial. With **Incabloc, and unbreakable mainspring.**
13W327V3635 Ret. 87.50

Calypso: 25* Jewel dress watch with sophisticated styling. Case is yellow rolled gold plate, non-corrosive back. SPEIDEL gold-filled combination expansion bracelet, leather insets **Incabloc. Non-break mainspring.**
13W328V3400 Ret. 85.00

Each watch gift boxed. **GUARANTEED WATERPROOF As long as case, crown and crystal remain intact.

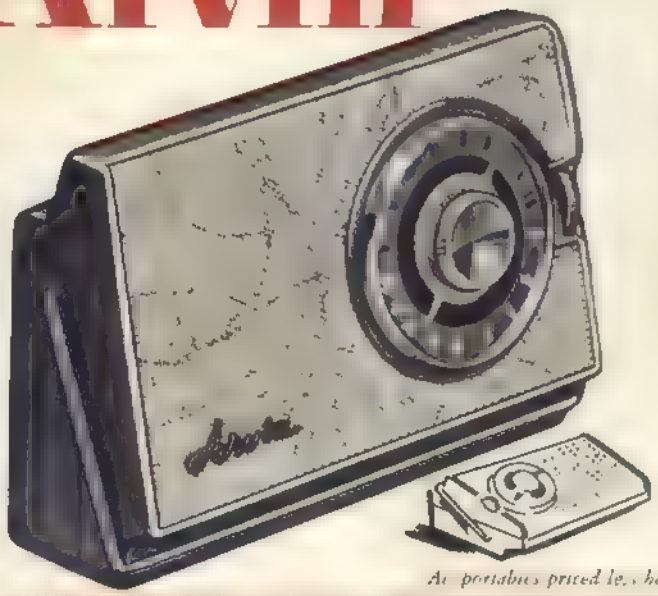
Arvin

Natural "7"

ALL-TRANSISTOR

Call for music and 7 quality transistors plus 2 diodes flex their muscles to bring you super-powered performance. Better than big guys because it's got more inside. No bigger than a camera yet booms out the sound through its 3" speaker. The "Duo-Dial" reads two ways — when upright in portable position or when lying flat on a desk or table. Handle tucks away for trimness. Plug-in for earphone attachment adds private listening pleasure. WHAT A LIFE! Up to 600 hours of playing on just 4 standard C size flashlight batteries. Tan leatherette carrying case optional. Size: 7" x 5" x 2½". Ship. wt. 1 lb. 12 oz.

45E1074-4X2916/2995 Ivory	Retail 39.95
45E1075-4X2916/2995 Gray	Retail 39.95
71E15-52 Set of 4C Batteries	Retail .80
45E1076-4X317/337 Carrying Case Leather	Retail 4.95
45E635-4X317/337 Earphone	Retail 4.95

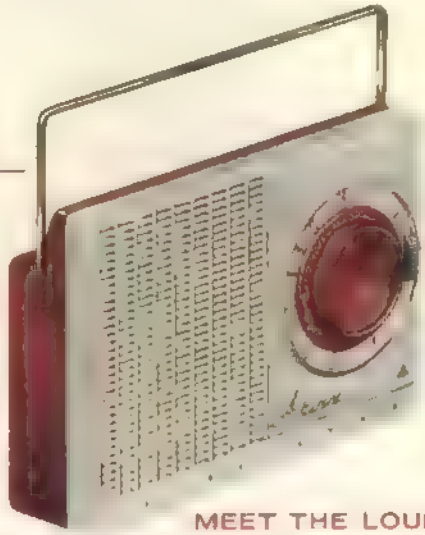


All portables priced less batteries

MONEY SAVING GIFT PACK

Retail value $56.10 — includes 5 transistor pocket radio, leatherette carrying case, earphone attachment and battery — all at one amazingly low price. Radio has unique clip on back which fastens to your belt or car window — serves as easel stand for desk or table use. Private listening with earphone attachment. Gift pack size: 15½ x 9½ x 2½. Ship. wt. 3 lbs. 12 oz.

45E1077-3422 Turquoise	Retail 56.10
45E1078-3422 Ebony	Retail 56.10



MEET THE LOUDMOUTH

This bright, PLA-FULL portable is a real show-off. The way it performs you'd think it must be over $50. It likes to demonstrate the power of its all-transistor reflex circuit. Has plenty of lasting power too, operating for months on four standard C size flashlight batteries. "Loudmouth" has a 3" speaker giving a most convincing and pleasing performance. Tan leatherette carrying case optional. Size: 7" x 5" x 2½". Ship. wt. 1 lb. 10 oz.

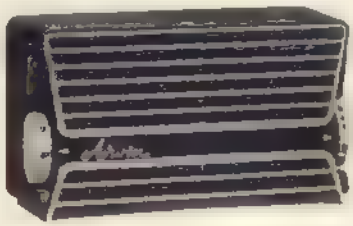
45E1079-4X2246/2306 Charcoal	Retail 29.95
45E1080-4X2246/2306 Red	Retail 29.95

If your taste demands superior performance with economical operation, this deluxe all-transistor portable is for you. No special batteries required — 4 flashlight "D" cells give over 1000 hours of playing time for about 80 cents. Rotate the sensitive antenna in the handle for best signal reception. 5" speaker in acoustical sound chamber gives clear, unmuffled tone. Unbreakable, washable Arvinyl (metal) cabinet lasts a lifetime. Size: 11¼" x 8¼" x 2½". Ship wt. 4 lbs. 5 oz.

45E900-6X3546/3646 Red	Retail 49.95
45E901-6X3546/3646 Blue	Retail 49.95

Start each day right — with music. This newest design clock radio has automatic time set — alarm, too. Repeat alarm sounds every seven minutes should you happen to drift back to sleep. 60-minute slumber switch lets you fall asleep to music, then turns radio off. *Loaded with extras:* Luminous clock hands glow in the dark; 1100-watt appliance outlet can be used to turn on lights, perk coffee, warm baby's bottle — at pre-set time; 5" true-tone speaker; vernier tuning, new slim profile with finished back and handhold. Size: 13⅜" x 6⅜" x 4⅜". Ship. wt. 6½ lbs.

45E905-6X2757/2836 Pink	Retail 39.95
45E906-6X2757/2836 Turq.	Retail 39.95
45E907-6X2757/2816 Ivory	Retail 39.95

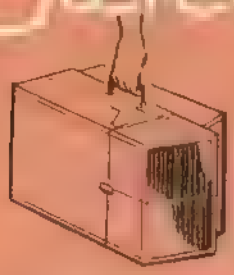


Can you imagine a *5 tube, full-size* table model radio with built-in loop antenna at such a low, low price? It's the best value in home entertainment. A perfect set for kitchen, game room, children's room—anywhere in the house. Smartly styled to please your eye as well as your ear. For the first or that "extra" set, here's top performance to fit any budget. Size: 11⅛" x 6⅜" x 5¼". Ship. wt. 5 lbs.

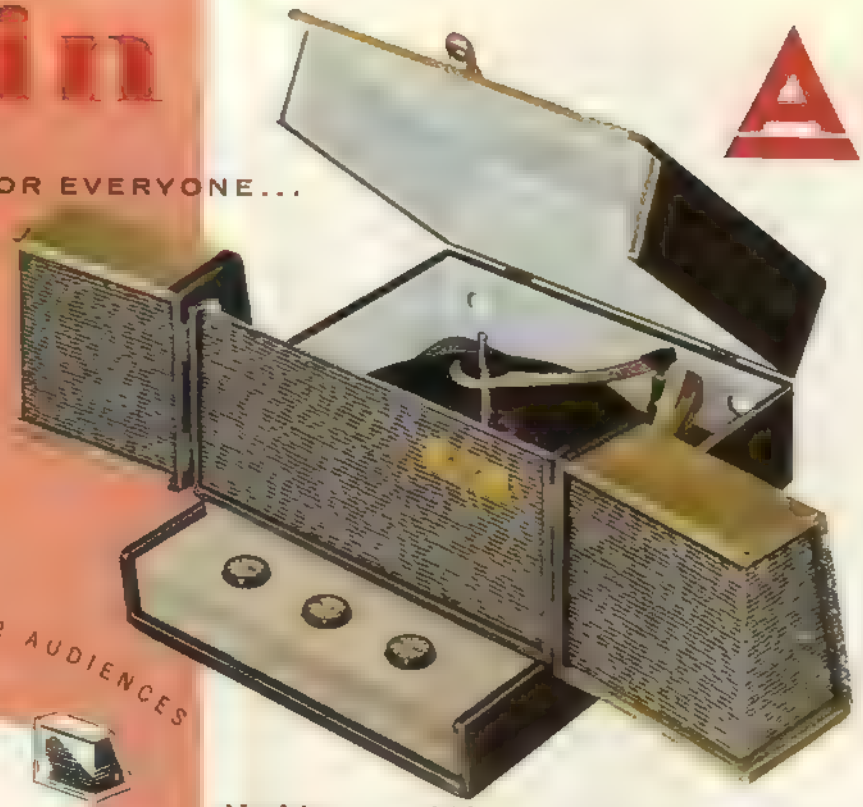
45E916-6X1536/1576 Charcoal	Retail 19.95
45E917-6X1536/1576 Flame	Retail 19.95

Arvin

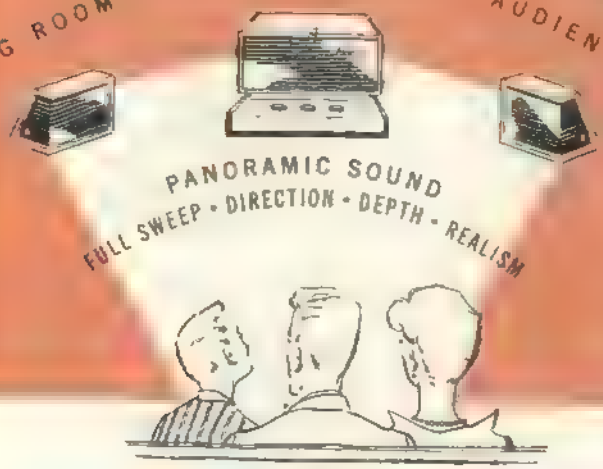
COMPLETE **Stereo** FOR EVERYONE...



Truly Portable! No bigger than or *dinary* phonographs. No added bulk to case Lightweight



BIG ROOM STEREO FOR LARGER AUDIENCES



Nothing to add! • Nothing to convert!

An engineering triumph that puts stereo within everyone's reach Swing-away doors are individual acoustical enclosures for two six-inch speakers — connected to the dual channel amplifier output *through the door hinges.* Either or both speaker-doors are easily detached and can be positioned up to 10 feet from the four-speed automatic changer Both speakers respond to one set of controls for volume, tone, and stereo balance. High Fidelity sound with frequency response up to 15,000 cps on both channels. A real adventure in stereo high fidelity listening pleasure. Size: 16" wide; 9 1/16" high; 20 1/4" deep. Ship. wt. 27 3/4 lbs.

45E1073 3X7196/7396 ..... Retail 99 95

FM - AM BROADCAST **Stereo** COMBINATION

THRILLING PERFORMANCE — boundless versatility — *at your fingertips*

For perfect reproduction of stereo broadcast programs, match the Arvin AM FM radio with this 10-watt amplifier-speaker. The results — a beautiful combination in sight as well as sound. Or use it with Arvin or other high quality stereo phonographs when a second amplifier-speaker is required. Two speakers 7" x 5" woofer and 4" tweeter. Other quality features include. bass and treble controls, external speaker terminal connections and switch, pilot light, selector switch for best sound reproduction of recordings, 15 ft. interconnecting cable. Size: 18 1/4" x 9" x 8 1/8" Ship. wt. 17 1/2 lbs.

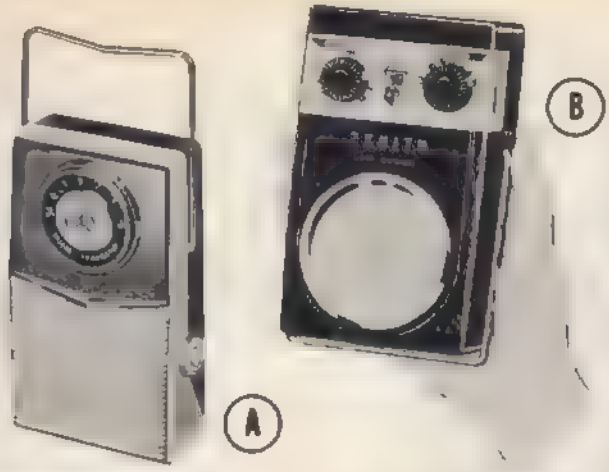
45E1072 3497 Retail 49 95

Here, in one magnificent radio, is a new, wide, wonderful world of sound. The broad band of AM — rich, static-free FM — the wonder of broadcast stereo reception — the versatility of an FM tuner — the utility of a phono-jack. And here, too, is great performance with nine tubes, plus two rectifiers, delivering abundant power; individual bass and treble controls sensing the most pleasing tone; two harmonically balanced speakers. And more weighted tuning that "feels" the station precisely, outside antenna terminal connections and switch. Size 18 1/4" x 9" x 8 1/8". Ship wt. 19 1/2 lbs

45E908-6X6797/6997 ..... Retail 100.00

Transistor Portable Radios

MIRACLES OF THE ELECTRONIC AGE



Ⓐ **RCA Victor "Bic" all transistor portable radio.** Exclusive "High-T" circuit and speaker dramatically improves fidelity, extends tonal response. Up to 100 listening hours on 3 "C" type flashlight cells—up to 400 hours with earphone attachment. Direct drive tuning knob. Security sealed circuit for greater dependability and longer life. High impedance speaker in 3½" center tap type with long voice coil. Non-breakable "Impac" base with easel-type carrying handle. Six RCA transistors and two crystal diodes. Size 7x4⅛x2⅜". Ship wt 34 lbs. Complete with batteries and carrying case.

43E50-3195—Turquoise and White ..... RETAIL **$39.95**
43E51-3195—Red and White ..... RETAIL **$39.95**
43E52-3195—Charcoal and White ..... RETAIL **$39.95**

Ⓑ **Zenith Long Distance Transistor Portable.** 8 transistors bring in even weak distant signals loud and clear. Covers entire AM broadcast range from 540 to 1600 KC. Automatic volume control. Powerful ferrite loop antenna. Alnico V speakers. Up to 400 hours service with 4 mercury batteries or 100 hours with regular penlight batteries. Case of non-breakable nylon with dual-purpose handle. Size 3½x5¼x1½". Ship. wt. 2 lbs.

45E273-5795—Black ..... RETAIL **$75.00**
45E822-5795—White ..... RETAIL **$75.00**
48E858-5795—Maroon ..... RETAIL **$75.00**
45E278-240—Battery Set ..... RETAIL **$3.00**
45E278-420—Leather carrying case ..... RETAIL **$10.00**
45E278-520—Earphone ..... RETAIL **$7.95**

Ⓒ **Zenith Royal 200 7-Transistor Pocket Radio.** Extra sensitive wavemagnet antenna brings in weakest signals. Leakproof battery compartment. Batteries pop out for easy replacement. Up to 400 hours of listening with four mercury batteries or 100 hours with four penlite batteries. Civil defense frequencies clearly marked on dial. Scuff resistant case of sturdy plastic with dual carrying handle. Ship. wt. lbs. Complete with penlite batteries and carrying case.

45E1009-3875—Cordovan Brown ..... RETAIL **$44.95**
45E1010-3875—Tahitian Coral ..... RETAIL **$44.95**
45E1011-3875—White ..... RETAIL **$44.95**
45E274-240—Battery Set (Mercury) ..... RETAIL **$3.00**
45E278-520—Earphone ..... RETAIL **$7.95**

Ⓓ **Regency 4-Transistor Portable.** A tiny miniature that fits in purse or pocket. Super-selective circuit uses four transistors to bring you clear, lively tone. Powerful 2" dynamic speaker gives big set performance. Ventilated case for better tone. Has no tubes to break or wear out. Gem like plastic case measures 3x5x1¼". Weighs only 12 ounces.

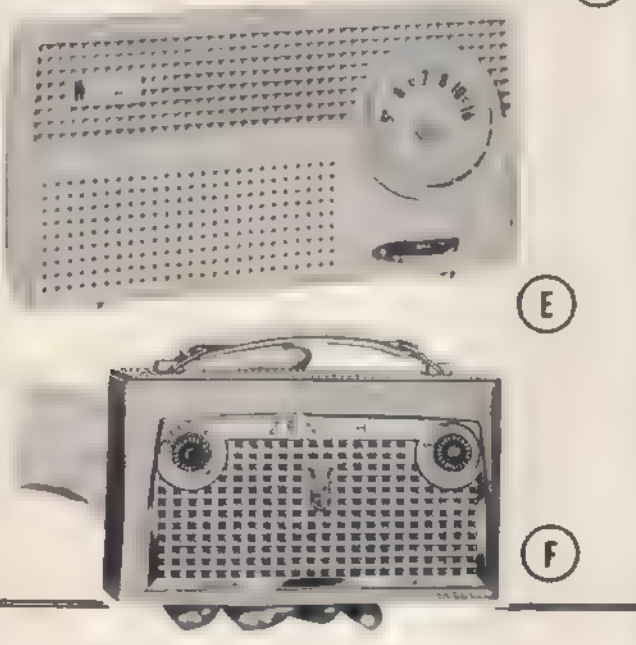
45E1088-1875—Red ..... RETAIL **$24.95**
45E1090-1875—Ebony ..... RETAIL **$24.95**
45E1091-1875—White ..... RETAIL **$24.95**
Battery set. 3 penlight batteries for above.
71E7-36 ..... RETAIL **51¢**
45E1092-185—Carrying Case ..... RETAIL **$2.95**
45E709-297—Earphone attachment ..... RETAIL **$4.95**

Ⓔ **Westinghouse Transistor Radio.** Plays up to 200 hours on a single 9-volt battery. Ferrocore antenna. Automatic volume control. Alnico V speaker. Silver-safeguard chassis with push-pull audio output. Earphone jack. Shatter proof case. Size 3⅛x6x1⅝". Ship. wt. 2 lbs.

49E41-3395—Charcoal & Gold ..... RETAIL **$49.95**
49E42-3395—Turquoise & Gold ..... RETAIL **$49.95**
49E43-3395—White & Gold ..... RETAIL **$49.95**
49E52-295—Carrying Case ..... RETAIL **$4.95**
71E2-77—Battery Set ..... RETAIL **$1.10**

Ⓕ **Zenith Royal 700 Tubeless 7-Transistor Portable.** Plays in autos, trains, planes. Batteries are contained in leak-proof case. Up to 350 hours of listening with 8 "C" type flashlight batteries. Easy-grip control knobs. Powerful wavemagnet antenna. Class B push-pull amplification. Precision "Vernier Dynaflex" Zenith quality 4" speaker. Civil defense frequencies marked. Size. 4⅞x8⅜x2¾". Weighs only 3½ lbs. Entire cabinet is genuine top-grain cowhide with beautiful "Roman Gold" grille. Ship. wt. 4 lbs. Batteries included.

45E898-5485 ..... RETAIL **$89.95**
As above: Model 750L with 8 transistors. Batteries included.
45E868-6345 ..... RETAIL **$79.95**
As above: Royal 760 Model. Two-band all-transistor portable. Supersensitive receiver for both standard broadcast **and weather service on government LF aviation bands.** Ship. wt 5 lbs.
45E920-7695 ..... RETAIL **$99.95**



Westinghouse Power Cruiser Portable. (Left). Five tube plus rectifier long range three-way portable receiver, plays on AC-DC, and batteries. Three-gang condenser and greater selectivity, planetary drive tuning, flashlight dial illumination, telescoping unipole antenna coupled with a ferrocore antenna and long distance reception. Ship. wt. 6 lbs. Batteries included.

49E47-2995—Turquoise & Oxford White ..... RETAIL **$49.95**
49E48-2995—Champagne & Oxford White ..... RETAIL **$49.95**

Westinghouse Cruiser Portable. (Right). Four tubes plus rectifier, 4" Alnico V speaker, twin loop antenna called twin-tenna—eliminates the directional aspects of the single antenna loop. Antenna actuated by a push button or simple switching mechanism, planetary drive tuning control, flashlight dial illumination, plays on AC or DC, or batteries. Ship. wt. 6 lbs. Includes batteries.

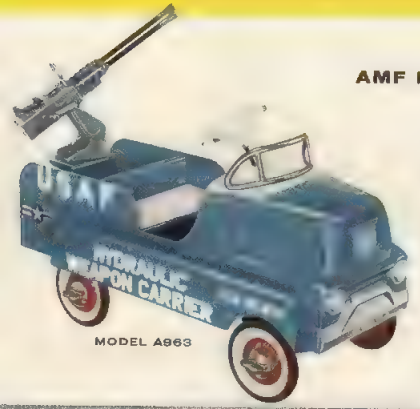
49E45-2695—Green and White ..... RETAIL **$39.95**
49E46-2695—Yellow and White ..... RETAIL **$39.95**

Westinghouse

4 AND 5 TUBE PORTABLE RADIOS

goods for '59!

The play value built into AMF wheel goods has a sales value to you. Just demonstrate their features to customers and your sales will take off! To see the entire AMF line of popular bikes, trikes, cars and tractors, send today for our new free catalog.



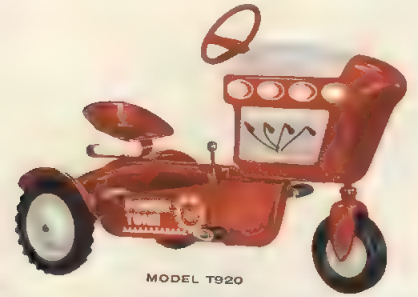
MODEL A963

AMF HYDRAULIC WEAPONS CARRIER

The realistic action of the swivel-mounted anti-aircraft twin pom-pom cannon gives this truck unusual appeal. Turning the crank produces a loud "pom-pom" sound, and the dual barrels recoil with each shot. The mounting rides flat on the truck bed until the release lever is pressed, which permits the hydraulic-spring mechanism to raise the gun slowly to firing position.

The truck itself features new safety steering wheel, massive cab-over-engine design and extra easy pedaling. Child sits higher than in any other car. Pedal drive is adjustable to three positions. It's new for '59! Let it help you spur sales.

FROM OUR EXTENSIVE LINE



MODEL T920

AMF CHAIN-DRIVE TRACTOR

Driving this tractor gives a child a realistic thrill. Simulated gear shift has a Play Tone noise maker. Heavy gauge steel motor block with real-looking spark plugs. Rear tires are heavy duty, semi-pneumatic type with tractor tread. Well built, too. Bicycle-type chain drive with ball bearings. Massive front fork has exclusive Knee Action shock absorber design. Heavy gauge steel rear frame provides step for second rider. These features sell.

American Machine & Foundry Company
215 Marble Street
Hammond, Indiana

ALSO FROM AMF [illegible]

Junior wheel

PLAY VALUE = SALES VALUE

AMF ROADMASTER JR. SIDEWALK BIKE
(WITH COASTER BRAKE)

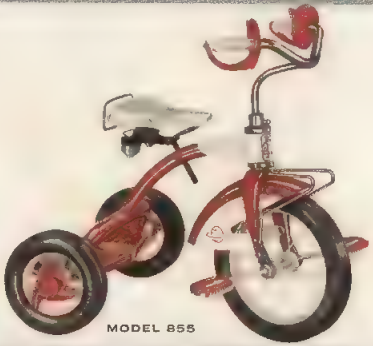
A genuine *coaster brake* is typical of the advantages of this bike that give you more to sell. The tank swings down to convert the boy's model to a girl's model. Gay new saddle fabric. Two luggage carriers. Front carrier is chrome plated. Heavy gauge steel fork. Ball bearing hubs. Semi-pneumatic, puncture-proof 16" tires. Chrome-plated, adjustable handle bars with knuckle-guard grips and streamers. Bicycle-type pedals with red plastic treads. A handsome, well-made bike.

MODEL 726

TYPICAL SUGGESTIONS

AMF VELOCIPEDE (THREE SIZES)

From the pirate's cutlass knuckle guards to the satellite front fender design and the sports car type rear spinner hub caps, this is a trike to stimulate a child's imagination—and your sales. Also note the redesigned front fender truss rods, new interlocking plastic pedals and new extra-wide, heavy-duty rear step. Heavy gauge steel fork. Ball bearing front and rear wheels. Semi-pneumatic, puncture-proof molded rubber tires. Saddle is de luxe padded vinyl in gay new pattern with chrome-plated springs and scuff rail.



MODEL 855

AMF Junior TOY DIVISION

Get your sales rolling!

See the AMF line for '59...

New York Showroom: Room 814, 200 Fifth Avenue

ROADMASTER
bikes for '59

Chrome fenders on the entire Roadmaster line lead the list of extra features that sell Roadmaster. Boys and girls love these popular middleweight bikes. Stock up for profits. Order your Roadmaster line and your juvenile wheel goods from AMF at the same time. Send for our catalog now.

MODEL J1674

ROADMASTER SKY KING

New achievement in Roadmaster's Speed-Sweep Styling gives the Sky King the flash and dash that make a youngster want a new bike. New cantilever frame and redesigned streamlined front fork are extra strong. New star cut sprocket. New futuristic tank containing electric horn. New chain guard design. Battery-powered headlight. Front and rear luggage carriers. Matching white pedals and handle grips. Dependable coaster brake. White sidewall tires.

ROADMASTER FLYING FALCON

The finest and speediest of all the Roadmaster line, a bike you're proud to sell! Sturmey-Archer TCW 3-speed gear transmission and coaster brake for speed and versatility. Front caliper brake. New cantilever frame and extra strong redesigned streamlined front fork. Chromed expandable spring clip luggage carriers front and rear Streamlined chrome battery headlight. Matching white pedals and handle grips. Chain guard restyled with extra chrome. White sidewall tires.

MODEL J1659

Ask to see our entire Roadmaster line of 35 models in all sizes. And don't forget our famous imported English Hercules bicycles.

Remember, May is American Bicycle Month — the BIA's safety check-up program means more traffic for you!

AMF CYCLE DIVISION

AMERICAN MACHINE & FOUNDRY CO.
W. 65th and PATTERSON
LITTLE ROCK, ARKANSAS

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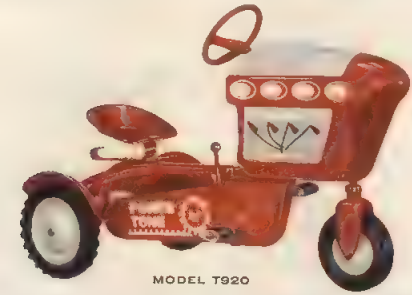

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American Machine & Foundry Company
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ALSO FROM AMF FOR [illegible]

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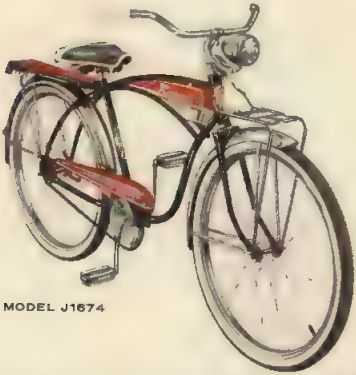

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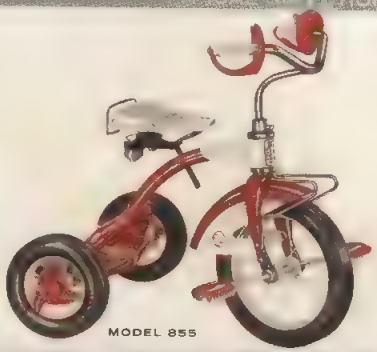


MODEL 855

AMF Junior TOY DIVISION

. . . Fit in Your Palm, Pocket or Purse

Go everywhere with a transistor radio—indoors, outdoors—never miss your favorite program!

NEW REGENCY 7-TRANSISTOR RADIO . . . THE TR-7

- *Compares favorably with radios costing twice the price!*
- *Distortion-free speaker! Superheterodyne printed circuit!*

Here's a newly crowned leader in pocket-sized, transistorized pleasure! We say "leader" because it incorporates seven transistors plus diode, a superheterodyne printed circuit, an acoustically balanced speaker. Vernier tuning allows sharper station selection. Easel type handle carries comfortably, directs sound properly from fixed position. Combined on-off switch and volume control. 3½"x5¾"x2" deep.

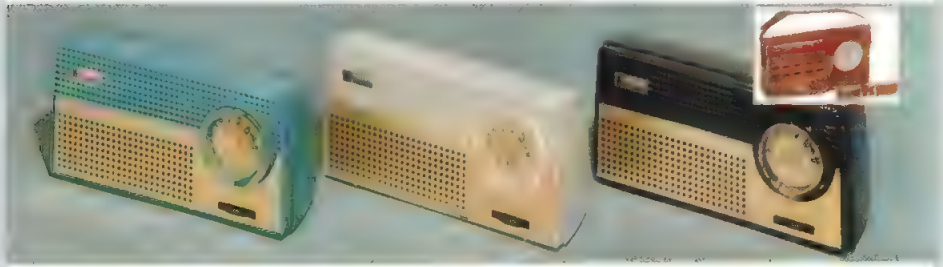
776-765	A2997	Black Plastic Case	$39.95
776-773	A2997	Ivory Plastic Case	39.95
776-088	A10	Battery for Regency TR-7 (3 needed). Each	.15
776-666	A495	Earphone for Regency TR-7	7.50

ADMIRAL 8-TRANSISTOR POCKET RADIO

- *Look! A deluxe-class radio at an economy-class price!*
- *Alnico V speaker! Simplified, long-distance printed circuit!*

Congratulate Admiral's engineers for packing so much power in only 3" x5¾"x1⅜"! Built in antenna, 8 transistors and crystal diode all combine to pull in distant stations. Batteries last up to 400 hours—lots of listening. Unbreakable plastic case has molded-in colors. Carrying handle also forms easel to support radio on a table.

776-781	A3895	Turquoise Case	$49.95
776-799	A3895	Ebony Black Case	49.95
776-807	A3895	Holiday Red Case	49.95
776-948	A395	Earphone for Admiral Radio above	5.95
776-088	A10	Battery for Admiral radio (4 needed). Each	.15



WESTINGHOUSE 6-TRANSISTOR RADIO . . . the portable for every purse, every person, every purpose!

- *Outperforms many radios that measure, weigh and cost more!*
- *Alnico V Speaker! Silver Safeguard Chassis! Built-in Antenna!*

Hold this new Westinghouse . . . and you've got yourself a handful of electronic magic! Gone are the tubes, gone is the bulk. It's only 6 inches from end to end, 1⅛ inches from top to bottom, 1⅝ inches from front to rear. Hear this new Westinghouse . . . and you've got yourself an earful of electronic magic! The source of its sound is six transistors which rarely, if ever, need replacement. No need to sit yourself beside the set . . . because, miniature though this radio is, there's a 2¾ inch Alnico V speaker to distribute sound evenly and fully. Earphone accessory limits response to you and you alone, won't ever disturb those around you. New, advanced Silver Safeguard chassis promotes stable performance . . . and sensitive antenna pulls in and strengthens faint signals. Volume never wanders from the level you set on automatic control. Single battery plays up to 200 hours . . . how's that for economy? One color combination is as pretty as the next, so choose the one that goes best with you and in your home. Don't gasp if you drop it . . . the case is shatterproof!

775-726	A3695	Charcoal-and-Gold Case	$49.95
775-734	A3695	White-and-Gold Case	49.95
775-742	A3695	Turquoise and Gold Case	49.95
775-502	A295	Carrying Case for radio above	4.95
775-569	A89	Battery for radio above (1 needed). Each	1.29
775-445	A325	Earphone for radio above	4.95

Tiny, Powerful, All-Transistor Radios

Go modern with a tubeless radio! Transistors last forever . . . and batteries play for pennies a week!

REGENCY MIDGET TWO-TRANSISTOR RADIO

- *Our smallest, lowest priced transistor radio*
- *Weighs only 4 ounces, measures only 1½x2¼x3 inches!*

To give you an idea of how tiny the Regency Midget really is, we've placed it beside a pack of king-size cigarettes! And it's just as unbelievable in performance. Imagine . . . "wear" its earphone and you can hear your favorite local programs anytime, anywhere. Two transistors take so little power that the batteries keep it playing for weeks. Durable plastic case is eye-catching bright red. It's new, improved, better-than-ever . . . from Regency who originated the transistor radio! Could you possibly choose a more exciting gift?

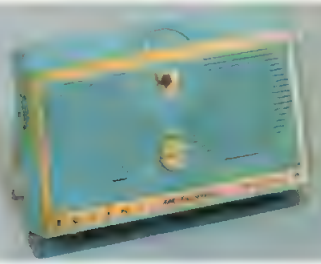
776-690	A997	Regency Midget Transistor Radio.	$14.95
776-716	A20	Battery Pack for Regency Midget	.30

REGENCY 4-TRANSISTOR RADIO

- *Right size for pocket . . . right price for any pocketbook!*
- *Weighs only 12 ounces, measures only 1¼x3x5 inches!*

The hand above holds proof that we're living in an Electronic Age! Here, Regency replaces tubes with transistors which, through super-dynamic speaker or private earphone accessory, transmit big-set tone and clarity. Goes everywhere in its shockproof case.

776-559	A2295	Ivory Plastic Case	$29.95
776-567	A2295	Red Plastic Case	29.95
776-583	A2295	Black Plastic Case	29.95
776-591	A119	Battery for Regency above (1 needed). Each.	1.65
776-658	A265	Genuine Leather Carrying Case.	3.95
776-666	A495	Earphone for Regency above	7.50



ROLAND "SOLO" 5-TRANSISTOR RADIO

- *Size of a midget, power of a giant! Deluxe yet economical!*
- *Extended-range Alnico V speaker! Bi-Fidelity audio system!*

Five transistors, each smaller than your thumbnail, power this hand some handful. Has Roland's Bi-Fidelity audio system . . . which explains the richness of the sound from the powerful Alnico V speaker. No reasonably near station escapes the built-in antenna or Easy-Vu tuning dial. Gold trimmed polystyrene case has a 3-position carrying handle that tucks away for pocket use. 4⅛x6⅝x2" deep.

775-841	A2295	Turquoise Case	$29.95
775-874	A2295	Red Case	29.95
776-088	A10	Battery for Roland "Solo" (6 needed). Each	.15
775-551	A495	Earphone for Roland "Solo"	6.95

ROLAND "DUET" 7-TRANSISTOR RADIO

- *7 transistors, 2 speakers . . . first-and-only radio like it!*
- *Bi-Fidelity Sound! More than portable, it's pocket-sized!*

A powerhouse! Lined up within its slim silhouette (only 2" deep) are seven tiny transistors . . . that's why it equals performance of big, expensive sets. As name implies, the "Duet" comes with two extended-range speakers for richer-than-rich tone. Three-way handle: for carrying by hand, carrying in pocket, resting on table. Easy-Vu dial, super-sensitive antenna. Gold-trimmed case, 6½x4⅛" high.

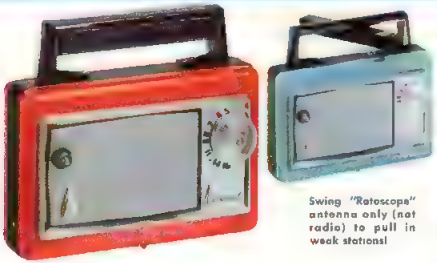
776-187	A3495	Red-and-White Case.	$49.95
776-195	A3495	Turquoise-and-Charcoal Case	49.95
776-088	A10	Battery for Roland "Duet" (6 needed). Each .	.15
775-551	A495	Earphone for Roland "Duet"	6.95

GE Portable Radio

- *Plays everywhere—indoors and out!*
- *5 tubes including rectifier! Big 4-inch speaker!*
- *Operates 3 ways: on batteries, on AC, on DC!*

To look at it, you'd never suspect there was space enough inside to hold a 5-tube "power plant" . . let alone a large 4-inch Dynapower speaker But, GE engineers have done it . . . as a minute-long earful will prove! Printed circuit chassis is trustworthy . . . no jungle of wires to cause trouble or be serviced Versatility stems from its instant, trouble-free power change . . . from long-life batteries in backyard or on beach to AC or DC when inside house or hotel Power cord glides in and out of its hideaway position, so there's no need to open the case every time you want to remove or replace it. Full range tuning with Civil Defense band markings, built-in antenna. Carrying handle folds flat against unbreakable polystyrene case 10" long, 6½" high, 3¼" slim

776-013 B2395	Turquoise-and-White Case	$29 95
776-021 B2395	Terra Cotta-and-White Case	29.95
776-039 B90	Burgess "A" Battery (1 needed)	1.25
776-047 B250	Burgess "B" Battery (1 needed)	3.50



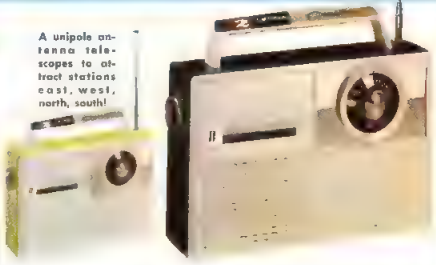
Swing "Ratoscope" antenna only (not radio) to pull in weak stations!

ADMIRAL SUPER-DELUXE 3-WAY PORTABLE RADIO

- *5 tubes including rectifier! Sensitive "Ratoscope" antenna!*

Works anywhere on batteries, AC or DC. Tubes, printed circuit and powerful speaker join forces for clear, rich tone. Scuff-proof leatherette is bonded to metal case. 9x10⅜x2½"

776-856 B2795	Cossack Red Case	$39.95
776-864 B2795	Turquoise Case	39.95
776-039 B90	Burgess "A" Battery (1 needed) Each	1.25
776-047 B250	Burgess "B" Battery (1 needed) Each	3.50



A unipole antenna telescopes to attract stations east, west, north, south!

WESTINGHOUSE "2-TENNA CRUISER" 3-WAY PORTABLE RADIO

- *5 tubes including rectifier! 4-inch speaker! 2 antennas!*

Dollar-for-dollar, feature-by-feature . . . top value! Quick-change artist from batteries to AC or DC More accurate station selection through planetary drive tuning Alnico V speaker, 9¼x11x4"

775-700 B2895	Charcoal-and-Oxford White Case	$39.95
775-718 B2895	Lemon Yellow-and-Oxford White Case	39.95
776-047 B250	Battery (1 needed). Each	3.50
776-070 B110	Battery (1 needed). Each	1.50

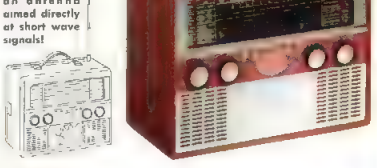
"Wavefinder" antenna turns 360° . . . picks out the best sound to be found!

RCA VICTOR "CRUISER" 3-WAY PORTABLE RADIO

- *5 tubes including rectifier! "Golden Throat" 4" speaker!*

Thrifty and thrilling! Has an ear for best sound: sensitive 4" speaker. Has an eye for easy tuning: sliding bar station indicator "Impac" case can't break. AC-DC or battery. 7⅛x10¼x3½"

776-385 B3095	Tawny Beige-and-Light Turquoise Case	$39.95
776-393 B3095	Tawny Beige and Flame Case	39.95
776-039 B90	"A" Battery (1 needed). Each	1.25
776-047 B250	"B" Battery (1 needed) Each	3.50



Out of the cabinet comes an antenna aimed directly at short wave signals!

ROLAND "SATELLITE" 2-BAND PORTABLE RADIO

- *6 tubes including rectifier, 2 speakers, 2 antennas, 2 bands!*

Adventure rides the airwaves straight to the "Satellite"! Bi-Fidelity audio system has non-fading automatic volume control, separate tone control. Foreign-calibrated dial, world map on front Receives standard, marine, aircraft, foreign, amateur short wave broadcasts. Ginger-colored leatherette covering. AC-DC or battery

775-999 B4995	Roland "Satellite," 14x10⅞x6½".	$79 95
776-153 B475	Battery-pack for "Satellite" (1 needed) Each	6.50

GE Transistor Portable

- *Newly designed circuits lengthen battery life!*
- *6 transistors, 1 diode! 4-inch Dynapower speaker!*
- *Genuine cowhide cabinet, latticed speaker grille!*

This compact GE beauty is destined to be your constant year-round companion! You'll be amazed when you hear the performance of its six transistors in the new maximum efficiency circuit . . . when you hear its remarkable power, range and tone. And you'll love its fast, precise tuner . . . the 4-to-1 ratio between selector knob and tuning dial easily pinpoints the exact station you want. New push-pull audio output (same circuit that's used on big console radios!) draws less current when volume is reduced . . . lengthens batteries' life to save you money. Built-in antenna pulls in even distant stations loud and clear . . . sound won't fade out or suddenly blast away, thanks to the automatic volume control design of the printed circuits. Latticed speaker grille enriches the tone of the 4" GE Dynapower speaker. Luxury leather—genuine top grain cowhide in ginger color—forms the cabinet for this smart portable. 8⅝x6x2⅞" deep.

775-106 B4495	GE All-Transistor Portable Radio	$59.95
776-054 B17	Battery for above (3 needed). Each	.25

Hundreds of tiny acoustic vents in grille for full, rich tone!

LOW-PRICED GE ALL-TRANSISTOR PORTABLE RADIO

• 6 transistors plus crystal diode! Big 4-inch speaker!

Has every feature you want: Automatic volume control prevents fade or blast of signal. Durable, dependable printed circuit chassis, economical, powerful push-pull audio output; built-in antenna. Handle folds flush against cabinet. 8¾x5¾x2½" deep.

775-114 B3750	Turquoise Cabinet with White Trim	$49.95
775-122 B3750	Cocoa Cabinet with Brown Trim	49.95
776-054 B17	Battery for GE Radio above (3 needed) Each	.25

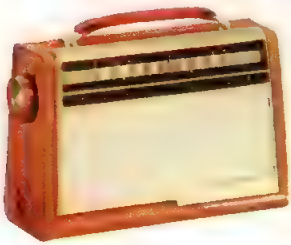
"Golden Throat" . . . an exacting balance of amplifier, speaker, cabinet!

RCA VICTOR "JETSTREAM" ALL-TRANSISTOR PERSONAL RADIO

• 6 transistors, 2 crystal diodes! "Golden Throat" tone!

No barrier to sound with this "Jetstream"! New transistorized, printed circuitry keeps size small, performance big. Push-pull audio output economizes by reducing battery drain at low volume. Sensitive speaker, direct-drive tuning, inner antenna. 5¼x8x2½".

776-351 B4495	Russet Simulated Leather Case	$59.95
776-369 B4495	Charcoal Simulated Leather Case	59.95
776-062 B17	Battery for "Jetstream" Radio (3 needed)	.25



Rich, balanced sound with RCA's glorious "Golden Throat" Tone!

RCA VICTOR "GLOBE TROTTER" ALL-TRANSISTOR PORTABLE RADIO

• 7 transistors, 1 crystal diode! "Golden Throat" tone!

How to circle the globe at a down-to-earth price . . . by ear! Transistor circuit automatically reduces fading and blasting. With volume turned down, push-pull audio output reduces battery drain. Luminous slide rule tuner, unseen but far-reaching antenna. Case is scuff resistant brown simulated leather. 6¾x10x3½".

776-377 B4850	RCA Victor "Globe Trotter" Radio	$65.00
776-054 B17	Battery for "Globe Trotter" (3 needed)	.25

Rotoscope antenna swings out of handle to pull in distant stations.

ADMIRAL ALL-TRANSISTOR, DUAL-SPEAKER PORTABLE RADIO

• 8 transistors, 2 diodes! Printed circuitry! Tone control!

Tally transistors and count speakers . . . obviously, this is the tops! You never replace transistors . . . and you get up to 1200 hours operation per battery-load. Vernier tuning, 2 speakers, bass reflex port. Stain-proof leatherette, anodized gold grille. 8⅞x9½x2½".

776-831 B4995	Saddle Tan Case	$69.95
776-849 B4995	Charcoal Case	69.95
776-062 B17	Battery for Radio above (8 needed) Each	.25

FIRE

ARE YOU REALLY PREPARED?

Glastron
FIBERGLASS FLEET for '59
with the FUN molded in!

Glastron . . . the ultimate in boat design . . . and performance, with fiberglass carefully molded to hull lines that give a genuine look-of-tomorrow. Striking dart-shaped deck and sweeping rear fins . . . sleeker lines throughout . . . unmatched strength within. Captain a Glastron . . . and capture boating thrills you've never known before!

Glastron SURFflite
15', Mylar side panelling and lengthwise seats.

Free write for 16 page full-color action packed '59 Glastron catalog.

STANDARD GLASS PRODUCTS, INC. - P.O. BOX 9211 B - AUSTIN, TEXAS

YACHT CLUB LAUNCHER EXTOLS BISCAYNE BAY

When the newest of the Miami area's twelve yacht clubs went into commission on November 16 the principal address was delivered by CDR. George A. Downing, USCGR, yachtsman, Coast Guardsman and student of Floridian sailing lore. It is printed herewith as a commentary on the Biscayne Bay boating scene:

"The founders of yachting on Biscayne Bay would have been pleased if they could have seen the commissioning of the 12th yacht club in this area, the Kings Bay Y.C., for their's was a love of the Bay and what it stood for, not yachting alone, but sailing for commercial as well as transportation purposes. They were a hardy lot, those first Bay sailors. They had to be for, to get to Miami or Coconut Grove, it was necessary to sail from Lemon City on the north, or go to Key West by deep draft vessel and then by smaller sailing craft to the Miami area. Usually they stopped at Coconut Grove for their evening meal, thus the name, Dinner Key.

"My great-grand Uncle Ned came to the Grove at this time. He was a ship's carpenter with a facility for building coffins, and was regularly called upon for this service. He responded under protest, but as he grew older, he just didn't want anything to do with the coffin business, so the accepted procedure was to give him liberal libations to bring him to the proper frame of mind. Then they would lock him in his workshop with a jug of whiskey. Uncle Ned would fortify his courage and start work. They stopped asking Uncle Ned to build coffins when they found him asleep one morning alongside a nicely made coffin, complete with centerboard.

"But, from the days that the Carolina and Georgia trappers, farmers and adventurers came to this area with their long black bull whips which they cracked in salutation upon meeting, and for which they were known as 'Crackers,' and when the sailors from the Bahamas arrived with their conch shell horns the 'Conchs' and 'Crackers' appreciated the beauty of Biscayne Bay, alive with fish, oysters, lobsters, crabs and turtles, plentiful beyond belief; practically the staff of life in this vast, wild area.

"The Miami River was so fresh you could dip a cup and drink. The bay had fresh springs that were potable. It was a paradise to the community and for years virtually its sole means of transportation. If it were not for this great body of water there probably would not be a Miami today because it offered protection to those who settled here, and a safe haven for ships.

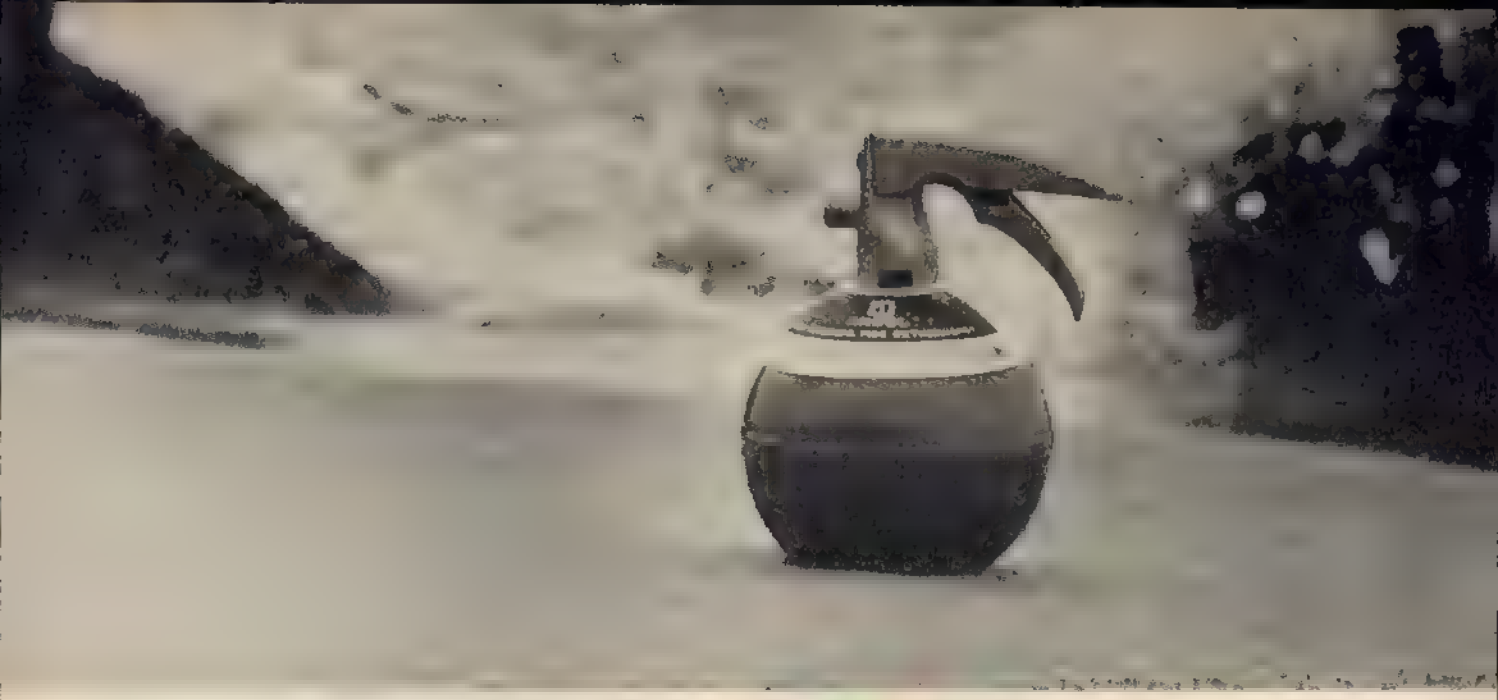
"But, when the area grew and the railroad arrived, the Bay was forgotten, and, although the old-timers raised their voices, they were not heard. The Bay became a cesspool and the marine life moved away. Those who loved to swim from its shores had to find cleaner beaches. But with modern treatment plants in operation and the realization of the importance of the Bay, we look forward to the time when it will again be a place of beauty for all to enjoy.

"What has all this to do with a yacht club? Well, with the million or so people in this area, only the yachtsmen and sailors, whether on sail boats or in motor boats, really appreciate this great bay of over 150,000 acres, truly a sailor's dream.

"From 1877, when Commodore Ralph Middleton Monroe organized the Biscayne Bay Yacht Club—you know the club burgee is built around latitude N. 25, its charted location—yachting and boating have been popular. The yacht clubs have taken a great interest in teaching sailing to the children and teenagers, and I know that King's Bay will not be an exception. Coconut Grove Sailing Club alone taught the art of sailing to 600 children from all walks of life last year.

"In Biscayne Bay sailors we have the best in the world.

(Continued on page 210)



ANSUL MONITOR

2½ POUND DRY CHEMICAL FIRE EXTINGUISHER

Minutes . . . seconds . . . they really count in a fire emergency. Minutes . . . seconds . . . they can mean the difference between an easily-smothered blaze and a raging inferno. Experienced yachtsmen know the terrible danger of fire at sea. Yet if a fire broke out on your boat, would you really be prepared? Would you have the newest and most effective fire protection? The U.S. Coast Guard announced in a new regulation that it will no longer approve carbon tetrachloride extinguishers for new installations or replacement of existing equipment. All carbon tet and other vaporizing liquid units are outlawed completely after Jan. 1 1962 . . . and must be removed from your boat.

The unique ANSUL MONITOR 2½ pound dry chemical extinguisher was specially created to fill this need in marine fire protection. It packs fire-killing power equal to 8 one quart carbon tet extinguishers.*

EXCLUSIVE! IMMEDIATE ON-THE-SPOT RECHARGING You don't have to be without adequate fire protection—not even for one minute! After using a MONITOR, it's a matter of seconds to unscrew the expended charge and replace it with a factory-filled, U.L. approved recharge unit. Only Ansul offers the U.L. approved recharge!

EFFECTIVE NON-TOXIC DRY CHEMICAL POWDER MONITOR is charged with fire-killing dry chemical. No poisonous fumes or dangerous chemicals. ANSUL dry chemical is non-abrasive—completely safe to use on electrical equipment. Does not require periodic servicing! **PERFECTLY BALANCED FOR EFFECTIVE ACTION** No cumbersome two-handed operation. MONITOR'S unique shape was deliberately engineered for effectiveness in emergencies. Operation is simple: squeeze the contour-grip and smother the blaze with a blanket of dry chemical.

NEW SPACE-SAVING SHAPE The sparkling new MONITOR was styled with space-saving compactness, too. The spherical design allows you to mount the MONITOR unobtrusively on board any boat. Its compact, light-weight features make it ideal for the outboard runabout and small cruiser.

This seal appears only on Coast Guard approved extinguishers —ANSUL portable, semi-portable and large stationary fire equipment.

Please send information on the new MONITOR and a copy of the Ansul Marine Catalog B.

Name _____

Address _____

City _____ State _____

DISTRIBUTOR AND DEALER INQUIRIES INVITED

ANSUL CHEMICAL COMPANY • Marinette, Wisconsin

ANSUL, world's largest manufacturer of dry chemical fire equipment, is the only firm to back its equipment with a written five-year warranty.

FERRELL
Ship N Shore
HORNS

the NEW
"SEA RUNNER"
$14.95

Sound off... with the Finest

"Sea Runner" . . . the handy horn. Over 800 strong, clear, resonant 1 to 2 mile signals. Six beautiful colors to choose from. All metal.

Other famous Ship N Shore models are: Sporty, Seasport, Shipmates, Shipmates Deluxe, Seacruiser, Seacruiser Five. Solid metal, sleek, lustrous, triple-plated chrome beauties.

Ship N Shore horns are precision engineered and all movable parts are brass. Prices range from $14.95 to $45.00.

FERRELL MANUFACTURING CO
GROTON, NEW YORK

RARITAN ELECTRO-CHEMICAL CHLORINATOR SOLVES ALL MARINE TOILET PROBLEMS

- THE ONLY CLOG-FREE UNIT
  Clog-free because it doesn't depend on chemical breakdown of mass.
- USES POSITIVE MECHANICAL ACTION
  Removes 99% of bacteria; all odors. Eliminates unsightly waste.
- NEEDS LESS THAN A MINUTE FOR THOROUGH ACTION
- NO INSTALLATION PROBLEMS. One simple in-line connection, plus a single electrical connection.

WRITE TODAY
Patents applied for

RARITAN ENGINEERING CO.
24 East McNeal St. Millville, N. J.

They have competed in every major racing event, including the last America's Cup match. They have won championships and international championships. They have built and owned some of the fastest boats of the day.

"Keep the children's interest in the Bay, it's sailing, boating, fishing and swimming, teach them safety and sportsmanship on the water, and our youngsters will become the sort of young men and women we will be proud of. King's Bay is most fortunate in its location on the southern section of the Bay, which has remained as it was in the beginning, clear and beautiful. And its proximity to the Keys and all they have to offer. It is a goodly heritage.

"So, with this yachting background, the newest yacht club, pioneers in a new area, have a challenge, and that is to raise good sailors, good sportsmen, and to teach the generation to come to love the Bay."

☆ ☆ ☆

LUDERS MARINE AUXILIARY SLOOP

Luders' L-16 has fiberglass and "Seald-foam" construction.

This year's version of Luders Marine Construction Co.'s L-27 auxiliary sloop was designed with the identical underwater lines of Albicore, Storm and Harbinger. She has the large unobstructed deck of a modern racer and the roominess below of a comfortable cruiser. Forward of the spacious cockpit she has a raised flush deck with no obstructions to the skipper's view or hindrance to the crew's sail handling.

Below decks she is designed to make the most of the additional room afforded by the raised deck. Included is a large galley, four bunks and a full lavatory. The forward cabin is a private living compartment for two, with standing headroom and a large forepeak forward for sails and gear. Her hull is nine-ply, 1⅛" molded mahogany plywood. The mast is aluminum and the standing rigging is stainless steel. She is 40' x 27' x 9' 10" x 5' 5" with 800 square feet of sail and a displacement of 17,500 pounds. Her auxiliary power is a compact combination of a 25 hp Gray marine diesel and Walter vee drive.

The L-16 is of combination fiberglass and "Seald-foam" construction. This is exceedingly strong, eliminates rot and permits watertight compartments so that the hull is self-buoyant. Her measurements, weight, and rig conform with class rules so that boats of either wood or glass construction can race together.

Luders also does custom design and construction work on sail or motor yachts as well as hauling, repair and storage.

Citation Monarch . . . 17 jewel movement. Sculptured detailing adds elegance to this new extra slim case in the color of natural gold. Anti-magnetic, unbreakable mainspring. Modern tapered expansion bracelet is leather-inlaid for luxury appearance. A fine precision timepiece that is guaranteed accurate. In presentation box.
18W1V3990 . . Ret. 92.50
Citation Monarch "Z". *As above with black dial*
18W2V3990 . . Ret. 92.50

The Fine Watch of Guaranteed Accuracy

BENRUS

Whether you choose a BENRUS watch for yourself, or as a fine gift, you make the smart choice. For, every BENRUS watch, regardless of price, is the finest precision timepiece that skilled craftsmen can make...the last word in fashion. Yes, BENRUS, the fine watch of guaranteed accuracy is truly your best watch buy!

The Most Beautiful Watch In The World!

BENRUS

Citation

- Elegant hand-polished Citation cases.
- Custom crafted Citation harmonizing dials—so modern, so beautiful!
- Deluxe Citation movements, timed and tested for guaranteed accuracy!
- Citation-finest product of Benrus watchmanship!

Citation Pride "Z" "21" . 21 jewels. Striking black dial contrasts smartly with 10K yellow gold-filled case. Shock-absorbing, anti-magnetic . . . black suede strap. Unbreakable mainspring. Guaranteed accurate.
18W3V3690 Retail 75.00
Citation Pride "21"... *Same as above with white dial.*
18W4V3690 . . . . . Retail 75.00

Citation Link . . 17 jewel ultra-precise movement in magnificent ultra-flat, all-yellow case. Anti-magnetic, unbreakable mainspring. Leather inlaid expansion band. Presentation box. Guaranteed.
18W5V3990 . . Retail 92.50
Citation Link "Z" . . . *Same as above with black dial.*
18W6V3990 . . . . . Retail 92.50

Citation Shane "21" . . . 21 jewels. Perfection in an ultra-slim luxury case of precious 14K yellow gold. Shock absorbing. Unbreakable mainspring, genuine leather strap.
18W183V5500 Retail 135.00
Citation Clifford "21" . . . *As above in 10K yellow rolled gold plate.*
18W184V3690 . . . . . Retail 75.00

Citation Cheer "21" . . . 21 jewel Benrus movement in a case a-glow with the color of natural gold, both top and back. Unbreakable mainspring, dustproof. Matching expansion bracelet.
18W7V3290 Ret. 75.00
Citation Cheer "W" "21" . *As above in white.*
18W8V3290 Ret 75.00

Citation Golden Connie "21" . . . 21 jewels, luxurious 14K yellow gold case. Full figure dial for easy reading. Unbreakable mainspring, matching expansion bracelet
18W9V3970 . . Ret 92.50
Citation Golden Connie "W" "21" . . . *As above, in 14K white gold case.*
18W10V3970 Ret. 92.50

Citation Golden Crown "21" . . . 21 jewels, exquisite 14K yellow gold case. Guaranteed accurate movement has unbreakable mainspring. matching expansion bracelet
18W11V4360. Ret. 100.00
Citation Golden Crown "W" "21" . . . *As above, in 14K white gold case.*
18W12V4360 Ret. 100.00

Every BENRUS watch in this beautiful GIFT JEWEL CASE

Prices do not include Federal Excise Tax.

Citation Golden Carole "21" . . . 21 jewel guaranteed accurate watch in 14K yellow gold case of lifetime elegance. Adjustable expansion bracelet harmonizes with case in beautiful fashion styling. Lifetime unbreakable mainspring. Beautifully gift boxed. Guaranteed accurate
18W13V4975 . . . . . Retail 110.00
Citation Golden Carole "W" "21" . . . *As above in 14K white gold.*
18W14V4975 . . . . . Retail 110.00

Sea Champ . . . 17 jewel guaranteed waterproof* watch lives up to its name. Stainless steel case is dustproof, guaranteed accurate movement is shock-absorbing, anti-magnetic, has unbreakable mainspring. Luminous, full figure dial. Sweep second hand. Inlaid expansion band. Truly, a winner in value!
18W15V2480 . Ret 49 50

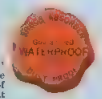
BENRUS

GUARANTEED *Waterproof**

NOT A DROP OF WATER, NOT A SPECK OF DUST *CAN EVER GET IN!*

"TOWED ROUND THE WORLD UNDER WATER—the Benrus self-winding waterproof* kept perfect time. Historic underwater tests prove that the Benrus waterproof is the finest waterproof watch you can buy!"

SEAL OF WATERPROOF* PROTECTION. This seal guarantees that no water, moisture or dust can harm your Benrus waterproof watch. Insist on a Benrus finest waterproof watch you can wear



Sea Exec "I" . . . 17 jewels. Guaranteed waterproof*. Yellow top, stainless steel back. Luminous black dial, sweep second hand. Shock-absorbing movement. Expansion band. Unbreakable mainspring. Guaranteed accurate.
18W17V3050 Retail 65.00

Sea Exec . *Same as above, with white dial*
18W18V3030 . Retail 65.00

Sea View "21" . . . 21 jewels give peak precision. Modern chrome-top case is guaranteed waterproof*. Stainless steel back. Anti-magnetic. Luminous dial, sweep second hand. Inlaid expansion band. Shock absorbing. Unbreakable mainspring
18W199V3075 . Retail 65.00

Sea View "2" "21" . . . *Same as above in black luminous dial.*
18W16V3075 . . Retail 65 00

Sea Atlas . . . 17 jewels, guaranteed waterproof*, with magnificent ultra-flat yellow top case. Shock-absorbing movement. Unbreakable mainspring. Sweep second hand. Stainless steel back. Luminous dial. Leather inland expansion band.
18W19V3240 Retail 75.00

Sea Atlas "I" . . . *Same as above with striking black luminous dial*
18W20V3240 Retail 75 00

Dial-O-Rama Consort . . . 17 jewels, *flashes* the exact hour and minute! Guaranteed waterproof* case has yellow top, stainless steel back. Unbreakable mainspring. Shock-absorbing movement. Leather inlaid expansion band. Gift boxed.
18W21V4140 Retail 92 50

Dial-O-Rama Viking . . . *As above in chrome top, stainless steel back*
18W22V3720 . . . . . Retail 79.50

DISTINGUISHED NEW

BENRUS

LUXURY WATCHES

- Classically beautiful Benrus watches. Elegant expansion bracelets
- Guaranteed accurate Benrus 17 jewel movements, electronically timed and tested Unbreakable mainspring—lasting dependability!
- Beautifully made, beautifully packaged in distinguished presentation cases Truly a beautiful gift!

Senior Exec . . . 17 jewels. A truly executive watch in 10K yellow rolled gold plate top, stainless steel back, for dress-up elegance. Guaranteed accurate, shock-absorbing movement for rugged, everyday duty. Luxury expansion band, easy-to-read full figure dial, stainless steel back. Unbreakable mainspring. Beautifully Gift boxed.
18W23V2490 . . . . . Retail 49.50

Kingsman . . . 17 jewel regal-looking watch you'll wear or give proudly. Modern masculine case has deluxe 10K yellow rolled gold plate top, with stainless steel back to withstand years of rugged wear. Shock-absorbing movement, unbreakable mainspring. Expansion band inlaid with genuine leather for ultra luxury. Gift packaged. Guaranteed.
18W24V2850 . . . . . Retail 59.50

Paramount "2" . . . 17 jewels. Jet black dial contrasts smartly with 10K yellow rolled gold plate top, stainless steel back. Shock absorbing movement Matching leather-inlaid expansion band Unbreakable mainspring Gift-boxed.
18W62V3085 Retail 65.00

Paramount *Same as above with white dial.*
18W63V3085 . . . . . Retail 65 00

BENRUS

Self Winding

WATERPROOF *

REMINDS ITSELF TO WIND ITSELF . . . AUTOMATICALLY!

Always perfectly wound, always perfectly accurate, the Benrus Self-Winding watch is the finest you can wear. It combines every wanted automatic watch feature—convenience, accuracy, and dependability. All Benrus Self-Winding watches are shock-resistant, anti-magnetic . . . with an unbreakable mainspring. Truly—the newest, most modern watch in the world!

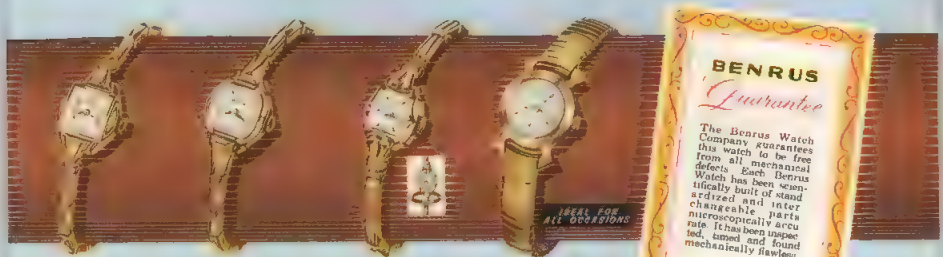
Golden Regent "25" . . . 25 jewel automatic movement for marvelous precision *without* winding! Magnificent 14K gold case is guaranteed waterproof*! New ultra-flat shape, new hidden-crown! Shock-absorbing movement, anti-magnetic, unbreakable mainspring. Luminous dial, sweep second hand. Tapered expansion band inlaid with genuine leather
18W25V8500 Ret. 195.00
Golden Regent "Y" "25" . . . *Same as above in 10K yellow gold filled.*
18W26V5660 Ret 125.00

Sky Prince . . 17 jewels, self-winding slightest wrist motion winds it as you wear it! Guaranteed waterproof* stainless steel case. Shock-absorbing movement, anti-magnetic, unbreakable mainspring. Luminous dial, sweep second hand. Inlaid expansion band. The ideal watch for the active man. Guaranteed accurate. Gift boxed.
18W27V3340 Retail 71.50

Sky Jet . . . 17 jewel self-winding movement, always wound, always accurate. Guaranteed waterproof* case has rich yellow top, stainless steel back. Shock-absorbing movement, unbreakable mainspring. Luminous dial, sweep second hand. Leather inlaid expansion band.
18W28V3990 . . . Retail 85.00
Sky Jet "Z" . . . *In black dial.*
18W29V3990 Retail 85.00

Sky Ace "25" . . . Micro-accurate 25 jewel automatic movement reminds itself to wind itself! Stainless steel case is guaranteed waterproof* Shock-absorbing movement, anti-magnetic, luminous dial, sweep second hand. Masculine inlaid expansion band. Unbreakable mainspring. A masterpiece of watchmaking skill. In presentation box.
18W78V4290 . . . . . Retail 88.00

Sky Atom "25" . . . Ultimate in automatic time-keeping 25 jewels. Guaranteed waterproof* case in rich yellow top, stainless steel back Sweep second hand, shock-absorbing movement, anti-magnetic Luminous full-figure dial. Leather inlaid expansion band.
18W191V4745 . . . . . Retail 95.00
Sky Atom "Z" "25" . . . *In black dial.*
18W228V4745 . . . . . Retail 95.00

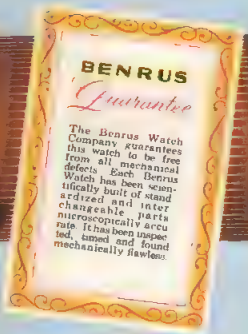


Bella . . . 17 jewels. Glamorous and exciting, case has 10K yellow rolled gold plate top, stainless steel back. Easy-view full-figure dial. Matching expansion band. Unbreakable mainspring.
18W177V2490 Ret. 49.50
Bella "W" . . *Same as above in white.*
18W178V2490 . Ret. 49.50

Sheree . . . 17 jewels. A delicately styled case of 10K yellow rolled gold plate top, stainless steel back. Expansion bracelet blends to perfection with exquisite case. Unbreakable mainspring. Gift packaged Guaranteed
18W30V2995 Ret 59.50
Sheree "W" . . . *In white*
18W31V2995 Ret. 59.50

Joyce . . . 17 jewels. So petite and dainty it will pass through a ring! Distinctive 10K yellow rolled gold plate top, stainless steel back Expansion bracelet. Unbreakable mainspring Beautifully gift boxed.
18W32V3215 . . Ret. 67.50
Joyce "W" . . . *In white.*
18W33V3215 Ret. 67.50

Playmate . . . 17 jewel ideal watch for every occasion Top of case is the regal color of natural gold, stainless steel back. Sweep second hand! Expansion bracelet. Unbreakable mainspring
18W35V2995 Ret. 59.50
Playmate "S" . . . *As above with black suede strap.*
18W34V3280 . Ret. 71.50


BENRUS
Guarantee
The Benrus Watch Company guarantees this watch to be free from all mechanical defects. Each Benrus Watch has been scientifically built of standardized and interchangeable parts microscopically accurate. It has been inspected, timed and found mechanically flawless.

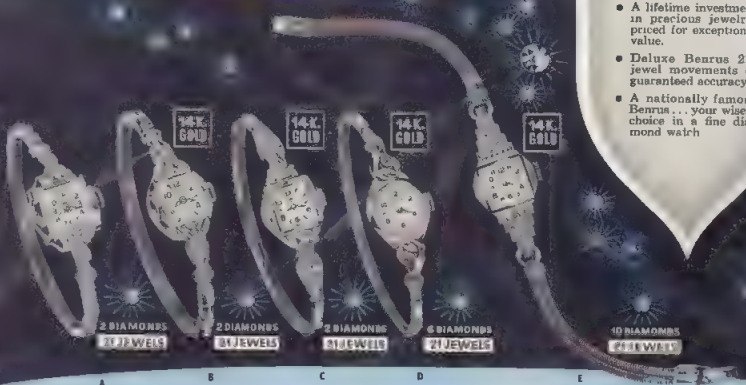
Prices do not include Federal Excise Tax.
**If crystal, case and crown remain intact.*

Gorgeous Diamond Watches BY BENRUS

SUPERB
BENRUS
QUALITY

Each magnificent model set with genuine diamonds of fiery brilliance!

- A lifetime investment in precious jewelry, priced for exceptional value.
- Deluxe Benrus 21-jewel movements of guaranteed accuracy!
- A nationally famous Benrus . . . your wisest choice in a fine diamond watch



A—Diamond Paree "21" . . . 21 jewels, the gleam of 2 genuine 8 facet diamonds. 10K white rolled gold plate top, stainless steel back. Full figure dial. Expansion band. Unbreakable mainspring
18W91V4145 Retail 75.00
Diamond Paree "Y" "21" . . . *As above in yellow.*
18W92V4145 Retail 75.00

B—Diamond Abby "21" . . . 21 jewel movement, plus the breathtaking brilliance of two sparkling diamonds! Stunning 14K white gold case. Matching expansion bracelet accented with stunning rhinestones. Unbreakable mainspring
18W36V4980 Retail 115.00
Diamond Abby "G" "21" . . . *Same as above in yellow.*
18W37V4980 Retail 115.00

C—Diamond Anne "21" . . . 21 jewels. 2 genuine diamonds set in a spiraled 14K white gold case. Matching expansion bracelet accented with stunning rhinestones. Unbreakable mainspring
18W38V5575 Retail 135.00
Diamond Anne "G" "21" . . . *In 14K yellow gold.*
18W39V5575 Retail 135.00

D—Diamond Summit "21" . . . 21 jewels. 6 genuine diamonds dance with fire in a quality case of 14K white gold. Faceted crystal. Matching expansion band enhances this twinkling beauty.
18W219V6400 Ret 150.00
Diamond Summit "G" "21" . . . *As above in yellow.*
18W220V6400 Ret 150.00

E—Diamond Victoria "21" . . . 21 jewel movement and the star bright radiance of 10 genuine diamonds in a 14K white gold case. Glamorous matching double snake chain bracelet with safety chain clasp. Unbreakable mainspring. Always dependable, guaranteed accurate.
18W40V8355 Retail 195.00

SMARTEST WAY TO A WOMAN'S HEART

The famous, the original, the one and only
BENRUS
Embraceable®

- Opens to fit the wrist, closes to circle the wrist with beauty!
- Accurate watch and stunning bracelet combined.

Embraceable Val . . . 17 jewels. Striking watch and stunning bracelet combined! Full figure dial. Magnificently designed case in 10K yellow rolled gold plate top, stainless steel back. Unbreakable mainspring. Safety chain. Guaranteed accurate!
18W206V2990 Ret 65.00
Embraceable Val "W" . . . *As above in white.*
18W207V2990 Ret 65.00

Embraceable Susan "21" . . . 21 jewel movement heightens the value of this entrancing bracelet watch combination. Modern dome crystal, 10K yellow rolled gold plate top, stainless steel back. Safety chain. Unbreakable mainspring. Gift packaged.
18W85V3685 Ret. 71.50
Embraceable Susan "W" "21" . . . *In white.*
18W86V3685 Ret. 71.50

Embraceable Ellen . . . 17 jewels. Circles the wrist with glamour in the most fitting way. A stunning bracelet and watch in one! Stylish 10K yellow gold-filled case. Safety chain. Unbreakable mainspring. Guaranteed accurate movement. Gift packaged.
18W41V4298 Ret. 85.00
Embraceable Ellen "W" . . . *As above in white.*
18W42V4298 Ret. 85.00

Embraceable Diamond Liz "W" . . . 17 jewels. Two fiery diamonds impart radiant beauty to this fabulous bracelet-watch combination. 10K white rolled gold plate top, stainless steel back. Safety chain. Gift boxed. Guaranteed
18W210V4375 Ret. 89.50
Embraceable Diamond Liz . . . *In yellow.*
18W211V4375 Ret. 89.50

Prices do not include Federal Excise Tax

Citation Monarch . . . 17 jewel movement. Sculptured detailing adds elegance to this new extra slim case in the color of natural gold. Anti magnetic, unbreakable mainspring. Modern tapered expansion bracelet in leather-inlaid for luxury appearance. A fine precision timepiece that is guaranteed accurate in presentation box.
24W83-3990 $92.50
Citation Monarch "7" . . . *As above with black dial.*
24W84-3990 $92.50

The Fine Watch of Guaranteed Accuracy

BENRUS

Whether you choose a BENRUS watch for yourself, or as a fine gift, you make the smart choice. For, every BENRUS watch, regardless of price, is the finest precision timepiece that skilled craftsmen can make...the last word in fashion. Yes, BENRUS, the fine watch of guaranteed accuracy is truly your best watch buy!

The Most Beautiful Watch In The World!

BENRUS Citation

- Elegant hand-polished Citation cases.
- Custom crafted Citation harmonizing dials—so modern, so beautiful!
- Deluxe Citation movements, timed and tested for guaranteed accuracy!
- Citation-finest product of Benrus watchmanship!

Citation Pride "7" "21" . . 21 jewels. Striking black dial contrasts smartly with 10K yellow gold-filled case. Shock-absorbing, anti-magnetic . . black suede strap. Unbreakable mainspring. Guaranteed accurate.
24W85-3690 $75.00
Citation Pride "21". . . *Same as above with white dial.*
24W86-3690 $75.00

Citation Link . . . 17 jewel ultra-precise movement in magnificent ultra-flat, all yellow case. Anti-magnetic, unbreakable mainspring. Leather inlaid expansion band. Presentation box. Guaranteed.
24W87-3990 $92.50
Citation Link "7" . . . *Same as above with black dial.*
24W88-3990 $92.50

Citation Shane "21" . . . 21 jewels. Perfection in an ultra-slim luxury case of precious 14K yellow gold . . Shock absorbing. Unbreakable mainspring, genuine leather strap.
24W14-5500 $135.00
Citation Clifford "21" . . . *As above in 10K yellow rolled gold plate.*
24W15-3690 $75.00

Citation Cheer "21" . . . 21 jewel Benrus movement in a case a-glow with the color of natural gold, both top and back. Unbreakable mainspring, dustproof. Matching expansion bracelet.
24W89-3290 $75.00
Citation Cheer "W" "21" . . . *As above in white gold case.*
24W90-3290 $75.00

Citation Golden Connie "21". . . 21 jewels, luxurious 14K yellow gold case. Full figure dial for easy reading. Unbreakable mainspring, matching expansion bracelet.
24W91-3970 $92.50
Citation Golden Connie "W" "21". . . *As above, in 14K white gold case.*
24W92-3970 $92.50

Citation Golden Crown "21" . . . 21 jewels, exquisite 14K yellow gold case. Guaranteed accurate movement has unbreakable mainspring, matching expansion bracelet.
24W93-4360 $100.00
Citation Golden Crown "W" "21". . . *As above, in 14K white gold case.*
24W94-4360 $100.00

Citation Golden Carole "21" . . . 21 jewel guaranteed accurate watch in 14K yellow gold case of lifetime elegance. Adjustable expansion bracelet harmonizes with case in beautiful fashion styling. Lifetime unbreakable mainspring. Beautifully gift boxed. Guaranteed accurate.
24W95-4975 $110.00
Citation Golden Carole "W" "21" . . . *As above in 14K white gold.*
24W96-4975 . . . . . **$110.00**

Prices do not include Federal Excise Tax.

Sea Champ . . . 17 jewel guaranteed waterproof* watch lives up to its name Stainless steel case is dustproof, guaranteed accurate movement is shock absorbing, anti-magnetic, has unbreakable mainspring. Luminous, full figure dial Sweep second hand. Inlaid expansion band Truly, a winner at value!
24W97-2480 . . . **$49.50**

BENRUS

GUARANTEED

*Waterproof**

NOT A DROP OF WATER, NOT A SPECK OF DUST CAN EVER GET IN!

"TOWED ROUND THE WORLD UNDER WATER—the Benrus self-winding waterproof* kept perfect time. Historic underwater tests prove that the Benrus waterproof is the finest waterproof watch you can buy!"

SEAL OF WATERPROOF* PROTECTION! This seal guarantees that no water, moisture or dust can harm your Benrus waterproof watch. Insist on a Benrus . . . finest waterproof watch you can wear.

New! DIAL-O-RAMA
Flashes the Time with moving numbers!

Sea Exec "T" . . . 17 jewels Guaranteed waterproof*, Yellow top, stainless steel back Luminous black dial, sweep second hand. Shock absorbing movement Expansion band, Unbreakable mainspring Guaranteed accurate.
24W99-3050 **$65.00**
Sea Exec . . . *Same as above, with white dial.*
24W100-3050 **$65.00**

Sea View "21" . . . 21 jewels give peak precision Modern chrome-top case is guaranteed waterproof*. Stainless steel back. Anti-magnetic Luminous dial sweep second hand Inlaid expansion band. Shock absorbing, Unbreakable mainspring.
24W96-3075 **$65.00**
Sea View "2" "21" . . . *Same as above in black luminous dial.*
24W98-3075 **$65.00**

Sea Atlas . . . 17 jewels, guaranteed waterproof*, with magnificent ultra-flat yellow top case. Shock-absorbing movement Unbreakable mainspring Sweep second hand Stainless steel back. Luminous dial. Leather inlaid expansion band.
24W101-3240 **$75.00**
Sea Atlas "2" . . . *Same as above with striking black luminous dial.*
24W102-3240 **$75.00**

Dial-O-Rama Consort . . . 17 jewels, *flashes* the exact hour and minute! Guaranteed waterproof* case has yellow top, stainless steel back. Unbreakable mainspring Shock absorbing movement. Leather inlaid expansion band. Gift boxed.
24W103-4140 **$92.50**
Dial-O-Rama Viking . . . *As above in chrome top, stainless steel back*
24W104-3730 **$79 50**

DISTINGUISHED NEW

BENRUS

LUXURY WATCHES

- Classically beautiful Benrus watches . . . elegant expansion bracelets
- Guaranteed accurate Benrus 17 jewel movements, electronically timed and tested. Unbreakable main spring—lasting dependability.
- Beautifully made, beautifully packaged in distinguished presentation cases. Truly a beautiful gift!

Senior Exec . . . 17 jewels. A truly executive watch in 10K yellow rolled gold plate top, stainless steel back, for dress-up elegance. Guaranteed accurate, shock absorbing movement for rugged, everyday duty Luxury expansion band, easy-to-read full figure dial, stainless steel back. Unbreakable mainspring. Beautifully Gift boxed.
24W105-2490 . . . . . **$49.50**

Kingsman . . . 17 jewel regal-looking watch you'll wear or give proudly Modern masculine case has deluxe 10K yellow rolled gold plate top, with stainless steel back to withstand years of rugged wear Shock-absorbing movement, unbreakable mainspring. Expansion band inlaid with genuine leather for ultra luxury. Gift packaged. Guaranteed.
24W106-2850 . . . . . **$59.50**

Paramount "2" . . . 17 jewels. Jet black dial contrasts smartly with 10K yellow rolled gold plate top, stainless steel back. Shock absorbing movement Matching leather inlaid expansion band Unbreakable mainspring. Gift-boxed.
24W1-3085 . . . . . **$65 00**
Paramount . . . *Same as above with white dial.*
24W2-3085 . . . . . **$65.00**

BENRUS

Self Winding

WATERPROOF *

REMINDS ITSELF TO WIND ITSELF AUTOMATICALLY!

Always perfectly wound, always perfectly accurate, the Benrus Self-Winding watch is the finest you can wear. It combines every wanted automatic watch feature—convenience, accuracy, and dependability. All Benrus Self-Winding watches are shock-resistant, anti-magnetic, . with an unbreakable mainspring. Truly—the newest, most modern watch in the world!

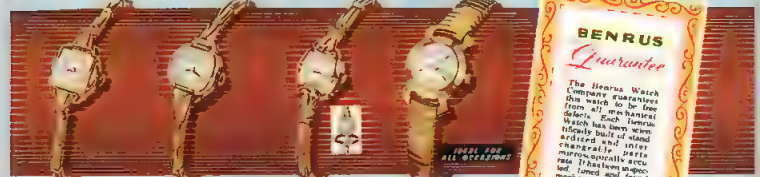
Golden Regent "25" 25 jewel automatic movement for marvelous precision without winding! Magnificent 14K gold case is guaranteed waterproof*! New ultra-flat shape, new hidden crown! Shock-absorbing movement, anti-magnetic, unbreakable mainspring. Luminous dial, sweep second hand. Tapered expansion band in finest genuine leather.
24W107-8500 $195.00
Golden Regent "Y" "25" . . . *Same as above in 10K yellow gold filled.*
24W108-5660 $125.00

Sky Prince . 17 jewel, self-winding – slightest wrist motion winds it as you wear it! Guaranteed waterproof* stainless steel case. Shock-absorbing movement, anti-magnetic, unbreakable mainspring. Luminous dial, sweep second hand. Inlaid expansion band. The ideal watch for the active man. Guaranteed accurate. Gift boxed.
24W109-3340 . . . . . $71.50

Sky Jet . . . 17 jewel self-winding movement, always wound, always accurate. Guaranteed waterproof* case has rich yellow top, stainless steel back. Shock-absorbing movement . . . unbreakable mainspring. Luminous dial, sweep second hand. Leather inlaid expansion band.
24W110-3990 $85.00
Sky Jet "Y" . . . *In black dial*
24W111-3990 . $85.00

Sky Ace "25" . . . Micro-accurate 25 jewel automatic movement reminds itself to wind itself! Stainless steel case is guaranteed waterproof*. Shock-absorbing movement, anti-magnetic luminous dial sweep second hand. Masculine inlaid expansion band. Unbreakable mainspring. A masterpiece of watchmaking skill in presentation box.
24W22-4290 . . . . . .$85.00

Sky Atom "25" . . . Ultimate in automatic time-keeping—25 jewels Guaranteed waterproof* case in rich yellow top, stainless steel back. Sweep second hand, shock-absorbing movement, anti-magnetic Luminous full-figure dial. Leather inlaid expansion band.
24W22-4745 . . . . . $95.00
Sky Atom "Y" "25" . . . *In black dial.*
24W73-4745 . . . . . $95.00



Bella . . . 17 jewels. Glamorous and exciting case has 10k yellow rolled gold plate top, stainless steel back. Easy-view full-figure dial. Matching expansion band. Unbreakable mainspring
24W6-2490 $49.50
Bella "Y" . . . *Same as above in white*
24W7-2490 $49.50

Sheree . . . 17 jewels. A delicately styled case of 10K yellow rolled gold plate top, stainless steel back. Expansion bracelet blends to perfection with exquisite case. Unbreakable main spring. Gift packaged. Guaranteed
24W112-3995 $59.50
Sheree "W" . . . *In white*
24W113-2995 $59.50

Joyce . . . 17 jewels. So petite and dainty it will pass through a ring! Distinctive 10K yellow rolled gold plate top, stainless steel back. Expansion bracelet. Unbreakable mainspring. Beautifully gift boxed.
24W114-3215 $67.50
Joyce "W" . . . *In white*
24W115-3215 $67.50

Playmate . 17 jewel ideal watch for every occasion. Top case is the regal color of natural gold stainless steel back. Sweep second hand. Expansion bracelet. Unbreakable mainspring
24W116-2280 $71.50
Playmate "Y" . *As above with black suede strap*
24W117-2995 $59.50

BENRUS
Guarantee
The Benrus Watch Company guarantees this watch to be free from all mechanical defects. Each Benrus Watch has been scientifically built of standardized and interchangeable parts manufactured to precise limits and tested and found mechanically flawless

Prices do not include Federal Excise Tax
**If crystal, case and crown remain intact.*

Gorgeous Diamond Watches BY BENRUS

SUPERB
BENRUS
QUALITY

Each magnificent model set with genuine diamonds of fiery brilliance!

- A lifetime investment in precious jewelry, priced for exceptional value
- Deluxe Benrus 21-jewel movements of guaranteed accuracy!
- A nationally-famous Benrus . . your wisest choice in a fine diamond watch

A—Diamond Paree "21" 21 jewels, the gleam of 2 genuine 8 faceted diamonds 10K white rolled gold plate top, stainless steel back. Full figure dial. Expansion band. Unbreakable mainspring
24W56-4145 . . . . **$75.00**
Diamond Paree "W" "21" . . . *As above in yellow*
24W57-4145 **$75.00**

B—Diamond Abby "21" . . 21 jewel movement, plus the breathtaking brilliance of two sparkling diamonds! Stunning 14K white gold case. Expansion bracelet. Unbreakable mainspring
24W118-4980 . . . **$115.00**
Diamond Abby "W" "21" . . . *same as above in yellow*
24W119-4980 . . **$115.00**

C—Diamond Anne "21" 21 jewels. 2 genuine diamonds set in a splendid 14K white gold case. Matching expansion bracelet accented with stunning diamondettes. Unbreakable mainspring
24W120-5575 . . . **$135.00**
Diamond Anne "G" "21" . . . *In 14K yellow gold*
24W121-5575 . . . **$135.00**

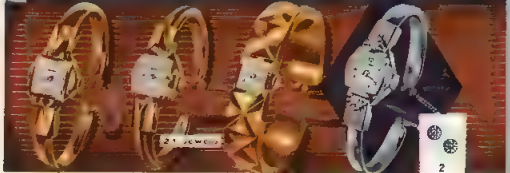
D—Diamond Summit "21" 21 jewels. 6 genuine diamonds dance with fire in a square case. 14K white gold. Faceted crystal. Matching expansion band enhances this sparkling beauty
24W62-6400 . . . . **$130.00**
Diamond Summit "G" "21" . . . *As above in yellow*
24W63-6400 . . **$150.00**

E—Diamond Victoria "21" 21 jewel movement and the star light radiance of 19 genuine diamonds in a 14K white gold case. Glamorous matching double snake chain bracelet with safety chain clasp. Unbreakable mainspring. Always dependable, guaranteed accurate
24W122-8355 **$195.00**

SMARTEST WAY TO A WOMAN'S HEART

The famous, the original, the one and only
BENRUS
Embruceable®

- Opens to fit the wrist, closes to circle the wrist with beauty!
- Accurate watch and stunning bracelet combined.



Embruceable Val 17 jewels. Strong watch and stunning bracelet combined. Full figure dial. Magnificently designed case in 10K yellow rolled gold plate top, stainless steel back. Unbreakable mainspring. Safety chain. Guaranteed accurate!
24W41-2990 . . . **$65.00**
Embruceable Val "W" . . . *As above in white.*
24W42-2990 . . **$65.00**

Embruceable Susan "21" 21 jewel movement heightens the value of this entrancing bracelet watch combination. Modern dome crystal, 10K yellow rolled gold plate top, stainless steel back. Safety chain. Unbreakable mainspring. Guaranteed accurate. Gift packaged.
24W43-3685 . . **$71.50**
Embruceable Susan "W" "21" . . . *In white.*
24W44-3685 . . **$71.50**

Embruceable Ellen . . . 17 jewels. Circles the wrist with glamour in the most flitting way. A stunning bracelet and watch in one! Stylish 10K yellow gold-filled case. Safety chain. Unbreakable mainspring. Guaranteed accurate movement. Gift packaged.
24W123-4298 **$85.00**
Embruceable Ellen "W" . . . *As above in white*
24W124-4298 **$85.00**

Embruceable Diamond Liz "W" 17 jewels. Two fiery diamonds impart radiant beauty to this fabulous bracelet-watch combination. 10K white rolled gold plate top, stainless steel back. Safety chain. Gift boxed. Guaranteed.
24W50-4375 **$89.50**
Embruceable Diamond Liz *In yellow.*
24W49-4375 . . **$89.50**

Prices do not include Federal Excise Tax.

BRUMBERGER

presents the NEW!

MOSLER JUNIOR

SAFE VAULT

with BURGLAR ALARM and real COMBINATION LOCK

#495
#496 *

#494

The world's largest builder of safes and vaults, including the U. S. Gold Storage Vaults at Fort Knox—the Mosler Safe Company — has enthusiastically granted to BRUMBERGER the exclusive use of its name for this outstanding item.

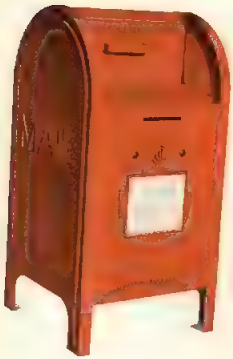
Constructed of heavy gauge steel with a sturdy piano-type hinge . . . this safe is Jimmy-proof (against pint-size borrowers). Each vault is fitted with its own, secret 2-number combination lock . . . and supplied with 2 drawstring money bags for storing coins and bills.

3 Models and 2 sizes are available. Model #496 has a battery-operated alarm with a secret shut off. A REAL SALES CLINCHER! All vaults are individually packaged in attractive, self-selling corrugated containers. Informative booklet about safes and savings included with each safe.

MODEL	SIZE	RETAIL	LIST
#494	4" x 4¾" x 6"	$2.95	$3.00
495	6" x 7" x 9"	$4.95	$5.00
#496*	6" x 7" x 9"	$5.95	$6.00

*with battery operated alarm (Battery not included)

PACKED 12 TO THE MASTER CARTON
Shipping Wt. #494—17 lbs.
#495—38 lbs.
496 40 lbs.



#300

King Size Mail Box Bank

Heavy-gauge steel replica of the real thing accepts bills in the package drop, coins in the letter slot. Can be emptied through a removable front panel, fitted with a strong lock and key, just like Uncle Sam's own street-corner facilities. Front is decorated with realistic mail pickup notice.

Individually packaged in colorful display carton that can serve as a self-mailer.

Packed 12 to master carton in assorted colors . . red, blue, post office green. Shipping wt. 22 lbs.

BRUMBERGER
34—34th Street • Brooklyn 32, N. Y.

$1.95 retail
$2.00 LIST

THE VERY BEST!
Telephone AND Bank!
#300
A talk-and-save double purpose toy! Full-size dial turns . . . bell rings . . . hollow handle carries voice to ear. Molded of tough high-impact styrene. Base contains steel plate with strong steel door, lock and key. Not the cheapest . . . but the very best! Toys in quality and value! Attractively packaged in a self-mailing carton.
Packed 12 to the master carton in asst. colors . . . red, yellow and black. SHIPPING WT. 16 lbs.
$1.95
$2.00 LIST
FULL 8½" x 7" x 4¼" SIZE

BRUMBERGER

Battery Operated!

HAND PHONE SET

A practical communications system, power packed with electronic features. Perfect not only for play but also for utility in houses, offices, farms and factories. Transmits voices strongly and clearly. Set includes two phones with loud, attention-calling buzzers . . . two wall hangers . . plug-in communications wire All attractively packaged in a colorful, self-selling corrugated container. Housings, molded of high-impact styrene, withstand roughest treatment Powered by two "C" batteries (not included).

Fully guaranteed! . Popularly priced for volume sales

#250 HAND PHONE SET

$4.95 retail

Packed 12 to master carton
Shipping wt. 17 lbs

Priced for Volume Sales!

LOUD SPEAKER INTERCOM

BATTERY OPERATED

Big sound, full-size intercoms. Can be heard plainly anywhere in an average room . . thanks to the large 4" alnico speaker-amplifier in each station! Self-contained battery power means no dependence on electricity . . . use anywhere!

Handsome housings of high impact styrene are practically unbreakable COLOR: Red. Guarantee and installation instructions included

Complete with 2 stations, wire and 4 standard Size D flashlight batteries Colorfully packaged in self-selling display carton.

#255 INTERCOM

$9.95 retail

$10.00 LIST

Packed 12 to the master carton . . Shipping wt. 43 lbs.

BATTERY OPERATED

MASTER PHONES

An outstanding toy and an outstanding value. They buzz for attention . . . and transmit voices loud and clear in both directions. Engineered to be used either as a wall or desk phone. Abuse-resistant housings are molded of high-impact styrene and powered by two standard "C" batteries (not included). Handsome, colorful, self-selling corrugated display cartons contain two buzzer-equipped phones, two wall or desk phone cradles and plug-in communications wire.

#260 MASTER PHONE SET

$5.95 retail

$6.00 LIST

Packed 12 to master carton
Shipping wt. 23 lbs.

BABY SITTER and TWO-WAY...AC-DC INTERCOM

A MUST for juvenile departments. These BRUMBERGER intercoms are professional instruments. They are so sensitive that you can hear a pin drop in a baby's room. As an automatic baby sitter, sick room communications system—or when used between any two points in the home, office, factory or farm . . . they have no equal. Saves time and thousands of strength-consuming steps each day.

#299 — AC-DC Intercom Set includes Master, Remote, 50 feet of wire

#299 ES — Extra Remote Station with 50 feet of wire and special "T" connector

#299 XW 50 — 50 ft. intercom extension wire with plugs

THUNDERBIRD

150 Watt — Blower Cooled

8mm. MOVIE PROJECTOR

Projects brilliantly clear pictures!

A BRUMBERGER Exclusive in a class by itself The perfect gift for all ages! More than a toy it's a full-size (9" x 5" x 10") Projector with a ruggedly built metal housing. Compares only with units costing many, many dollars more. Precious home movies in color or black-and-white can be brilliantly shown with absolute safety. U/L and CSA approved

MODEL 1500

THUNDERBIRD

$29.95 ea.

$40.00 List

Attractively packaged in a 4-color corrugated carrying case

Packed 3 to the master carton Shipping wt. 23 lbs

LOOK AT THESE FEATURES

Handles 200 ft. of film • Blower cooled • Easy threading mechanism • Rapid motor rewind • Vertical tilt device • Manual framer • 200 ft take-up reel • On-off switch • 150-watt projection lamp • Rugged, precise, all-metal construction • Can be easily taken apart for cleaning

A.C. only 110 volts 60 Cycles

Write for separate catalog listing hundreds of exciting, low-cost films for the entire family's enjoyment...comedies, cartoons, westerns etc

MODEL #1500 P

PROMOTION PACKAGE

$35.95 retail

$36.00 LIST PRICE

—consists of

#1500 MOVIE PROJECTOR

3 Exciting Films and Screen.

Packed 3 to the master carton Shipping wt. 24 lbs

#395

BATTERY OPERATED

"CODE MASTER" TELEGRAPH SIGNAL SET

3 types of code communication . . . all combined in a single instrument. It BUZZES . . . It FLASHES . . . It CLICKS. "Code-Master" is molded of high-impact styrene with the complete international code permanently molded into the top of the housing.

$3.95 retail

$4.00 LIST

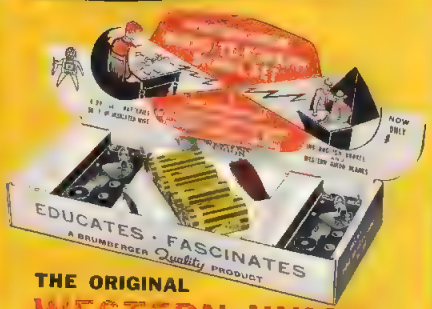
IT BUZZES

IT FLASHES

IT CLICKS

Set consists of 2 transmitter-receiver units, complete with, 4 standard Size D — flashlight batteries, instruction sheet, operators manual attractively packaged in a self-selling corrugated display carton.

Packed 12 sets to the master carton. Shipping wt. 25 lbs.



THE ORIGINAL

WESTERN UNION MORSE CODE SIGNAL SETS

#200 DELUXE WESTERN UNION Amateur Edisons can send code messages by wireless-type BUZZ, night signal FLASH, or telegraphic CLICKS. International code is permanently lithographed on transmitter-receiver item includes 2 signal sets, 4 standard "D" batteries, hookup wire, instruction sheet, operator's manual and miniature Western Union blanks Attractively packaged

Packed 12 to the master carton Shipping wt 25 lbs $3.50 ea.

#185 DOUBLE UNIT For all types of stores where batteries and wire are handled as separate items. $1.95 ea.

Packed 2 doz to the master carton Shipping wt 20 lbs

#164 SINGLE UNIT Excellent for premiums and as a practice unit for amateurs 98¢ ea.

Packed 4 doz to the master carton Shipping wt 20 lbs.

THE STANDARD OF QUALITY AND VALUE SINCE 1904

Nationally Advertised in PARENTS MAGAZINE, ESQUIRE, CORONET, ...

BRUMBERGER

NOT JUST TOYS! EACH ITEM HAS A PRACTICAL USE

New! Exciting!... Entertaining

Battery powered... Hand operated

$2.80

8mm. MOVIE PROJECTOR

Imagine! A handsome, completely encased, portable projector with self-contained screen... an operational item, produced with BRUMBERGER's experience and engineering know how to guarantee its picture projecting quality. at an amazingly low price! Easy to thread, project, focus and rewind. A child can do it!

Fully molded of high-impact styrene, the cover of which opens to act as a separate viewing screen. Precision lens Powered by 2 "D" batteries (not included). Size: 3½" x 7" x 7"

One roll of exciting film and a take-up reel supplied with each projector.

A wonderful NEW toy, sure to be an outstanding seller for years to come!

$7.95

Packed [illegible] to the master carton

Write for separate catalog listing hundreds of exciting low cost films for the entire family's enjoyment comedies cartoons, westerns etc.

FASTEST SELLING, ALL-TIME FAVORITE

Full SIZE! Battery Operated!

#212 DIAL PHONE SET

$7.95 retail

$8.80 LIST

Packaged 12 sets to the master carton . . . 6 black, 2 red and 2 yellow. Shipping wt. 33 lbs.

Nothing delights children more and teaches them to talk sooner and better than a phone . . . and nobody but nobody builds them as well as BRUMBERGER!

Brumberger DIAL PHONES are the clearest, loudest, battery-operated voice transmitters available . . . and they're fully guaranteed to work both indoors and outdoors . . . and from the cellar to the attic They're molded of tough high-impact styrene.

Attractively packaged in a sales-stimulating display carton - complete with 2 dial phones, communication wire, guarantee and installation instructions Sets are powered by 4 standard Size D flashlight batteries (not included).

BRUMBERGER

34 Thirty-Fourth Street, Brooklyn 32, N. Y.

JUDY. Especially styled for the Young Miss America". this WATER RESISTANT** timepiece never fails when mischief is afoot. Case in gleaming chrome top with steel back. Rosary dial and hands. Sweep Second hand. Matching stainless steel expansion band with inserts. 17 JEWEL shock resistant movement is GUARANTEED FOR LIFE*
10-3697 V 1999 ..... Retail **$59.50**

SEA-HAWK. The watch that is a favorite with Military men everywhere. The WATER PROOF** case in gleaming Chrome, backed with stainless steel for rugged wear. Radium dial and hands, sweep second hand. Unique expansion bracelet of stainless steel with inserts. 17 JEWEL shock resistant movement, GUARANTEED FOR LIFE*
10-3705 V 1499... ..... Retail. **$52 50**

SKIN DIVER WATERPROOF UNDER ALL CONDITIONS,** AUTOMATIC. Self winding 14K yellow gold top case is steel backed . . gold filled expansion band in new Florentine finish. Dial has raised gilt markers and crystal, sweep second hand. Superb 30 JEWEL movement, shock resistant, GUARANTEED FOR LIFE*
10-3713 V 5750 ..... Retail **$165 00**
As above, all stainless steel case and band
10-3721 V 4750 ..... Retail **$135.00**

SEA BARON. The ultimate in an AUTOMATIC, self winding WATERPROOF** watch. This fine faceted case has chrome top and steel back, fully dust protected. The smart stainless steel expansion band with inserts spells class. Shock protected 17 JEWEL movement GUARANTEED FOR LIFE*
10-3754 V 2695 . . . . . Retail **$75.00**
Same fine WATERPROOF** as above, without automatic feature
10-3762 V 1860 Retail **$55 00**

ALL MOVEMENT PARTS
GUARANTEED FOR LIFE*
NEVER TO BREAK

GRANADA. Destined to be a favorite with fashion-conscious women. The tonneau shaped case of 10K rolled gold plate is backed with stainless steel. Easily legible gilt figures under the domed crystal. Slender gold links bracelet. For years of perfect timekeeping the 21 JEWEL movement . . . dust protected, shock resistant and GUARANTEED FOR LIFE*
10-3739 V 2255 (YELLOW) Retail **$65.00**
10-3747 V 2255 (WHITE) Retail **$63.00**

*The Clinton Watch Co. will replace any defective or broken movement part without charge for material or labor
Handling Charge $1 00
Shipping Weight 9 oz

21 JEWELS

AUTOMATIC WATERPROOF**

"DIPLOMAT", WATERPROOF** shock protected 17 Jewel movement in yellow goldplate case with steel back. Black dial with raised gold markers and radium dots. Sweep Second hand. Gold filled expansion bracelet with inserts plus the CLINTON movement, GUARANTEED FOR LIFE*
10-3770 V 2245 Retail **$65.00**
As above, Chrome top case and stainless steel band
10-3788 V 2075 Retail **$62.50**

INGRID. Designed in SOLID 14K yellow gold . . a regal timepiece. 25 JEWEL movement, shock resistant and GUARANTEED FOR LIFE* Dial with raised figures and dome crystal. Gold-filled expansion bracelet echoes the lovely case motif
10-3796 V 2890 Retail **$85.00**
As above, Rolled gold plate case, steel back
10-3804 V 2590 Retail **$75.00**

TWO STARRY DIAMONDS shine to light up all the delicate beauty of this 21 JEWEL timepiece. Faceted cushion shape case of 10K rolled gold plate, backed with stainless steel. Easily legible gilt figures under the dome crystal. Slender gold filled expansion band. The 21 JEWEL movement shock resistant and GUARANTEED FOR LIFE*
10-3812 V 2795 (WHITE) **$79.50**
10-3820 V 2795 (YELLOW) **$79.50**

TRANSPORTATION POCKET WATCH. America's long time favorite is respected for its unfailing accuracy. Makes a splendid gift for any time conscious man of traditional tastes. A railroad-type watch. Gets newsy dull chrome timepiece has highly legible black numerals with minute numbers. Dust protected 17 JEWEL shock resistant movement is GUARANTEED FOR LIFE*
10-3838 V 1895 Retail **$59.50**

**Guarantee . . . against defects in workmanship or materials. Case, crown and crystal are not.

Retail prices include Federal Excise Tax.

HERE ARE
America's Finest
TIMEPIECES
OFFERED AT SPECIAL
"Silver Jubilee"
PRICES for the first time in a Quarter-of-a-Century!

IN AMERICA SINCE 1914
OUR 25TH YEAR
CLINTON
A FAMOUS NAME ON
Watches

ALL MOVEMENT PARTS
GUARANTEED FOR LIFE*
NEVER TO BREAK

79 JEWELS

MONOCLE PRINCE 79 JEWELS—SELF WINDING AUTOMATIC with CALENDAR showing Day and Date every feature master watch-makers can design! WATERPROOF* case of Yellow gold plate has steel back Unique crystal has magnifying dome under which date appears, radium figured dial Sweep Second hand Ultra thin gold filled expansion bracelet inlaid with leather Always accurate CLINTON shock resistant movement, GUARANTEED FOR LIFE*
10-3580 V 5250 . . . . . Retail **$165.00**

25 JEWELS
AUTOMAT C WATERPROOF**

21 JEWELS

A SEA POWER. AUTOMATIC self winding —and WATERPROOF** a wonder watch! Yellow gold plate case has sweep second hand, unbreakable crystal, radium dial, Steel Back Gold filled band inset with fine brown leather 17 Jewel shock resistant movement, GUARANTEED FOR LIFE*
10-3606 V 2795 Retail **$82.50**
As above with Black Dial
10-3614 V 2795 Retail **$82.50**

B PRINCESS. An irresistible YELLOW bracelet watch with royally styled case that has been brushed and polished to perfection. Case has stainless steel back, high domed crystal Encircles the wrist with up to the minute fashioned glamour. 21 JEWEL shock resistant movement, GUARANTEED FOR LIFE*
10-3622 V 2598 . . . . . Retail **$75.00**
As above, in WHITE.
10-3630 V 2598 Retail **$75.00**

C SUZANNE. Lady's AUTOMATIC—self-winding WATERPROOF** watch **The smallest Automatic watch in the World!** Daintily styled dust-protected case is gleaming chrome top, backed with stainless steel Beautifully matched stainless steel leather inset expansion band Radium detailed dial with sweep second hand 25 JEWEL shock resistant movement is GUARANTEED FOR LIFE*
10-3648 V 3850 . . . . . Retail **$105.00**
As above yellow gold plate case with matching gold filled expansion bracelet
10-3655 V 3990 Retail **$110.00**

Retail prices include federal excise tax.
Copyright 1959 Clinton Watch Company

25 JEWELS

AUTOMATIC-SELF-WINDING

BLACK BEAUTY. Is AUTOMATIC, it winds itself with the movements of your arm. 25 JEWEL movement keeps perfect time you're always punctual Square case of 10K rolled gold plate, steel backed Black dial has raised gilt markers, sweep second hand and dome crystal Gold filled expansion band accented with black Best of all, the shock resistant movement is GUARANTEED FOR LIFE*
10-3598 V 3995 . . . . . Retail **$110.00**

**Guaranteed waterproof or water-resistant as long as case, crown and crystal are intact

BEAUTIFULLY GIFT BOXED

21 JEWELS 6 DIAMONDS

25 JEWELS

SIX SUPERB DIAMONDS blaze in a case of 10K White rolled gold plate which has end pieces of intricate design clustered with diamonds. Gold filled diamond-cut expansion bracelet carries out the theme Raised figure dial and crystal is domed for easy reading 21 JEWEL shock resistant movement is GUARANTEED FOR LIFE*
10-3663 V 3990 Retail **$110.00**

NANETTE. A 25 JEWEL shock-resistant movement by CLINTON, GUARANTEED FOR LIFE* in an artfully curved dust protected case in 10K Rolled gold plate with steel back, create a fine jeweler's piece Matching slim gold filled expansion bracelet Raised crystal and modern dial A watch that maintains its beauty through the years
10-3671 V 2695 (WHITE) **$75.00**
10-3689 V 2695 (YEL.) **$75.00**

Shipping weight 9 oz.
*The Clinton Watch Co will replace any defective or broken movement part without charge for material or labor Handling charge $1.00

CALENDAR-WATERPROOF**

IN AMERICA SINCE 1904

OUR 25TH YEAR

CLINTON

A FAMOUS NAME ON Watches

BEAUTIFULLY GIFT-BOXED

23 JEWELS

SMALLER THAN RING

14K GOLD JEWELS

*The Clinton Watch Co. will replace any defective or broken movement, part without charge for material, or labor. Handling charge $1.00

DIRECTOR 23 JEWEL CALENDAR WATCH with magnifying lume showing date. Gleaming case is Chrome top with stainless steel back. WATERPROOF** Silver raised figures on a jet black dial with sweep second hand. Stainless steel expansion bracelet inlaid with genuine leather. Shock protected movement is GUARANTEED FOR LIFE*.

10-3952 V 2495 Retail $75.00

As above with WHITE DIAL.

10-3960 V 2495 ..... Retail $75.00

MYLADY Dainty and smart as a diamond ring. 14K Yellow SOLID GOLD case, mirror polished, styled to delight the most discriminating taste. Raised figure dial with contoured raised crystal. 25 JEWEL shock resistant movement. GUARANTEED FOR LIFE*. A watch she will cherish always.

10-3978 V 3430 ..... Retail $100.00

As above 14K WHITE SOLID GOLD CASE

10-3986 V 3430 ..... Retail $100.00

GUARANTEED FOR LIFE*

*Subject to terms and conditions stated in our written guarantee. Jewels, watch glass, crystal are extra.

ULTRA THIN WATERPROOF**

25 JEWELS AUTOMATIC STEEL WATERPROOF**

21 JEWELS SELF WINDING

PREMIER The thinnest WATERPROOF** watch you've ever seen in the most elegant! Perfection of styling in the yellow gold plate case and matching gold filled expansion band with stainless back. Curved crystal over handsome dial with sweep hand. Designed to be admired. Dust protected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE*

10-3994 V 2790 Retail $85.00

EXCELSIOR AUTOMATIC self winding WATERPROOF** with 25 JEWEL movement that is dust protected, shock resistant and GUARANTEED FOR LIFE* Circular case is ragged all stainless steel, has radium dial with sweep second hand, and raised crystal. Unusual expansion band combines stainless steel and leather. The watch that never needs winding.

10-4000 V 3595 Ret $105.00

ESQUIRE AUTOMATIC, exquisite to the split second never needs winding! Eye catching styling in the hand some square case of 10K rolled gold plate, with stainless steel back. Raised gilt markers and sweep second hand under a gleaming domed crystal. 21 JEWEL dust protected movement is shock resistant, anti-magnetic and GUARANTEED FOR LIFE* Ret $110.00

10-4018 V 3950

Copyright 1959 Clinton Watch Company

Shipping weight 9 oz.
Retail prices include Federal Excise Tax

NURSE'S CHOICE

A JOYCE Beautifully designed Nurses' watch for duty and dress wear. 10K Yellow rolled gold plate case with steel back is exceptionally dainty. Raised figure dial with sweep second hand. Has double clear crystal. Graceful gold filled expansion bracelet. Shock protected 17 JEWEL movement. GUARANTEED FOR LIFE*

10-4026 V 2450 Retail $75.00

As above in WHITE.

10-4034 V 2450 ..... Retail $75.00

B NIGHTINGALE NURSES' WATER-RESISTANT WATCH.** This lovely timepiece will never fail in a crisis! Radium dial with all important sweep second hand, unbreakable crystal. Case is yellow with steel back, blends with the newly fashioned gold filled expansion bracelet. 17 JEWEL shock resistant movement is GUARANTEED FOR LIFE*

10-4042 V 2175 ..... Retail $67.50

BEAUTIFULLY GIFT BOXED

GUARANTEED FOR LIFE*

IN AMERICA SINCE 1934

OUR 25TH YEAR

CLINTON

A FAMOUS NAME ON

Watches

ALL STEEL WATERPROOF**

SEA OR SKI. WATERPROOF** wonder of a watch at home on snowy slopes or deep blue sea . . . designed for the outdoor man. All Stainless Steel case with matching inset expansion bracelet. Dial has sweep second hand radium markers and hands. Unbreakable crystal. For absolute dependability, the shock resistant 17 JEWEL movement, GUARANTEED FOR LIFE*

10-3861 V 2295 Retail **$67 50**

49 JEWELS

SIR HENRY 49 JEWEL—AUTOMATIC, WATERPROOF CALENDAR** . . . Faceted case is Yellow gold plate backed with stainless steel. Unbreakable crystal with magnifying dome for calendar. Radium dial, raised markers and sweep second hand. Gold filled expansion band with leather insets. Shock resistant movement—GUARANTEED FOR LIFE*.

10-3846 V 4390 . . . Retail **$145.00**

As above. Chrome top case with stainless steel inset bracelet

10-3853 V 4150 Retail **$135.00**

WATCH WITH OF QUALITY

DUNBAR. An impressive design with the executive look. This masterpiece is cased in 10K yellow rolled gold plate with stainless steel back. The raised gilt figures against the jet black dial gives the added touch of distinction. Gold filled expansion band inlaid with leather in a new antique design. 17 JEWEL shock resistant movement by CLINTON, GUARANTEED FOR LIFE.*

10-3879 V 2350 Retail **$67.50**

Shipping weight 9 oz.
Retail prices include Federal Excise Tax

WATERPROOF**

*The Clinton Watch Co. will replace any defective or broken movement part without charge for material or labor. Handling charge $1.00

**Guaranteed waterproof or water-resistant as long as case, crown and crystal are intact

SEA-MASTER Smart masculine styling in a fine WATERPROOF** watch. Handsome case is yellow color of natural gold with steel back. New slim line feature . . . Raised markers complete with radium dial and unbreakable crystal. Sweep second hand. Matching gold filled expansion band with inserts make this a watch he will be proud to wear. Accurate 7 JEWEL shock protected movement, GUARANTEED FOR LIFE.*

10 3887 V 2150 . . . Retail **$65.00**

SMALLER THAN A WEDDING RING

THIN AS A COIN

A PERT. 6 FIERY DIAMONDS frame the new end-piece design of the tiny 14K SOLID GOLD case. Raised figure dial under heavy raised crystal. Sleek gold filled expansion band with alternating diamond-cut links. Shock resistant 25 JEWEL movement GUARANTEED FOR LIFE.*

10-3895 V 5975 Retail **$180.00**

B PRECIOUS. 24 DIAMONDS in a smartly detailed case of 14K SOLID GOLD. Tiny, small enough to fit through a ring. Raised figure dial. Gold filled diamond-cut expansion band. Shock resistant 25 JEWEL movement, GUARANTEED FOR LIFE*.

10 3903 V 11300 Retail **$325.00**

C SPLENDOR. 16 FLASHING DIAMONDS circle the round dainty case of 14K SOLID GOLD. Raised figure dial with heavy crystal that has faceted sides. Gold filled diamond-cut expansion band. Dependable 25 JEWEL shock resistant movement, GUARANTEED FOR LIFE.*

10-3911 V 8950 Retail **$250.00**

D SORRENTO. 40 BRILLIANT DIAMONDS demure 14K SOLID GOLD watch. Dainty raised figured dial, domed crystal. Gold filled snake bracelet with safety chain. Shock resistant 25 JEWEL movement GUARANTEED FOR LIFE*

10-3929 V 16200 . . . . . Retail **$475.00**

BRADFORD. Fashionable design in the ULTRA THIN 14K SOLID GOLD case topped by a mirror-like crystal. Dress watch distinction. Raised markers on inner surface of case. Sweep second hand. Unbreakable crystal on the luminescent finish, dainty matching case piece. Shock protected 17 JEWEL movement famous for accuracy. GUARANTEED FOR LIFE*

10-3937 V 4995 . . . Retail **$150.00**

As above in ALL STAINLESS STEEL CASE and band

10-3945 V 2995 Retail **$92.00**

Copyright 1959 Clinton Watch Company

ALL MOVEMENT PARTS

*Guaranteed for Life**

NEVER TO BREAK

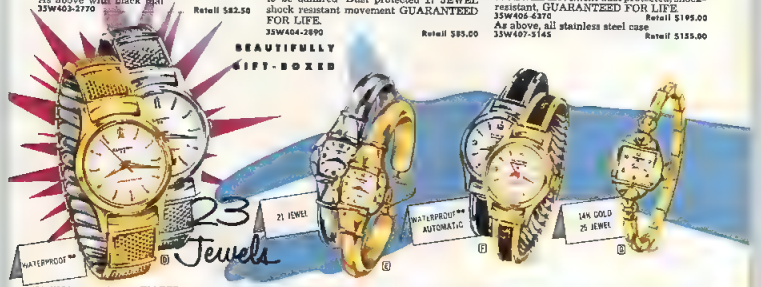
CLINTON

(A) "SEA POWER" Automatic and Waterproof—a wonder watch! Yellow gold plate case has sweep second hand, unbreakable crystal, radium dial Steel back Gold-filled band inset with fine brown leather. And 17 JEWELED shock-resistant movement is GUARANTEED FOR LIFE.
35W402-2770 **Retail $82.50**
As above with black dial
35W403-2770 **Retail $82.50**

(B) "VERI-THIN" . . . the thinnest watch you've ever seen and the most elegant! This extra thin timepiece is Waterproof, too! Perfection of styling in the yellow gold plate case and band with stainless back. Curved crystal over handsome dial with sweep hand The gift for a great occasion, designed to be admired Dust protected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.
35W404-2890 **Retail $85.00**

(C) "SKIN DIVER—WATERPROOF UNDER ALL CONDITIONS" wash it with soap and water! This marvel is also AUTOMATIC . . . self-winding! 14K yellow gold top case is steel backed gold-filled steel back expansion band. Dial has raised gilt markers and crystal, sweep second hand Superb 30 JEWEL movement dust protected, shock-resistant, GUARANTEED FOR LIFE.
35W405-6370 **Retail $195.00**
As above, all stainless steel case
35W407-5145 **Retail $135.00**

BEAUTIFULLY GIFT-BOXED



(D) "SEA SPRITE" WATERPROOF watch of distinction Clinton's superior 23 JEWEL movement is the result of years of watchmaking skill . . . it's dust protected, shock resistant and GUARANTEED FOR LIFE. Gold plated case with sturdy steel back. Easy to read dial, Sweep second hand Gold filled expansion band has mesh inserts.
35W408-2795 . . . **Retail $82.50**
As above, chrome case with steel expansion band.
35W409-2695 . . **Retail $79.50**

(E) "PRINCESS"— An irresistible YELLOW bracelet watch with royally styled case that has been brushed and polished to perfection Case has stainless steel back, high domed crystal. Encircles the wrist with up to the minute fashioned glamour she will treasure forever Dust-protected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
35W410-2598 . . **Retail $75.00**
As above, in WHITE.
35W411-2598 **Retail $75.00**

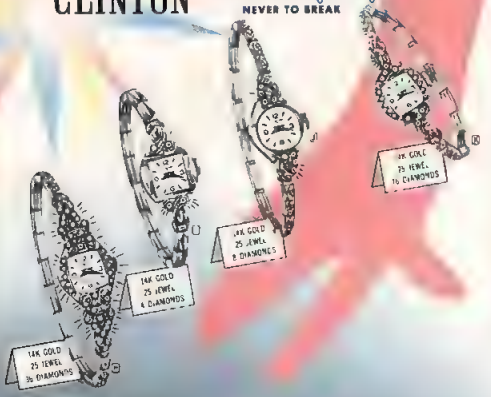
(F) "CLARA BARTON" AUTOMATIC, WATER RESISTANT WATCH Whether she's a nurse, busy mother or of the desk set, this watch she'll treasure, Graceful chrome, stainless back case. Radium dial with sweep second hand curved crystal. Black leather inset stainless steel expansion band 17 JEWEL shock resistant, dust protected movement GUARANTEED FOR LIFE.
35W412-3575 **Retail $95.00**
Yellow Gold plate top case, and band
35W413-3825 **Retail $105.00**

(G) "ELIZABETH". Designed in SOLID 14K YELLOW GOLD . . . a regal timepiece to capture her admiration forever! 25 JEWEL movement a masterpiece of watchmaking dust protected, shock resistant and GUARANTEED FOR LIFE. Dial with raised figures and dome crystal framed by the delicate case Beautiful gold-filled expansion bracelet echoes the lovely case motif.
35W414-2865 **Retail $85.00**
Rolled Gold Plate case, steel back
35W415-2590 **Retail $75.00**

*The Clinton Watch Co. will replace any defective or broken movement part without charge for material or labor. Watches are illustrated ⅔ actual size.

CLINTON

ALL MOVEMENT PARTS *Guaranteed for Life* NEVER TO BREAK



(H) 36 BRILLIANT DIAMONDS create a dazzling treasure of a timepiece. 14K white SOLID GOLD case and endpieces are paved with sparkling diamonds a queen would be proud to add this fabulous watch to her collection in perfect harmony, the gold filled diamond-cut expansion brace.et. 25 JEWEL movement is dust protected, shock resistant and GUARANTEED FOR LIFE.
35W418-16170 Retail $450.00

(I) FOUR FIERY DIAMONDS blaze against the beauty of a 14K white SOLID GOLD case. Dome crystal arches over fashionably small dial. Gold filled expansion bracelet circles her wrist beguilingly. And, most important, the dust protected 25 JEWEL shock resistant movement is GUARANTEED FOR LIFE.
35W418-3145 Retail $135.00

(J) EIGHT BLAZING DIAMONDS rival the stars in their brilliance . . . are set in a lovely white 14K SOLID GOLD case. Diamond-cut gold filled expansion bracelet echoes the beauty of a watch designed to be cherished. Dial with raised markers and crystal. Superlative 25 JEWEL dust protected, shock resistant movement is GUARANTEED FOR LIFE.
35W420-6360 Retail $195.00

(K) 16 REGAL DIAMONDS radiantly set in a lovely white 14K SOLID GOLD case. This extravagantly jeweled timepiece is every woman's dream come true. Curved cushion-design case a classic with fascinating diamond design repeated on the gold filled expansion bracelet. Raised numerals on dial crowned by dome crystal. And the master-crafted 25 JEWEL movement is shock resistant dustprotected, GUARANTEED FOR LIFE.
35W422-8085 Retail $225.00

(L) "CHAMPION" . . . fully AUTOMATIC and WATER RESISTANT. Your daily wrist movements keep it wound! Gold-plated oval case has steel back. Radium dial with sweep second hand, raised crystal. Highly polished wide links form the gold filled expansion band. Magnificent 25 JEWEL movement is dust protected, shock resistant and GUARANTEED FOR LIFE.
35W424-3575 Retail $95.00
As above. Chrome top case.
35W425-3480 Retail $92.00

(M) "EMPEROR" . . . presents the always dependable 21 JEWEL precision movement in an aristocratic case of impressive design. Gleaming yellow gold plate, set off by the leather accented gold filled expansion band. Case is steel backed. Square dial with modern markers, sweep second hand and rock crystal. Shock resistant, dust protected movement is GUARANTEED FOR LIFE. A timepiece he'll be proud to own through the years.
35W426-2795 Retail $82.50

(N) "EXCELSIOR" . . . the watch that wins top honors for timekeeping and exciting design. AUTOMATIC and WATER RESISTANT with 25 JEWEL movement that is dust protected, shock resistant and GUARANTEED FOR LIFE. Circular case is all rugged steel, has radium dial with sweep second hand, raised crystal. Unusual expansion band combines stainless steel and supple leather. The watch that never needs winding.
35W428-3870 Retail $105.00

(O) "BLACK BEAUTY" is AUTOMATIC; it winds itself, never overwinds or runs down. Superior 25 JEWEL movement keeps perfect time . . . you're always punctual. Square case of 10K rolled gold plate, steel backed. Black dial has raised gilt markers, sweep second hand and dome crystal. Gold-filled expansion band accented with black. Best of all the dust protected, shock resistant movement is GUARANTEED FOR LIFE.
35W429-3995 Retail $110.00

***Guaranteed waterproof as long as case, crown and crystal are intact*

Retail prices exclude federal excise tax

Prices are subject to change without notice

ALL MOVEMENT PARTS

Guaranteed for Life*

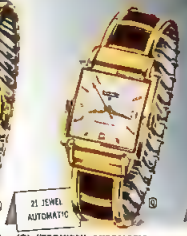
NEVER TO BREAK

CLINTON

(P) "BLACK TREASURE" WATERPROOF 21 JEWEL watch has yellow gold plate case, stainless back. Legible gold markers and sweep second hand on striking black dial. Gold-filled expansion band overlays patent leather with gold banding. Shock resistant, dust protected movement. GUARANTEED FOR LIFE.

25W430-2535 ..... **Retail $75.00**

As above, Chrome top case
25W431-2655 ... **Retail $71.50**



(Q) "ESQUIRE" AUTOMATIC, accurate to the split second, never needs winding! Eye-catching styling to the square case of 10K rolled gold plate, steel backed. Raised gilt markers and sweep second hand under dome crystal. 21 JEWEL dust protected movement is shock resistant and GUARANTEED FOR LIFE

25W422-3970 **Retail $110.00**

As above, 17 JEWELS.
25W423-3345 **Retail $89.50**

(R) TWO STARRY DIAMONDS shine to light up all the delicate beauty of this 21 JEWEL timepiece. Faceted cushion-shape case in 10K rolled gold plate provides the perfect setting for glowing diamonds. Dial with raised markers, dome crystal. Faceted gold filled expansion bracelet. Movement is shock resistant, GUARANTEED FOR LIFE.

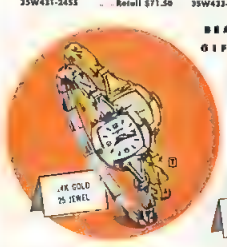
25W433-2655 (YEL.) **Ret. $79.50**
25W434-2655 WHITE, Ret. $79.50

(S) SIX SUPERB DIAMONDS blaze in a case of 10K white rolled gold plate which has end pieces of intricate design clustered with diamonds. Gold filled diamond-cut expansion bracelet carries out the theme. Raised figures and crystal on the easily read dial. Case with stainless back. Fine 21 JEWEL shock resistant movement is dust protected and GUARANTEED FOR LIFE.

25W436-3840 ... **Retail $105.00**

BEAUTIFULLY GIFT-BOXED

49 JEWELS



(T) "CARLOTTA" . . . in 14K SOLID GOLD with 25 JEWEL movement. The artfully curved case gleaming with all the warmth of true gold . . . the gold-filled expansion bracelet . . . they combine to create a fine jeweler's piece . . . an heirloom watch that maintains its beauty through the years. And the heart of this superlative watch, Clinton's 25 JEWEL shock resistant movement is dust protected and GUARANTEED FOR LIFE

25W438-2890 (WHITE) Ret. $85.00
25W439-2890 (YEL.) Ret. $85.00

(U) "FANTASIE", a chic design modern as tomorrow to delight her with its originality and dependability. Unique case in 10K rolled gold plate to steel backed. Fascinating black dial has raised gilt figures, raised crystal. Expansion band is inset in back for harmonizing effect. 21 JEWEL movement . . . dust protected, shock resistant and GUARANTEED FOR LIFE. A watch that goes from office to opera

25W440-2499 (YEL.) ..**Ret $71.50**
25W442-2499 (WHITE) Ret. $71.50

(V) "GRANADA" . . . destined to be a favorite with fashion conscious women. The tonneau-shape case of 10K rolled gold plate is backed with stainless steel. Easily legible gilt figures under the dome crystal. Slender graceful gold filled bracelet. For years of perfect timekeeping, the 21 JEWEL movement . . . dust protected, shock resistant and GUARANTEED FOR LIFE. A sure-to-be-loved gift

25W444-2253 (YEL.) Ret. $67.50
25W443-2253 (WHITE) Ret. $67.50

(W) "MASTERPIECE" 49 JEWEL AUTOMATIC, WATER RESISTANT CALENDAR . . . every feature master watchmakers can design! Faceted case of Yellow gold plate has steel back. Radium dial with raised markers, sweep hand, raised crystal. Gold filled expansion band is inset with leather. Finest of all movements is self-winding, dust protected and shock resistant; GUARANTEED FOR LIFE.

25W446-4750 **Retail $165.00**

As above, Chrome top case
25W447-4750 **Retail $165.00**

*The Clinton Watch Co. will replace any defective or broken movement part without charge for material or labor. Watches are illustrated ¾ actual size

(AA) "MONROE" dynamic design with sweeping lines. 17 JEWEL shock resistant dust protected movement is GUARANTEED FOR LIFE. Chrome case stainless steel backed. Sweep second hand. Unique steel expansion band inset with leather
35W448-1695 **Retail $52.50**

(BB) "NEVADA" . . . Squared 10K Yellow rolled gold plate case, steel-backed. Dome crystal, raised gilt figures, sweep second hand. Gold-filled expansion band inset with leather 17 JEWEL shock resistant movement dust protected, GUARANTEED FOR LIFE
35W450-2445 **Retail $71.50**

(CC) "DIPLOMAT" — WATER-PROOF**, shockprotected 17-jewel movement in yellow goldplate case with steel back. Black dial, raised gold markers, radium dots, sweep hand. Inset expansion band.
35W452-2250 . **Retail $67.50**
With chrome case, steel band.
35W453-2150 . . . **Retail $65.00**

(DD) "DIANA" . . 14K YELLOW SOLID GOLD . . ideal for nurse, career woman. Minute track, sweep second hand. Narrow gold-filled expansion band flatters the wrist. Dust protected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.
35W454-3430 **Retail $92.00**
10K Rolled Gold Plate, steel back
35W455-2395 **Retail $75.00**

(EE) "NURSES' WATER-RESISTANT WATCH" never fails in a crisis! Radium dial with all-important sweep second hand, unbreakable crystal. Simple yellow case stainless steel-backed blends with gold-filled expansion band. 17 JEWEL movement GUARANTEED FOR LIFE.
35W456-2295 **Retail $67.50**
Same as above, Black dial
35W457-2295 **Retail $67.50**

(FF) "DAY AND DATE CALENDAR WATCH" for fast-moving executives. Automatic and Waterproof this self-winding wrist secretary gives perfect performance under all conditions. Yellow gold plate case has rugged steel back! Classic gold filled expansion band crafted for comfort. combination of genuine leather Dust protected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE. He'll thank you for this 365 times a year!
35W458-4350 **Retail $125.00**

(GG) "TIME PACER WRIST ALARM" keeps you punctual for appointments! Water Resistant, this excellent watch is crafted to meet exacting Clinton standards. 17 JEWEL dust protected movement is shock resistant, GUARANTEED FOR LIFE. Gold plate case with stainless steel back . . . gold-filled expansion band accented with leather. Dial has elevated figures, sweep hand.
35W460-3895 **Retail $105.00**
As above, chrome case, stainless steel inset band.
35W461-3480 **Retail $92.00**

(HH) "SEA OR SKI" WATER-PROOF wonder of a watch at home on snowy slopes or deep blue sea . . . designed for the outdoor man. All stainless steel case with all steel expansion band . . . a rugged combination Dial features sweep second hand, radium markers and hands, unbreakable curved crystal. For absolute accuracy, the dust protected shock resistant 17 JEWEL movement . . . it's GUARANTEED FOR LIFE. Another Clinton precision watch
35W462-3295 **Retail $67.50**

(II) "TRANSPORTATION POCKET WATCH" America's long-time favorite is respected for its unvarying accuracy . . makes a splendid gift for any time-conscious man of traditional tastes. A railroad-type watch, this heavy duty chrome timepiece has highly legible black numerals. Dust protected 17 JEWEL shock resistant movement by Clinton is GUARANTEED FOR LIFE. For the farmer, mechanic or railroad man . . sure to be enjoyed.
35W464-1995 **Retail $39.75**

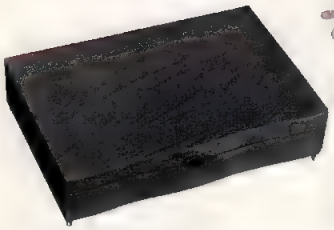
*"Guaranteed waterproof as long as case, crown and crystal are intact

Retail prices include federal excise tax Prices are subject to change without notice

COMMUNITY*
THE FINEST SILVERPLATE

SILVER FLOWER* SOUTH SEAS* MORNING STAR*
BALLAD* WHITE ORCHID*

THE VOGUE CHEST, No. 124
This modern, smart looking protective storage chest is of strong wood construction with a mahogany finish. Handsomely lined in ash rose with white satin cover pleats. Chest has an attractive cover lift and feet which hold it off the table. Size 16 x 11 inches.



THE REGAL CHEST, No. 123
A similar chest to the Vogue with a blond finish. Handsomely lined in blue with white satin cover pleats. Chest has an attractive cover lift and feet which hold it off the table. Size 16 x 11 inches.

THE HOSPITALITY SET

	Consumer Price	List Price
44-Piece Service for 8 in Vogue or Regal Chest....	**$69.75**	$83.70
(Open Stock Price $82.00)		

16 Teaspoons, 8 Place Forks, 1 Butter Knife, 1 Serving Spoon, Regular
8 Place Knives, 8 Salad Forks, 1 Sugar Spoon, 1 Serving Spoon, Pierced
(Place Spoons may be substituted for Salad Forks)

THE CLASSIC SET

	Consumer Price	List Price
52-Piece Service for 8 in Vogue or Regal Chest....	**$79.75**	$95.70
(Open Stock Price $98.00)		

16 Teaspoons, 8 Place Spoons, 1 Butter Knife, 1 Serving Spoon, Regular
8 Place Knives, 8 Salad Forks, 1 Sugar Spoon, 1 Serving Spoon, Pierced
8 Place Forks

THE OPEN HOUSE SET

	Consumer Price	List Price
76-Piece Service for 12 in Vogue or Regal Chest...	**$114.75**	$137.70
(Open Stock Price $142.00)		

24 Teaspoons, 12 Place Spoons, 1 Butter Knife, 1 Serving Spoon, Regular
12 Place Knives, 12 Salad Forks, 1 Sugar Spoon, 1 Serving Spoon, Pierced
12 Place Forks

Always specify name of pattern, size of set and choice of Vogue or Regal Chest.

*Trade-marks of Oneida Ltd.

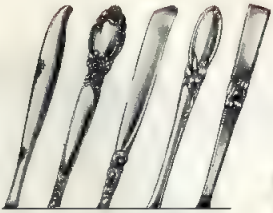
COMMUNITY

THE FINEST SILVERPLATE

AVAILABLE IN ALL FIVE PATTERNS

COMMUNITY*

THE FINEST SILVERPLATE



SILVER FLOWER* SOUTH SEAS* MORNING STAR*
BALLAD* WHITE ORCHID*

PLACE SETTING

	Consumer Price	List Price
5-Piece Place Setting in Gift Box	$ 9.00	$10.80

2 Teaspoons 1 Place Fork
1 Place Knife 1 Salad Fork

THE HOUSE WARMING SET

	Consumer Price	List Price
16-Piece Service for 4 in Gift Box	$24.95	$29.94
(Open Stock Price $32.00)		

4 Teaspoons 4 Place Forks
4 Place Knives 4 Salad Forks

(Place Spoons may be substituted for Salad Forks)

Each of the sets on this page comes in an attractive gift box. They make a wonderful display and a handy holder for the silverware.

THE TROUSSEAU SET

	Consumer Price	List Price
26-Piece Service for 6 in Gift Box	$42.50	$51.00
(Open Stock Price $53.00)		

6 Teaspoons 6 Salad Forks
6 Place Knives 1 Butter Knife
6 Place Forks 1 Sugar Spoon

(Place Spoons may be substituted for Salad Forks)

Always specify name of pattern and size of set.

The Consumer's Prices listed herein are the prescribed minimum or stipulated resale prices on Community in all states which have enacted Fair Trade Acts.

*Trade-marks of Oneida Ltd.

COMMUNITY

THE FINEST SILVERPLATE

Ballad has romantic elegance in the modern manner of today's loveliest homes. The delicately perfect roses, gently contoured handle, reflect the mastery of Community craftsmanship.

South Seas is daringly different, truly contemporary. The flowing lines recall restless seas, curving shores. Each piece is individually designed, newly proportioned.

White Orchid is delightfully feminine. It complements the prettiest china, crystal and linen. A faithful reproduction in fine silverware of the world's loveliest flower.

Morning Star, fresh as daybreak. Inspired by a priceless jade carving, sophisticated, modern. A pattern equally appropriate for formal dinners or for casual meals.

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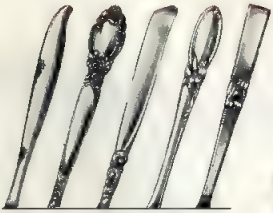

SILVER FLOWER* SOUTH SEAS* MORNING STAR*
BALLAD* WHITE ORCHID*

PLACE SETTING

	Consumer Price	List Price
5-Piece Place Setting in Gift Box	$ 9.00	$10.80

2 Teaspoons 1 Place Fork
1 Place Knife 1 Salad Fork

THE HOUSE WARMING SET

	Consumer Price	List Price
16-Piece Service for 4 in Gift Box	$24.95	$29.94
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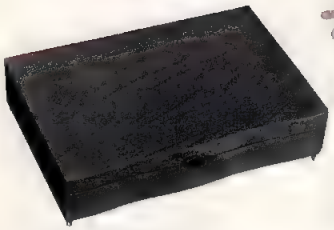

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12 Place Forks

Always specify name of pattern, size of set and choice of Vogue or Regal Chest.

*Trade-marks of Oneida Ltd.

NEW PROFITS...NEW EXCITEMENT...NEW BEAUTY...

IN DOLL BODIES'

GREAT LINE FOR '59!

6" to 20" dolls

- UNDRESSED
- DRESSED
- BOXED
- CELLO-PACKED FOR SELF-SERVICE

Most advertised and publicized doll bodies in America!

DOLL BODIES COMPANY

Room 218, 200 Fifth Avenue, New York 10, N. Y.
ALgonquin 5-7206

Doll Bodies on Parade
at the TOY FAIR
FIFTH AVENUE BUILDING
Room #218

Creators of the Doll Body Beautiful

JO-ANN AND MARY LOU DOLL AND WARDROBE

MARY LOU AND HER COMPLETE WARDROBE KIT No. 470

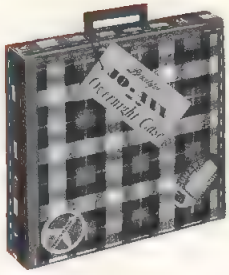
7½" doll with head that turns, arms that move and big blue eyes that blink, eye lashes and genuine mohair wig. Dressed in her own bra and panty set. Mary Lou comes with 5 complete outfits, including some of the following pieces

- Blouse changes
- Halters
- Bermuda shorts
- Nightgown
- Pedal pushers
- Rain cape
- TV Lounging pajamas
- Party dresses and other ensembles.
- Removable bra and panty set

Packaged in smart plaid luggage box 11½" x 1½" x 8¼", with 6 authentic travel stickers and luggage handle. Packed 3 doz. to carton

Suggested retail **$2.00**

#570 - Also available in a Deluxe set at $3.98 retail. Comprised of a slim 12" teen-age doll dressed in a colorful leotard. Dynel wig, earrings, high heel shoes and 6 complete outfits



#57 - 6" high, molded in acetate with moving eyes, arms and genuine mohair wig. Packed in cellophane bag, 6-12 doz. to carton

#75 - 7½" of loveliness with moving eyes, head and arms, coming big with a hand made mother wig, perfect to dress for your child, niece or friend. Packed in a sealed cellophane envelope. Packed 1-3-6 or 12

#80 - 7½" tall with moving eyes, genuine mohair wig. Molded in acetate. Durable spring grip plastic doll stand included. Packed in heat sealed cellophane envelope, 3-6 doz. to carton.

#200 - 7½" tall, moving blue eyes, genuine mohair wig with her own [illegible] removable bra and panty set. Molded in acetate and washable. Packed in heat-sealed cellophane envelope 1-3-6 doz. to carton

BEAUTIFUL JO-ANN AND HER OVERNIGHT CASE
No. 370

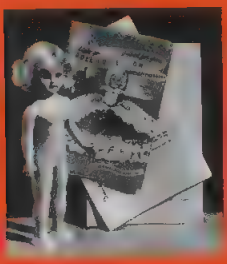
7½" doll with movable arms, legs, sleeping eyes and genuine mohair wig. Removable bra and panty set and her formal dress and raincape. Packed in smart plaid luggage box, 8¼" x 8¼" x 1½", with 6 authentic travel stickers and luggage handle. Packed 3 doz. to carton.

Suggested retail $1.00

#50 8" high, hard, moving eye acetate doll, Mohair wig with bangs, stand enclosed. Packed in a heat sealed cellophane envelope. Packed 1 3-6 12 doz. to carton.

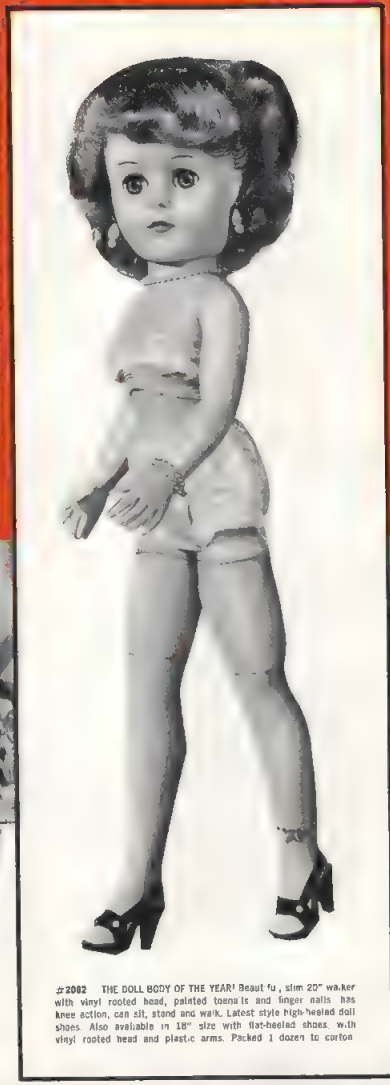
#LL20 [illegible] doll with moving eyes, molded hair [illegible] and [illegible] to fold dress. Separate mohair wig, styled and set. Molded head, arms and legs. Individually packed in cellophane envelope. 1-6 doz. to carton. Matching 9" doll stand is [illegible]

#270 Beautiful 12" [illegible] doll with [illegible] hair can be combed, brushed and set and [illegible] the [illegible] packed in a [illegible] window box. 1 dozen to carton.



#85 — 7½" tall with moving eyes and genuine mohair wig. Molded in acetate. Two easy-to-sew patterns included with a complete 16-page colored booklet of simple sewing instructions. Packed 3-6 doz. to [illegible]

#25 Patented adjustable doll stand molded in durable virgin plastic. Designed to fit any 7 inch to 14 inch doll. Individually carded for self-service or packed 2 dozen in display counter merchandiser. Packed 3-6-12 doz. assorted colors.



#2082 THE DOLL BODY OF THE YEAR! Beautiful, slim 20" walker with vinyl rooted head, painted toenails and finger nails, has knee action, can sit, stand and walk. Latest style high-heeled doll shoes. Also available in 18" size with flat-heeled shoes, with vinyl rooted head and plastic arms. Packed 1 dozen to carton.

PAINT-A-DOLL KIT

32 DOLLS OF FARAWAY LANDS — ready to paint.

Includes:

- 32 dolls
- 24 stands
- 6 jars of paint
- brush
- glue

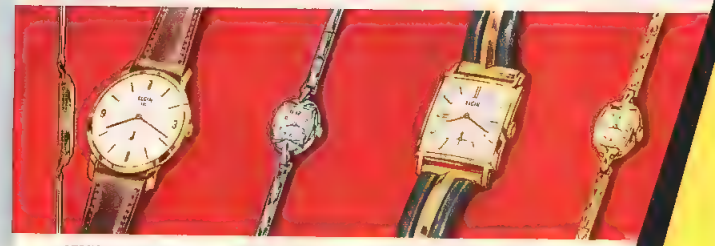
#725 Each doll is molded in durable plastic to show all the minute details of the native costumes. It's different! - It's exciting! It's fun! - for Girls and Boys. They'll love creating and painting the colors for the native costumes. An educational instructive kit for the young and adult hobbyist. Colorful plastic bases are included for mounting the painted dolls. Boxed in beautiful full color box, 1 doz. to carton, shipping weight 23 lbs.

Suggested retail $2.98

DOLL BODIES COMPANY
Room 218, 200 Fifth Avenue, New York 10, N. Y.
ALgonquin 5-7206

ELGIN . . . *the newest ideas in fine watch design*

Every ELGIN has the GUARANTEED DURAPOWER MAINSPRING



STREAMLINE "B"
An excellent 19-jewel value of slim trim design. DuraPower mainspring guaranteed never to break. 10kt natural rolled gold plate case contrasts smartly with padded brown calf strap. This is one watch that will always be worn with pride.
27W1 2995 Retail $49.95

JENNY
Inspired, 19-jewel model from Elgin's own design studio. DuraPower mainspring guaranteed never to break. 0kt white rolled gold plate steel back, tapped case. Gold figures and markers. Curved crystal. Gold-filled expansion brass st
27W2-4500 Retail $79.50

DRAKE
Modern, 19-jewel, shock-resistant movement for accurate service. Guaranteed unbreakable DuraPower mainspring. 0k natural gold-filled steel back case. Raised gold markers on sa Comb-nation expans o band with leather insert endpieces.
27W3-3595 Reta l $69.50

SABINA
Delightful, 19-jewel creation by Elgin. DuraPower mainspring is guaranteed never never to break. 10kt natural gold-filled case. The beautiful fa figured dia is easy to read even by candlelight. High curved crysta do ny solid-filled tubular expansion brace st
27W4-4500 Retai $79.50

STAR FLAME
19-jewel, precision movement, guaranteed DuraPower mainspring. 10kt white gold-filled back case set with 4 brilliant diamonds. Contrasting figure and marker dial with high curved crystal and grey nylon cord.
27W5-3995 Retail $69.50

RADIANT
Dependable 19-jewel Elgin DuraPower mainspring. 10kt white gold filled top, steel back case set with two fiery diamonds. High flat crystal. Grey nylon cord.
27W6-3575 Reta l $59.50
Same as above in natural gold-tated case with black nylon cord.
27W7-3575 Reta l $59.50

CORSAGE
Exquisite, 10kt white gold-filled top steel back case set with two carefully selected diamonds of unusual quality. 19 jewels and guaranteed DuraPower mainspring. High flat crystal. Matching expansion bracelet.
27W8 3995 Reta l $69.50

DIAMOND WATCHES
When you select a diamond watch choose ELGIN . . . a superb timepiece set with diamonds carefully selected for their fine color and value.

STREAMLINE "C"
Ultra thin design. 19-jewel, precision movement with guaranteed unbreakable DuraPower mainspring. 10kt natural rolled gold plate case. Styled dial. Smart expansion band accentuates thin design.
27W9-3995 Retail $69.50

NORWOOD
19-jewel, presentation model. DuraPower mainspring. 10kt natural rolled gold plate steel back case. Styled dial with gold diamond-cut markers. Flat crystal. Nite-Glo dial. Handsome black suede strap.
27W10-2495 Retail $39.95

HARLAND
Superb, 19 jewel movement with unbreakable DuraPower mainspring. Shock-resistant. 10kt natural gold-filled case. Raised gold figures and markers on styled dial. High curved crystal. Black suede strap.
27W11-3995 . Retail $59.50

LAWSON
Unique style coupled with a precision built, 19-jewel movement. DuraPower mainspring. 10kt natural rolled gold plate top steel back case. Raised gold figures and diamond shaped markers. High curved crystal. Gold-filled expansion band.
27W12-2995 Reta l $49.95

Retail prices include Federal Excise Tax

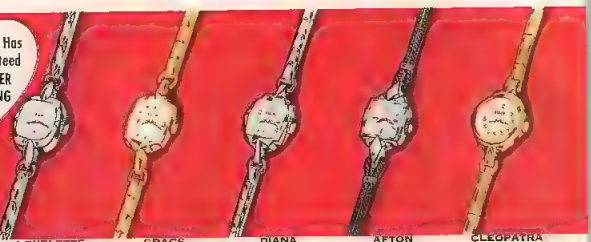
the finest name in top quality jeweled watches

ELGIN

lasting accuracy, dependability, prestige of owning one

give tomorrow's look in watches! ELGIN ...

Every ELGIN Has The Guaranteed DURAPOWER MAINSPRING



ideal..

to give..

or receive..

ELGIN

dependability..

accuracy..

style..

LOVELETTE

Striking white rolled gold plate steel back case contains precision, 19-jewel, Elgin movement with DuraPower mainspring. Fashionable expansion bracelet. Figure and marker dial with curved crystal.

27W13-2995 Retail $49.95

GRACE

Highly accurate, 19-jewel movement. DuraPower mainspring. 10kt natural rolled gold plate steel back case. Styled dial with raised gold figures and markers. High curved crystal. Gold filled expansion bracelet.

27W14-3575 Retail $59.50

DIANA

Chic styling and glamorous bracelet combined in perfect fashion. 19-jewel precision movement. 10kt white gold-filled lapped case. Raised gold figures and markers. Flat crystal. DuraPower mainspring.

27W15-3995 Retail $69.50

AFTON

Gleaming 14kt. white gold filled case contrasted with a black nylon cord. 19 jewels for precision accuracy, unbreakable DuraPower mainspring. Diamond-cut marker dial with high curved crystal.

27W16-3575 Retail $59.50

CLEOPATRA

Durable, long lasting, 9-jewel movement. Unbreakable DuraPower mainspring. 10kt natural rolled gold plate top, steel back case. Half fluted dial with flat crystal. Gold-filled top, steel back expansion bracelet.

27W17-2995 Retail $49.95

YOUR ELGIN GUARANTEE

If the DuraPower mainspring in any ELGIN watch should ever break in service, it will be replaced without charge to the owner, by any authorized ELGIN watch jeweler or by the Elgin National Watch Company.

EFFECTIVE SHOCK PROTECTION

All shock-resistant Elgin watches have Elgin's exclusive DuraPower Shocksaver, made of the same unbreakable alloy as the famous DuraPower mainspring.

Water & Shock Resistant... Automatic.....

CLEARWATER

Sturdy accurate and dependable purses watch. 7 jewels. Shock-resistant. Unbreakable DuraPower mainspring. 10kt natural rolled gold plate, waterproof* case. Raised polo figures and teardrops, luminous dial with sweep-second hand. Expansion bracelet.

27W18-3995 Retail $69.50

DEBONAIR

Rugged and practical. Ideal for sports wear. 17 jewels. self winding and shock-resistant. Guaranteed unbreakable DuraPower mainspring. Highly styled, easy-to-read dial. Stainless steel, snapback, waterproof* case and matching expansion bracelet.

27W19-3995 Retail $69.50

CORA

Unusual, 17-jewel, shock-resistant mates' watch. DuraPower mainspring, guaranteed never to break. Stainless steel, waterproof* case. Raised blue figures and luminous dot dial. Sweep-second hand. Combination stainless steel expansion center band with formed endpieces and black leather inserts.

27W20-3575 ... .. Retail $59.50

VALOR

Rugged and attractive, 17-jewel self-winding Elgin. Unbreakable DuraPower mainspring, shock-resistant. Popular round, chrome top, steel back, waterproof* case. Luminous dial and sweep-second hand. Tapered, grey leather strap.

27W21-2495 . . . . . .Retail $39.95

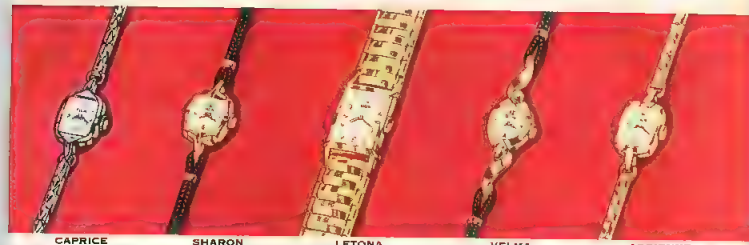
As above with black dial and black suede strap.

27W22-2495 . . . . . .Retail $39.95

*Waterproof when case, crown and crystal remain intact

Retail Prices Include Federal Excise Tax

. . . the most beautiful watches since time began



CAPRICE

A fine creation of feminine style. Accurate 17-jewel movement set in daintily sculptured 14kt white rolled gold plate case back. Raised gold figures on highly styled dial. Flat crystal. Link-filled ribbon expansion bracelet. Famous Elgin DuraPower mainspring.

27W23-3375 Retail $59.50

SHARON

Unequaled luxury at a price that was always enough. 19 jewels. Famous DuraPower mainspring guaranteed never to break. 14kt natural gold filled, steel back, lapped case. Styled dial of raised gold figures, stylons and dots. High curved crystal. Black nylon cord.

27W24-3575 Retail $59.50

LETONA

An attractive treasure of modern design, and practical too! Dependable, accurate 19-jewel movement - shock resistant DuraPower mainspring. 14kt natural rolled gold plate steel back case. Combination figure and marker dial with high flat crystal. Matching gold-filled expansion bracelet.

27W25-3575 . . . Retail $59.50

VELMA

Curved, flexible and pieces of suite a captivating appearance. 19-jewel movement, 14kt natural gold-filled case. DuraPower mainspring. Applied gold figures and markers on dial. Black nylon cord.

27W26-4250 Retail $65.50

ADRIENNE

19 jewels. 14kt natural gold-filled, highly lapped case. DuraPower mainspring. Styled dial with raised gold figures and markers. Flat crystal. Matching expansion bracelet.

27W27-3995 Retail $69.50

New! CERTIFIED ACCURACY

Your Elgin has been timed to the stars by the Elgin Observatory and is certified accurate, setting a new standard of timekeeping accuracy. Elgin is the only watch company in the world maintaining its own astronomical observatory.

ELGIN TRADITION

The name Elgin on a watch has been a recognized name for quality, prestige and fine craftmanship for over 94 years. Elgin's experience in manufacturing over 55 million jeweled watches has given them a reputation for quality that is unsurpassed anywhere today!

Every Elgin watch comes beautifully gift boxed in this new modern design.

DEPENDABLE AUTOMATICS

The Elgin self-winding watch is a masterpiece of quality. The slightest motion of your wrist will keep it fully wound. Wind it by the stem to start it, then forget it! From then on it will run accurately and dependably without rewinding. When not wearing it, wind it like any ordinary watch.

BENGAL

A select engineering achievement in the watchmaking art. Neat and distinctive Self-winding, 17-jewel movement, shock-resistant, too. 10kt natural gold waterproof* case. Combination figure and marker dial with sweep-second hand. Padded alligator strap.

27W28-5550 Retail $100.00

. . . Self Wind with DuraPower

KENTWOOD

17 jewels self-winding. Rugged and dependable for hard wear. DuraPower mainspring is guaranteed never never to break. Shock-resistant. Stainless steel, snaptight, waterproof* case. Nine-Gio dial has combination figures and markers. Sweep-second hand. Matching stainless steel expansion band accentuates the smart styling.

27W29-3995 . . . . . Retail $59.50

NAUTILUS

Masculine. 17 jewel self-winding Elgin with famous DuraPower mainspring guaranteed to never break. Shock-resistant. Stainless steel, waterproof* case. Combination markers and figures on luminous dial. Silver luminous hands. Sweep-second hand. Unbreakable crystal. Matching expansion band.

27W30-3995 . . . . . Retail $59.50

CARIBBEAN

A truly elegant and aristocratic style for the person with a desire for the exceptional. 17 jewels self-winding DuraPower mainspring is guaranteed never, never to break in service. Shock-resistant too. 14kt natural rolled gold waterproof* case. Black stylon dial with sweep-second hand. Padded alligator strap. The ultimate in fine jeweled watches - given proudly . . . worn with pride.

27W31-9500 . . . . . Retail $150.00

MATTERHORN

Quality dependability, prestige and pride of ownership are all built into this self-winding Elgin. Famous DuraPower mainspring is guaranteed never to break. Shock-resistant, too. 14kt natural gold case. Applied gold figures and markers on Nine-Gio dial. Red tip sweep-second hand. Black suede textured embossed strap.

27W32-10000 . . . Retail $195.00

*Waterproof when case, crown and crystal remain intact

Retail Prices Include Federal Excise Tax

ELGIN . . . given proudly . . . worn with pride!

Every ELGIN Has The Guaranteed DURAPOWER MAINSPRING

So tiny it slips through her ring!

the finest name in top quality jeweled watches

ELGIN

lasting accuracy, dependability, prestige of owning one

VALEENE

Stunning and harmonious. Truly a top value at this low, low price. 17 jewels. Unbreakable DuraPower mainspring. 10k natural rolled gold plate top, diamond-cut case back case. Raised gold figures and markers on satin-finish gold dial. Black nylon cord.

27W33-2250 . . . Retail $29.95

HARMONY

Strict attention to detail highlights the uniqueness of this classic timepiece. 17-jewel movement. DuraPower mainspring is guaranteed never to break. 10k white rolled gold plate top, stainless steel back case. Raised gold figures and markers on satin-grey nylon cord.

27W34-2250 Retail $29.95

VIVACIOUS

Tremendous value and design are outstanding features of this watch-maker's new 19 jewel DuraPower mainspring. 10kt white rolled gold plate steel back case. Luminous dial with raised medium figures and markers. Beautiful matching expansion bracelet.

27W35-2495 Retail $39.95

MARLENE

A 19-jewel Elgin masterpiece. So tiny it slips through her ring! DuraPower mainspring. 10kt natural rolled gold plate steel back case. Styled dial with eight figures and four rhodium dots. High curved crystal. Matching expansion bracelet.

27W36-2350 Retail $34.95

*The Federal Trade Commission has set up specific standards and tests which must be met before a watch can be correctly termed "waterproof." Elgin waterproof watches meet these specifications as long as the case crown and crystal are intact. The true value of waterproofing is that the special protection keeps the watch safe from perspiration and excessive moisture in the air.

Retail Prices Include Federal Excise Tax

BISMARCK

A masterpiece in design and accuracy. Water and shock resistant. 17-jewel Elgin movement with famous DuraPower mainspring. Chrome top, steel back case. Full figured luminous dial. Calf strap.

27W37-2250 Retail $26.95

SPRINGBROOK

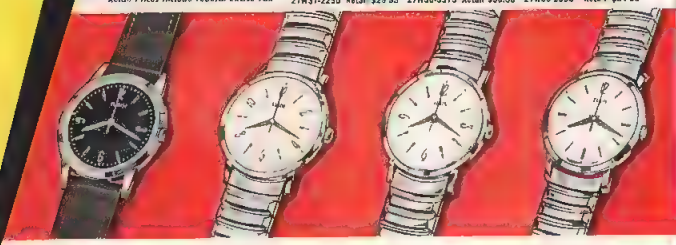
Superbly crafted in 10kt natural rolled gold plate, 21-year snap-back waterproof* case. 19-jewel Elgin movement assures you years of accurate service. High raised crystal. Matching expansion band.

27W38-3375 Retail $58.50

VANGUARD

17 jewels, guaranteed DuraPower mainspring. Shock-resistant. Chrome top steel back waterproof* case. Styled dial with raised figures and markers and luminous dots. Sweep second hand. Grey leather strap.

27W39-2350 Retail $34.95



NEPTUNE

Gleaming, highly styled design in a 21 jewels steel waterproof* case. Dependable, accurate 17-jewel movement. DuraPower mainspring's guaranteed never to break. Back dial is luminous with sweep-second hand. Black suede strap.

27W40-2495 Retail $39.95

BALBOA

Ultra smart, ultra accurate and uniquely constructed 17 jewel movement with guaranteed DuraPower mainspring. Shock resistant. Stainless steel waterproof* case. Luminous dial with sweep-second hand. Stainless steel expansion band.

27W41-3250 Retail $55.00

BOATSWAIN

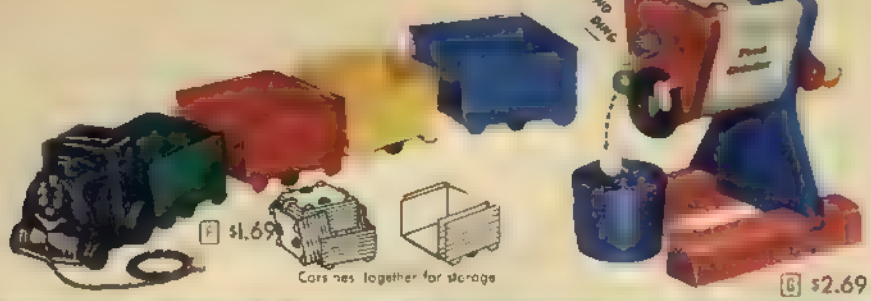
Masculine styled 17 jewel DuraPower mainspring, shock-resistant. Stainless steel waterproof* case. Raised, buffed rhodium figures and markers on styled luminous dial. Sweep-second hand. Stainless steel expansion band.

27W42-3995 Retail $59.50

SHELDRAKE

Extra value combined with high style. Sleek, self-winding, 17-jewel, shock-resistant model. DuraPower mainspring, guaranteed never to break. Stainless steel, waterproof* case. Neat luminous dial, sweep-second hand. Stainless steel band.

27W43-2995 Retail $49.95



F $1.69

Cars nes together for storage

G $2.69

S $2.49

Take-apart Toys . . help tots develop basic skills

H $..99

J 88c

T $1.57

$1.79

V $2.99

L $1.79

M $1.79

W $1.79

$2.99

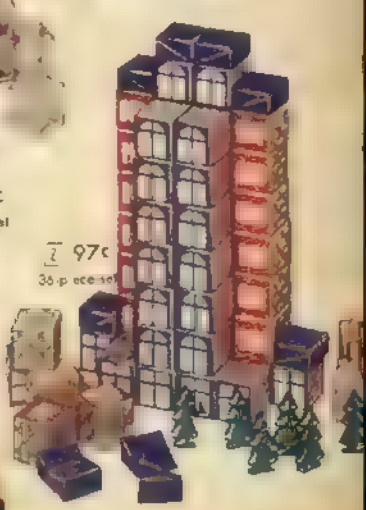
X 74c

P $6.69

R $4.79

I 98c

12-piece set

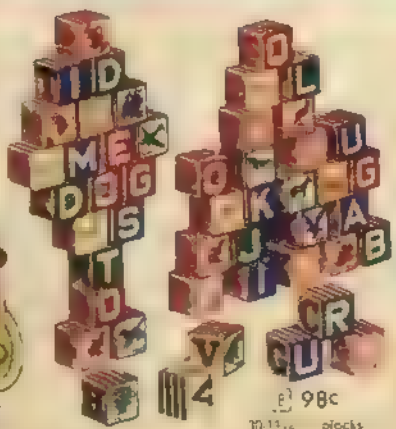


Z 97c

36-p ece set

$2.74

3- block set

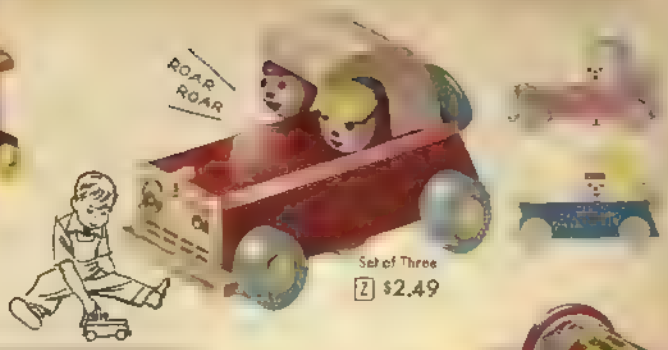


E 98c

30-11/16 blocks

A $2.69

Y $4.39



Set of Three
Z $2.49

Pull-Toy Zoo . . A mobile menagerie loaded with fun

M $1.77

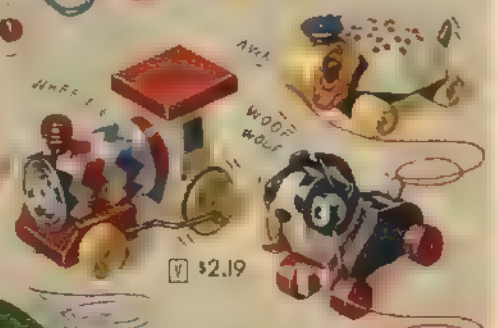
K $2.49

$2.49 P

H $1.69

S $1.77

I $1.97



V $2.19

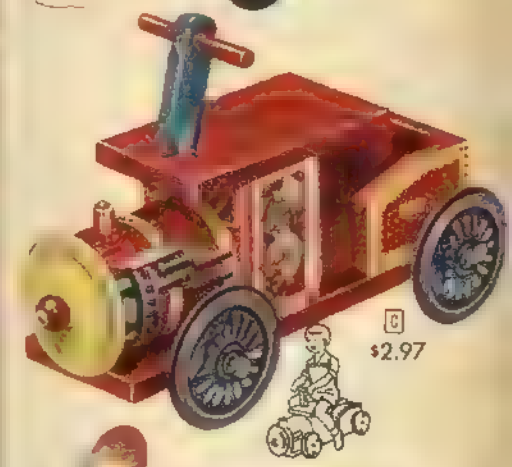
W $1.67

X 87c

A $4.49

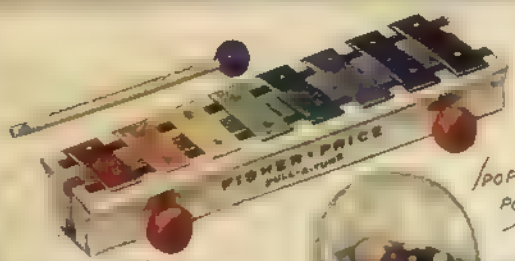
New!
Mouse Car in soft, safe plastic

B $1.74

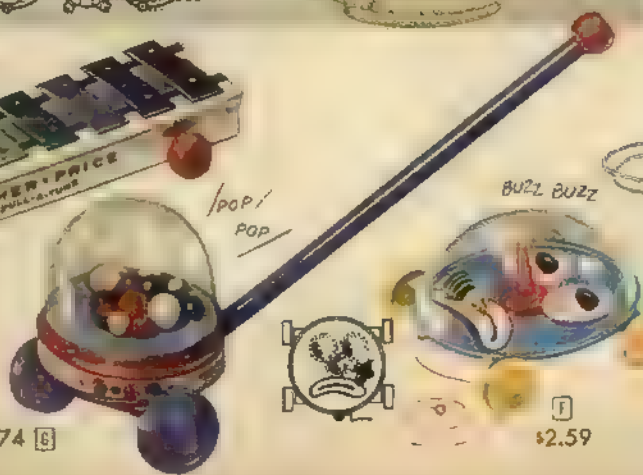


C $2.97

D $1.77



H $2.59



$1.74 G

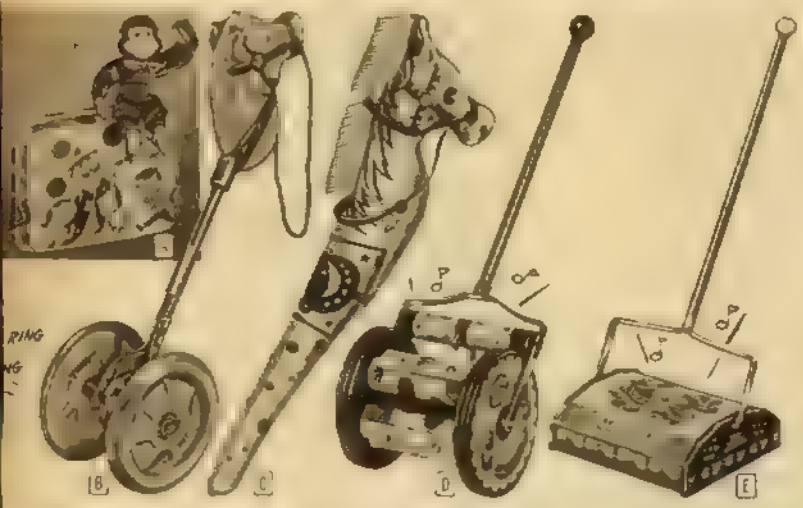
F $2.59

E $2.59

Hands turn as toy moves

Tots' Toys Make Merry Music as They Move Along

Lively action and pleasing sounds keep your youngsters entranced



[A] **Monkey-Cita.** Happy music box plays a merry tune as you turn the crank monkey bows and tips his hat. All metal with shoulder cord. 7¼x2½x10 in. high
49 N 645—Shpg. wt. 1 lb. 4 oz. $2.39

[B] **Vinyl Horse Head** with chime . . mounted on smooth round, 2-piece dowel. Woven reins. Molded head. Enameled steel wheels have nickel-plated gongs. 35½ in. long. A favorite mount for little playtime cowpokes. Order now . . an ideal stocking stuffer
49 N 5443—Shpg. wt. 1 lb. 5 oz. $1.29

[C] **Inflatable Stick Horse.** Tots are off in a cloud of dust on their trusty steed. Heavy vinyl plastic welded seams. Inflate by mouth. Colorful. 40 in. long.
49 N 5437—Shpg. wt. 9 oz. 92c

[D] **Roller Chime.** Melodious chimes sound as clapper hits steel bars. Wood wheels.
49 N 5428—25½ in. long. Wt. 3 lbs. 4 oz. .$2.94

[E] **Musical Sweeper.** Sweeps, plays tune. Metal body, rubber wheels. 9x10½ in.
49 N 1349—25½ in. handle. Wt. 2 lbs. 14 oz. $2.67

Musical Tops and Telephones fascinate tots

[F] **Musical Top.** Spins merrily along, singing a bouncy tune as it goes. 4-tone reed changes tune as top spins and 4-color design makes gala pattern. Big polyethylene base. Metal. 8½ in. dia., 10 in. high.
49 N 680—Shpg. wt. 1 lb. 2 oz. 99c

[G] **Color-changing Top.** As top spins, 3 color discs create a rainbow of colors through plastic dome. Musical reeds play. Rubber base. 8 inches in diameter, 10 inches high
49 N 615—Shpg. wt. 1 lb. 8 oz. 99c

[H] **Choral Top.** Contains 12-tone choral reed, which changes tune, makes lovely chords while top spins. Top is bell-shaped, beautifully colored. Polyethylene base
49 N 568—8½ in. dia. Wt. 1 lb. 6 oz. ... $1.69

[J] **Roy Rogers Western Wall Phone . . .** like one Roy and Dale use. Turn crank, bell rings electrically. Use standard flashlight battery (included). Made of sturdy plastic. 8x9 inches high. Mount on wall
49 N 4709—Shipping weight 2 lbs. $2.69

[K] **Musical Phone.** Gives clear, sharp ring when dialed . . plays bouncy tune when handle is turned. Made of polyethylene, with Lucite dial. Pastel colors. 4¾x7 in. long. Why not place your order today?
49 N 4629—Wt. 1 pound. $1.77

[L] **Thrifty Metal Phone.** Tots love to play grown-up with a phone of their own. Dial returns by spring action and rings the bell. Metal, with dial, bells. 4½x6 in.
49 N 4754—Shpg. wt. 1 lb. 4 oz. .. 87c

ITEMS LISTED BELOW ILLUSTRATED ON OPPOSITE PAGE

[M] **Ziggy Zilo.** Ziggy swings mallet up and down, striking xylophone keys, as base pivots from side to side. Wood construction, beautifully lithographed . . steel keys, axles. 9x5x9 in. high
49 N 5436—Wt. 1 lb. 12 oz. $1.77

[N] **Moo-oo Cow.** As she tosses her head and swishes her spring tail, she gives a long, low "moo-oo." Wood construction, acetate horns, flexible vinyl ears. Rolls on hardwood wheels. 10x4¼x9½ in.
49 N 5420—Wt. 2 lbs. $2.49

[P] **Dr. Doodle.** Bill opens as "the doc" sounds a "quack, quack." Wings and tail feathers move as he waddles along on two wheels. Solid wood parts, hardwood and steel accessories. 6½x7½x10 inches high. Wt. 2 lbs
49 N 5456. . . . $2.49

[R] **Gabby Goofies.** The Daddy chatters away as he leads his kiddies. Their heads turn and wings whirl as they wobble along. Turned hardwood, steel connectors. 13 inches long
49 N 5455—Wt. 1 lb. $1.69

[S] **"This Little Pig Went to Market."** Squeezy pink polyethylene piggies go 'oink oink' 'wee wee' tots love to squeeze 'em, hear 'em holler. Attach a string for pull toy. 15 inches long
49 N 4637—Wt. 12 oz. . . . $1.77

[T] **Snoopy Sniffer . .** gives out with a friendly "woof woof," wags his spring tail. Comical leg action. Big vinyl ears. Unbreakable wood body wheels. Leash. 13¾x4x4½ in. high
49 N 5442—Wt. 1 lb. 8 oz. $1.97

[V] **3-Toy Assortment.** Wood bodies. *Whistling Engine*—gives clear whistle. 7½x6½x4¾ in. high. *Tiny Tim*, chuckles to himself. 6¼x4x3½ in. high. *Barky*, goes "woof-woof." 5¾x3x4 in. high. All on wheels.
49 N 5492—Wt. 2 lbs. 4 oz. $2.19

[W] **Mr. Wiggle's Turtle.** Hides bashfully in shell until you pull . . then out he comes. Before he's very far out, swish! shell rushes to catch up. Plastic, coil springs stretch to 21 in. Ten in. long in shell
49 N 5425—Wt. 9 oz. $1.67

[X] **Mr. Wiggle's Leap Frog.** He hops merrily along just like a real frog, when pulled by attached cord. Youngsters find him fascinating. Made of durable plastic, with a coiled spring. Stretches to 12 inches. Shipping weight 4 ounces. Gift box.
49 N 5491 87c

[Y] **Huffy Puffy Train.** Says "chug-chug" as his eyes roll up and down. Pistons pump. Brakeman in caboose. Wood engine, cars and wheels. Engine has acetate face, piston rods, cow-catcher. 27 in. long
49 N 5475—Wt. 3 lbs. $4.39

[Z] **3 Sports Cars.** They're off in a cloud of dust as driver and his girl friend spin their heads to see the way. Polyethylene top and grill. Wood body and wheels. Motor roars as car moves. 6¼ in. long
49 N 5417—Wt. 1 lb. 4 oz. $2.49

[A] **Timber-Tater.** Rolls on musical steel cylinder and wooden rattle cage. Wood cart is strong enough to sit or kneel on. Very durable. 30 timbers of smooth, natural finish wood. 9½x20½x5 in. high. Shpg. wt. 6 lbs. 4 oz.
49 N 4710 . . . . . $4.49

[B] **Inflatable Mouse Car.** Soft plastic body squeaks delightfully when any part is squeezed. Rubber wheels, brass hub caps. Brilliant colors. Seams electronically sealed. 15 in. long. Also floats.
49 N 5473—Wt. 1 lb. $1.74

[C] **Big Rider Locomotive.** Tots can actually ride this one, amuse themselves for hours. Metal wheels go "clang clang." Metal bell . . Wooden body, brightly lithographed. 20 in. long overall
49 N 5464—Wt. 4 lbs. $2.97

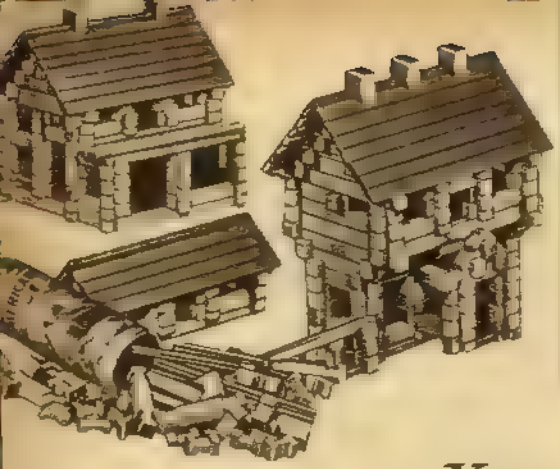
[D] **Susie-Belle.** A cute little duck with a wobble walk. As tots pull her along she waddles from side to side as bell rings merrily. Made of durable plastic. Plastic wheels. 15x7x7½ in
49 N 5459—Wt. 1 lb. $1.77

[E] **Klickity-Klock.** Realistic looking clock in a dome enclosure. Hands rotate, making a regular clock sound. Bell strikes on the hour. Rugged plastic construction. 7¾x7½x3¾ in. high
49 N 5438—Wt. 1 lb. $2.59

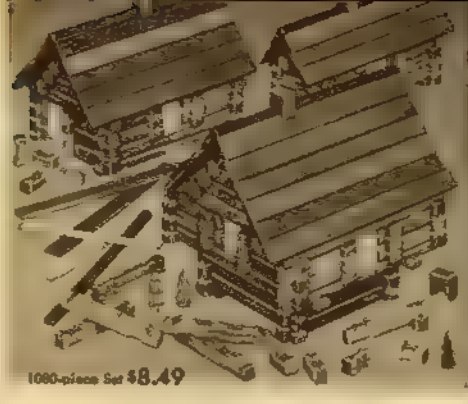
[F] **Buzz-around Bee.** As you pull toy, bee buzzes angrily around inside of plastic dome, his every move followed by giant roving eyes. Rugged all-plastic construction. Bell buzz, click noises. 7¼x6⅜x3¾ in.
49 N 5445—Wt. 1 lb. $2.59

[G] **Corn Popper.** Sounds like corn popping when pushed. Wood base, wheels, clear plastic dome.
49 N 5433—Wt. 1 lb. 8 oz. $1.74

[H] **Pull-A-Tune.** Plays tune as toy is pulled. Wood mallet, song book. 14x5x2¾ in.
49 N 5481—Wt. 2 lbs. $2.59



314-piece Set $5.49



1080-piece Set $8.49

276-piece Set $2.79

Young Americans Love to Build

American Logs make authentic looking square-timbered miniatures of pioneer-day buildings. ¾-in. stained logs are interlocking—move as a unit without dismantling. No tools or glue needed. Interchangeable pieces in all sets

49 N 4678—314-piece set. Tube 19¼ x17½ in. diam. Wt. 9 lbs. $5.49
49 N 4677—211-piece set. Tube 13¼ x7½ in. diam. Wt. 6 lbs 3.39
49 N 4676—103-piece set. Tube 13x5¼ -in. diam. Wt. 2 lbs. 14 oz 1.69
49 N 4675—54-piece set. Tube 12x4-in. diam. Wt. 1 lb. 8 oz.... 89c

New! Walt Disney's Early Settlers Logs create authentic frontier buildings. Feature solid wood caulking fillers for sturdier construction; doors and windows for greater realism. Sturdy storage boxes, detailed instruction book.

49 N 4766—Big 1080-piece set. Shpg. wt. 10 lbs. $8.49
49 N 4765—810-piece set. Shipping wt. 8 lbs. 6.29
49 N 4764—540 piece set. Shipping wt. 5 lbs. 4.29
49 N 4763—270-piece set. Shipping wt. 3 lbs. 2.44

Rig-A-Jig makes toys with action parts, rolling wheels. Brightly colored pieces link firmly together, come apart easily, can be used again and again. Extra-durable acetate is washable and non-toxic. In handsome plastic put-away tray

49 N 4768—276-piece set, Shpg. wt. 11 lb. $2.79
49 N 4767—165-piece set. Shpg. wt. 11 oz. 1.79

Lovable, cuddly and entertaining stocking stuffers are Santa's favorite presents to the Crib Crowd

A Nursery Birds to float, flutter and fly over the crib. Bright colors and graceful movement fascinating to tiny tots. 7 sponge-rubber filled birds are 4½ inches long . . completely washable. Strong tubular support clamps to crib, buggy or play pen. 20 inches high

49 N 4482 · Shipping weight 2 lbs. . . . $2.69

B Crib Exerciser to help strengthen tiny muscles. Spring-suspended bar and trapeze of smooth hardwood. Dangling bright plastic rings and wood balls. Adjustable plastic strap. 11¼-in. long bar

49 N 4472 · Shipping weight 1 lb. . . . $1.79

C Popeye in Music Box. Turn the crank and play a gay tune. Double action: up pops spinach can, then Popeye with an "Arf." Shpg. wt. 1 lb. 6 oz.

49 N 4432 $2.57

D Musical Jolly Jack-in-the-Box. Turn the crank, play "Pop Goes the Weasel." Up jumps grinning Jack. Metal box with circus design. 6-in. high

49N4571 · Wt. 1 lb. 3 oz. $1.69

E Klancy Jack-in-the-Box. Make-believe fire? Press "alarm" button and up pops Klancy, siren blaring. 4½-in. square metal reinforced box. Wt. 8 oz.

49 N 4442 . . . 87c

F Big Plastic Ball. Beautiful clear vinyl see-thru plastic gaily speckled with many colorful dots. Durable construction, wipes clean. 6½-in. diam.

49N4492 · Shpg. wt. 12 oz. 89c

G Musical Roly Poly. Hand painted, high impact plastic. 11½ in. tall.

49N4409—Shpg. wt. 2 lbs. $1.97

Non-musical Roly Poly. 7½ in. high

49N4490—Shpg. wt. 1 lb. . 87c

H Baby Gift Set. Soft vinyl squeeze bear 4 in. high, baby face and arms on 6-in. rattle with suction cup base; 4 large plastic keys on plastic ring

49N4493—Shpg. wt. 1 lb. $1.79

J Rattle-Whirl. Colored plastic discs and balls twirl and spin . . rattle and clatter. Base and stem white lacquered hardwood. 7½ x 4½ x 5 inches

49 N 4456—Wt. 1 lb $1.77

K Crib Rail Train says "beep" as it runs along crib or play pen track. Bright unbreakable plastic wheels, rods, cowcatcher, hardwood body

49N4455—Shpg. wt. 9 oz. $1.34

New! Andy and Sandy Dolls

Cute girl and boy twins. They squeak with delight when squeezed, have flexible arms and legs. Latex rubber with gleaming finish . . can be sanitized by dipping in boiling water. Harmless non-toxic colors won't chip, crack, or peel. Each doll is 8⅜ inches tall

49 N 4537 · Shpg. wt. 1 lb. ... $1.74

$1.74

30 Snap-Lock Beads

Baby will love to push these beads together . . . snap them apart. 30 giant beads of soft polyethylene . . . a wonderful teething aid. 7 colors, 3 correct shapes too big to swallow. Beads are squeezable, unbreakable, chewable, washable. Each bead is 1⅜-inches in diameter. Chain is 55 inches long

49 N 4487 · Wt. 9 oz. $1.69

$1.69

Full protection for engine and fuel system

- cleanest burning—no harmful engine deposits
- forms no gum in tanks, lines, or carburetor
- exclusive Gulf formula prevents spark-plug fouling.
- guards against rust formation.
- controlled low vapor pressure cuts evaporation loss, prevents vapor lock.
- combats carburetor icing
- micronically filtered for your extra safety afloat.

QUESTIONS AND ANSWERS ABOUT NEW GULF SUPER MARINE

Q. Where and when will new Gulf Super Marine Gasoline be available?

A. At many Gulf Marine dealers' in time for the 1959 boating season.

Q. Besides new Gulf Super Marine, are there any other *premium marine* gasolines available to boat owners?

A. No—none that are premium in quality and made especially for marine engines

Q. Can new Gulf Super Marine Gasoline be used in outboard motors?

A. Yes—both Gulf Marine White and new Gulf Super Marine give maximum performance in all makes of outboard engines

Q. Is new Gulf Super Marine a high-octane gasoline?

A. Yes—new Gulf Super Marine Gasoline has the highest octane rating (by the more severe Motor Method) of any true marine gasoline

Q. Does new Gulf Super Marine or Gulf Marine White form gum in boat tanks or fuel systems?

A. No Gulf Marine gasolines are inherently stable and do not form gum

Q. Do "doctored" automobile gasolines form gum in marine use?

A. Yes. Additives in less stable automobile gasolines only *slow down* gum formation.

Q. Does new Gulf Super Marine Gasoline contain lead?

A. New Gulf Super Marine contains a very small amount (less than 1 ml., gal.) of lead as part of a *special Gulf antiknock compound.*

Q. What is meant by a true marine gasoline?

A. **A gasoline that is made especially for marine engines and the conditions under which they operate. Not an automobile gasoline rebranded or "doctored" for marine use.**

NOW...TWO GREAT GULF MARINE GASOLINES

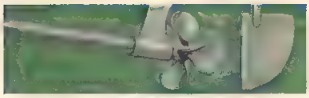
GULF MARINE WHITE

NEW GULF SUPER MARINE

GO SAFELY — GO GULF

YOUR MARINE ENGINE KNOWS THESE DIFFERENCES—DO YOU?

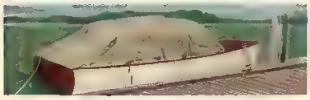
YOUR BOAT'S ENGINE



Uses a propeller—tendency for propeller to slip

Can only develop power gradually to avoid excessive propeller slippage

Operates over long periods of time at constant speed—at set throttle.



Does not operate daily—may be idle for long intervals—time for gum to form in tanks and fuel lines.

YOUR CAR'S ENGINE

Uses wheels in contact with ground—no slippage

Can develop high power at low speeds due to positive contact with roadway.

Stops and goes—speeds up and slows down—does 60 one minute, 20 the next

Operates nearly every day—fuel replaced more often—gum formation no problem

NATURALLY, to get the best possible performance from your boat or your car, you *must* use a fuel specifically designed for each.

That's why, 25 years ago, Gulf introduced the first fuel refined especially for marine use . . . Gulf Marine White Gasoline. Its acceptance was immediate

Improved through constant research, it is today still the first choice of experienced boat owners

Recent advances in marine engine design have created the need for a new, higher octane *marine* fuel with all the essential properties of a true marine fuel, *plus* maximum performance for your boat's engine

Gulf has met this need without compromise, and now proudly announces . . .

THE GREATEST ADVANCE IN MARINE FUEL SINCE GULF MARINE WHITE!

SPORTSWEAR BY ABERCROMBIE & FITCH CO

GULF SUPER MARINE

THE FIRST AND ONLY TRUE MARINE PREMIUM GASOLINE

Maximum Performance For All Marine Engines

Now Gulf brings you the finest marine gasoline ever to fill a fuel tank afloat . . new Gulf Super Marine.

It's the first and only premium fuel developed especially for marine engines . . . a *true* marine gasoline that *forms no gum.*

Gulf Super Marine is the highest octane marine fuel available. You get *all* the safe power and performance your boat's engine can deliver.

FIRST AND ONLY 53 Functional JEWEL Self-Winding Watches

Hallmark LIFETIME GUARANTEE

on all movement parts against breakage

Shock Protected by **INCABLOC**

INCABLOC safeguards the vital moving parts of a watch. It maintains its accuracy, extends its life and keeps costly repairs to a minimum. INCABLOC is a guarantee of quality, accuracy and dependability in your watch.

Made with

UNBREAKABLE MAINSPRINGS

17 21* 25* 53

JEWEL WATCHES

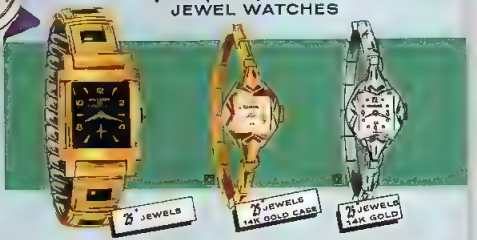
A **Cyclomatic 53 "A", 53 Jewel self-winding waterproof**.** Finest movement of its type ever made. Has built-in shock absorbers. Yellow gold filled case, stainless back. Matching comb nation mesh and expansion bracelet. Luminous hands, hour dots. **Unbreakable mainspring. Incabloc shock protection.**

33W2500-5950.....Retail **$185.00**

B **Cyclomatic 53 "B" 53 jewel self-winding waterproof**.** Chrome top case, non-corrosive back. Matching comb nation expansion bracelet. Luminous hands, dots. **Incabloc. Unbreakable mainspring.**

33W2501-4995.....Retail **$137.50**

Retail prices include Federal Excise Tax



Clifton: 25* Jewels. Striking modern design. Gleaming 10K yellow rolled gold plate case with non-corrosive back. Matching gold-filled combination expansion bracelet. Dashing black dial with raised gilt figures. Shock protected with **Incabloc. Unbreakable mainspring.**

33W2502-2630.....Retail **$80.00**

C **Chevy Chase: 25* Jewels.** Bewitchingly modelled case of solid 14K yellow gold. Perfectly attuned to today's fashion. Matching gold-filled expansion bracelet. **Incabloc. Unbreakable mainspring.**

33W2503-3025.....Retail **$95.00**

D **Briarcliff: Same as above** 14K white gold case matching gold-filled expansion bracelet.

33W2504-3025.....Retail **$95.00**

****as long as case, crown, and crystal remain intact.** ***Includes RESEVOIL oil reserve jewels.**

ADVERTISED IN LIFE

Sea Raven: 25* Jewel water-resist watch** built to give great service. Can be worn for dress or sports. Chrome top case, stainless steel back. Matching steel comb nation expansion bracelet with genuine leather inserts. Luminous hands and figures. Protected with **Incabloc. Unbreakable mainspring**

33W2505-2240...Retail **$75.00**

E **Carioca "Y": Romantic as a tropical night.** Gleaming case is of 10K yellow rolled gold plate with non-corrosive back. Matching gold-filled expansion bracelet. 17 jewels. With **Incabloc. Unbreakable mainspring.**

33W2506-2195.....Retail **$71.50**

F **Carioca "W": Same as above.** 10K white rolled gold plate case.

33W2507-2195.....Retail **$71.50**

G **Samba: 21* Jewels: Gay, exciting design.** White rolled gold plate case with non-corrosive back. Gold filled expansion bracelet. With **Incabloc.**

33W2508-2360.....Retail **$75.00**

H **Rumba: 21* Jewels.** Neatly tailored case of yellow rolled gold plate with non-corrosive back. Gold filled expansion band. With **Incabloc.**

33W2509-2360.....Retail **$75.00**

Amherst: Self-winding, water-resist watch...the best buy in its class! Dust-protected case is color of yellow gold, non-corrosive back. Matching gold-filled expansion bracelet with leather insets. Luminous hands and hour dots can be read in the dark. Red sweep second hand. 17 Jewel movement. With **Incabloc. Unbreakable mainspring.**

33W2510-3035... Retail **$97.50**

Hallmark

Unbreakable Mainsprings

17 21 25 30 JEWEL WATCHES

SELF WINDING WATERPROOF **

30 JEWELS

25 JEWELS WATERPROOF **

25 JEWELS WATERPROOF **

WATERPROOF **

Self-Winding Watches

Vanguard: 30 Jewel self-winding and waterproof watch** designed for the threshold of the Space Age! Monopol shed case is yellow rolled gold plate with non-corrosive back. Matching gold-filled combination expansion bracelet with leather insets. Handsome textured dial with raised figures. Shock-protected with Incabloc. Unbreakable mainspring.**

33W2511-4995 . Retail $157.50

ADVERTISED IN LIFE

Adventurer: 25 Jewel self-wind waterproof watch** as modern as tomorrow's news! Chrome top case with stainless back. Steel combination expansion band with leather insets. Luminous hands and hour dots. Unbreakable mainspring. Incabloc shock protection**

33W2512-3290 Retail $105.00

Sea Classic: 25 Jewel self-wind waterproof watch**. Service with style! Yellow rolled gold plate case, non-corrosive back. Matching gold filled combination brace et. Two tone dial with luminous hands dots. Incabloc shock protected. Unbreakable mainspring.**

33W2513-3615 Retail $115.00

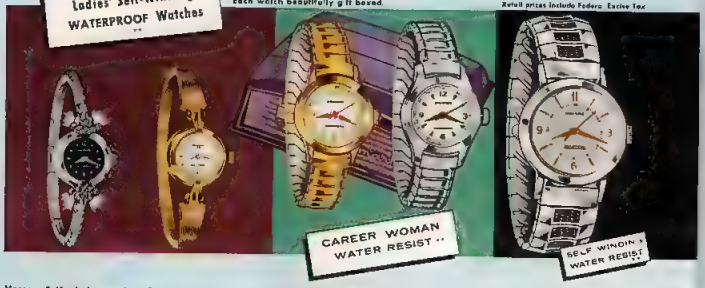
Dolphin, Waterproof and self-winding. Especially designed for the active man! Case is color of yellow gold with a non-corrosive back. Matching gold-filled expansion bracelet. Luminous hands and figures. Sweep hand. 17 Jewels. Incabloc. Non-break mainspring.**

33W2514-3265 Retail $105.00

Each watch beautifully gift boxed.

Retail prices include Federal Excise Tax

Ladies' Self-Winding WATERPROOF Watches **



CAREER WOMAN WATER RESIST **

SELF WINDING WATER RESIST **

Vesper Self-winding and waterproof watch** set with 12 genuine diamonds. Can be worn for sports or with highest fashion. Case is all 10K white gold filled. Mirror polished. Matching Queen expansion bracelet. Black dial with white raised hour dots. Dependable 17 Jewel movement with Incabloc. Unbreakable mainspring.**

33W2515-8530

.....Retail $250.00

Garland: 23 Jewel self-winding waterproof watch** with unusually smart lines. Dust protected case is of gleaming 10K yellow rolled gold plate, has non corrosive back. Gold filled combination expansion bracelet sets off simple beauty of case. Very elegant modern style dial. Has unbreakable main spring. Incabloc protected.**

33W2516-4250

.....Reta.. $135.00

Careerist "A". Styled for nurses, career women, homemakers, women at work! Built for dependable service. Styled for beauty. Water resist case is color of yellow gold with stainless back. Matching gold filled expansion bracelet. Red sweep second hand for split second timing. Luminous hands and hour dots can be read in the dark. Accurate 17 Jewel movement has unbreakable mainspring. Incabloc.**

33W2517-2185.....Retail $69.50

Careerist "B": Same as above. Chrome top case steel back. Steel expansion bracelet

33W2518-2015. .Retail $65.00

Campbell: Self-winding waterresist watch with all the style a man could want! Chrome top case with stainless steel back. Matching steel combination expansion bracelet. Attract two tone dial. Luminous hands and hour dots. Red sweep second hand. 17 Jewels. Incabloc. Unbreakable mainspring.**

33W2519-2725. Retail $87.50

Watches illustrated are 7/8 actual size.

****as long as case, crown, and crystal remain intact.**

Hallmark

Shock Protected by **INCABLOC**

INCABLOC safeguards the vital moving parts of a watch. It maintains its accuracy, extends its life and keeps costly repairs to a minimum. INCABLOC is a guarantee of quality accuracy and dependability in your watch.

Made with

UNBREAKABLE MAINSPRINGS

ADVERTISED IN LIFE

Lucretia: 21 Jewels. Stunning glamor of gleaming 14K yellow gold daintily carved to enhance milady's wrist. Gold-filled expansion band to match. Modern stick figure dials easy to read yet beautifully styled. Movement has **unbreakable mainspring** and **Incabloc** shock protection.

33W2522-2830 Retail $90.00

Camille: 21 Jewels. A fashion inspiration crafted of skillfully modelled solid 14K white gold. Matching "Queen" expansion band is gold-filled. Attractive raised blue figure dial with high domed crystal. Dependable movement shock-protected by **Incabloc**. Has **unbreakable mainspring.**

33W2523-2830 Retail $90.00

Illustrations enlarged to show detail.

Barbara: A petite watch, but a great value. Delicately styled for the discriminating lady. Case is color of yellow gold, non-corrosive back. Matching gold filled expansion bracelet. Easy-to-read skip figure dial with domed crystal. 17 Jewel movement is shock-protected with **Incabloc. Unbreakable mainspring**

33W2530-1930 ..... Retail $62.50

McBio. Ruggedly constructed for the man in the Armed Forces, a tremendous buy for anyone! Chrome top case with stainless steel back is water resist** Match ng steel combination expansion band with backsnsets Luminous hands, hour dots. 17 Jewels. **Unbreakable mainspring. Incabloc shock protection**

33W2521-1595 ..... Retail $55.00

60 DIAMONDS 24 JEWELS

Lido: 21* Jewels. 50 Sparkling diamonds set in a magnificent case of solid 14K white gold. Matching gold-filled expansion bracelet makes this fine watch easier and safer to wear than any other of its type. Accurate movement has **unbreakable mainspring, Incabloc** shock protection.

33W2524-19000 ..... Retail $500.00

*Includes RESEVOIL oil reserve jewels.

20 DIAMONDS 14K GOLD CASE

Princess Louise: 25* Jewels. Brilliant splendor of 20 fiery genuine diamonds each one hand-set in richly carved case of solid 14K white gold. Matching "Queen" expansion bracelet is 10K white gold-filled. Modern dot-figured dial with high-domed crystal. Movement has **unbreakable mainspring** and is shock protected by **Incabloc.**

33W2528-12000 ..Retail $200.00

Retail prices include Federal Excise Tax

** as long as case crown and crystal are intact.

Capri "A". 25* Jewels. 2 diamonds flashing in a dramatically styled 10K yellow rolled gold plate case. Non-corrosive back, matching gold-filled expansion bracelet. With **Incabloc.**

33W2525-2995.. Retail $95.00

Capri "B". 25* Jewels. 2 diamonds in a modishly tapered case of 10K white rolled gold plate with non-corrosive back. Matching expansion bracelet is gold-filled. With **Incabloc.**

33W2526-2995...Retail $95.00

Princess Joan. 21* Jewels. Luxurious with 6 fine diamonds ablaze in a shiny case of solid 14K white gold. Matching expansion bracelet is gold filled. Modern stick-figure dial. **Incabloc**

33W2527-5620 Retail $180.00

Hallmark

17 21 25 JEWEL WATCHES

LIFETIME GUARANTEE

on all movement parts against breakage

*Includes RESEVOIL (U. S. Pat. No. 2678865) all reserve jewels that add extra jewels to the customary 17 friction-bearing jewels to assure better service and longer wear.

ADVERTISED IN LIFE

Each watch beautifully gift boxed. Retail prices include Federal Excise Tax

Transportation Style Watch for railroad men, truckers, farmers, mechanics and sportsmen

The perfect watch for the man who can't wear wrist watches! Super accurate, built to take hard wear. Shiny chrome case is dust-protected, has locomotive design engraved on its stainless steel back. Easy-to-read black enamel figures on white dial with fully numbered minute track. Dependable 17 jewel movement has unbreakable mainspring is shock protected with Incabloc. Handy black leather fob strap included without additional charge.

33W2529-1895 . . . . . Retail $59.50

21 JEWELS

Ultra Thin

Thin Man; 21 Jewels. Handsomely elegant design in a man's dress watch. Shiny 10K yellow rolled gold plate case stainless back. Matching gold-filled expansion band. Smart stick figure and numeral dial. Unbreakable mainspring. Incabloc protected.

33W2530-2680.
Retail $85.00

** as long as case crown and crystal are intact.

25 JEWELS WATERPROOF**

Commodore: 25 Jewels. Waterproof** dress watch with masculine styling. Has yellow rolled gold plate case, non corrosive back. Matching gold-filled combination expansion bracelet with leather insets. Shock protected with Incabloc. Unbreakable mainspring.

33W2531-2980 Retail $95.00

DRESS WATCH

Columbine: Richly designed presentation model with luxurious, carved case of 10K yellow rolled gold plate. Non corrosive back. Matching gold filled combination expansion bracelet with leather insets. 17 jewel movement with unbreakable mainspring and Incabloc.

33W2532-2100 . . . . . Retail $67.50

Watches illustrated are 7/8 actual size.

ADMIRAL series by Hallmark

Harriet: Designed for service! Yellow gold color case non corrosive back. Gold filled expansion bracelet. 7 Jewels. With Incabloc.

33W2533-1350
. . . . . Retail $27.50

Rockhurst: Water-resist.** Chrome top case, stainless back. Steel expansion band. Luminous hands and figures. 7 Jewels

33W2534-1160 . . . . . Retail $24.95

Rockmont: Water-resist.** Chrome top case, stainless back. Gray leather strap. Luminous hands, figures. 7 jewels. Incabloc.

33W2535-1095 . . . . . Retail $32.50

Sea Champ: Water-resist** dress watch. Yellow gold colored case, steel back. Gold-filled expansion band. 7 Jewels. With Incabloc.

33W2536-1465 . . . . . Retail $29.95

Sub-Deb "Y" Yellow gold color case, stainless back. Gold filled expansion bracelet. 7 Jwls. Incabloc.

33W2537-1530
Retail $32.50

Sub-Deb "W" As Above White color case.

33W2538-1330
Retail $32.50

HAMPDEN

DISTINGUISHED NAME SINCE 1878

- Precision Timed and Adjusted in U.S.A.
- Dust-Protected throughout • Anti-Magnetic
- Permaflex Hairspring assures accuracy
- Fully Shock-Protected • Presentation Gift Box with each watch

GUARANTEED FOR LIFE*

ALL MOVEMENT PARTS GUARANTEED AGAINST BREAKAGE

HAMPDEN'S GUARANTEE AGAINST LOSS OF DIAMONDS

All Hampden diamond-set watches are guaranteed against accidental loss of diamonds from the settings for one year from date of purchase. Any diamonds so lost will be replaced free.

21 JEWEL MASTERPIECES

25 JEWEL AUTOMATICS

[A] JULIET. Gift of elegance, lovely 2 DIAMOND watch in a mirror-polished 14K WHITE SOLID GOLD CASE. Fully dust-protected Gracefully designed flattering bracelet in 10K white gold filled Superb 21 JEWEL shock-protected movement GUARANTEED FOR LIFE*.

Retail $115.00

34WS902—3969

[B] SONATA. Magnificently styled 14K WHITE SOLID GOLD case framed by 24 DIAMONDS that sparkle with fiery radiance 10K gold filled bracelet. 21 JEWEL shock-protected movement GUARANTEED FOR LIFE*.

Retail $375.00

34WS901—14024

[C] RADIANT. Like twinkling stars—10 DIAMONDS ablaze with dazzling radiance set in this 14K WHITE SOLID GOLD mirror-polished case, tapered expansion bracelet. 21 JEWEL movement GUARANTEED FOR LIFE*.

Retail $250.00

34WS902—9026

[D] OLYMPIAD. A Masterpiece-shock protected SELF-WINDING 25 JEWEL movement. GUARANTEED FOR LIFE*. Water-resist .10K yellow gold filled top case, steel back. Inlaid leather expansion bracelet

34WS903—3993 Retail $115.00

As above, 14K GOLD case.

34WS904—4435 Retail $165.00

[E] AQUATITE. This handsomely styled AUTOMATIC-WATER RESIST case has a lapped faceted Chrome top and steel back Sweep Second hand Matching stainless steel expansion bracelet with insets GUARANTEED FOR LIFE* 25 JEWEL shock-protected movement

34WS905—3381 Retail $85.00

[F] CLASSIC Symmetry gets a touch of genius in this slim BANGLE watch. Case is 10K yellow gold filled Encircling bracelet has safety chain. Shock-protected 17 JEWEL movement, GUARANTEED FOR LIFE*

Retail $85.00

34WS906 3459

[G] LADYSHIP. The smallest AUTOMATIC ever! And how these 6 DIAMONDS sparkle in their 14K white gold settings WATER-RESIST* .10K yellow gold filled case. Expansion bracelet Luminous dots and hands GUARANTEED FOR LIFE* 17 JEWEL shock-protected movement.

Retail $165.00

34WS907—6674

[H] COLUMBIA. WATERPROOF* watch case in the color of natural gold with matching inset expansion bracelet Unbreakable crystal, radium dial and hands. Sweep Second hand Distinctive dial treatment JET BLACK sunburst effect 17 JEWEL shock-protected movement, GUARANTEED FOR LIFE*

Retail $55.00

34WS908—2151

Same as above, but with WHITE DIAL.

Retail $55.00

34WS909—2151

Nationally Advertised and Accepted

HAMPDEN

DISTINGUISHED NAME ON FINE WATCHES SINCE 1870

GUARANTEED FOR LIFE*

ALL MOVEMENT PARTS GUARANTEED AGAINST BREAKAGE

STARDUST. 2 DIAMONDS matched for loveliness, one at each end of daintily feminine 14K YELLOW SOLID GOLD case. Has 10K gold filled expansion bracelet. GUARANTEED FOR LIFE* 25 JEWEL shock-protected movement.
34WS910—3690 Retail $95.00
As above in 14K WHITE SOLID GOLD.
34WS911—3690 Retail $95.00

Nationally Advertised and Accepted

25 JEWEL TREASURES

PATRICIA. Refreshingly new the charming end design and side motif of this striking 10K yellow gold plate case with steel back. 10K gold filled matching expansion bracelet. 25 JEWEL shock-protected movement GUARANTEED FOR LIFE*
34WS912—2592 Retail $71.50
As above, in 10K White Gold plate case
34WS913—2592 Retail $71.50

LOTUS. Beauty flashes in this 14K WHITE SOLID GOLD case set with 6 DIAMONDS. 10K gold filled expansion bracelet harmonizes with case design. Clear reading dial is set off by high raised crysta. Accurate and dependable 23 JEWEL shock protected movement GUARANTEED FOR LIFE*
34WS914—2777 Retail $150.00

GRACE. Fashionable style in 14K YELLOW SOLID GOLD case with high raised crystal. Fitted with a matching 10K gold filled expansion bracelet. Dependable 25 JEWEL shock-protected movement. GUARANTEED FOR LIFE*
34WS915—3087 Retail $79.50
As above 14K WHITE SOLID GOLD case
34WS916—3087 Retail $79.50

FELICIA. Beautiful lines in a modern 14K YELLOW SOLID GOLD case. Conforming expansion bracelet is 10K gold filled. Accurate 21 JEWEL shock protected movement GUARANTEED FOR LIFE*
34WS917—2793 Retail $75.00
As above 14K WHITE SOLID GOLD case
34WS918—2793 Retail $75.00

SEABURY. Yellow case color of natural gold with new facet design step back WATER RESIST* Matching expansion bracelets with handsome facets and insets. Unbreakable crystal. Has 21 JEWEL shock-protected movement GUARANTEED FOR LIFE*
34WS919—3602 Retail $71.50

*All Hampden WATER RESIST and SHOCK-PROTECTED watches, when manufactured conform to the specifications of the Federal Trade Commission. To remain "Water resistant" crystal and crown must be tight, if opened the case must be closed by a competent watchmaker to remain WATER RESISTANT." Retail Prices INCLUDE Federal Excise Tax. Prices subject to change without notice. All watches are illustrated 7/8 actual size.

[A] NAUTILUS. AUTOMATIC-WATER-RESIST* Winds with the movement of the wrist. Faceted case in Chrome top and steel back. Sweep Second hand. Sunburst dial of modern design. Expansion bracelet. 17 JEWEL shock-protected movement. GUARANTEED FOR LIFE*.
34WS920—2989 Retail $77.50

[B] AQUAMATE. World's tiniest AUTOMATIC watch and so moderately priced! WATER-RESIST* 10K Yellow Gold Plate case with sleek expansion bracelet in 10K gold filled. Shock-protected 17 JEWEL movement, GUARANTEED FOR LIFE*
34WS921—3772 Retail $100.00
As above, in 10K White Gold Plate case.
34WS922—3772 Retail $100.00

[C] AQUAMATIC. The ultimate in a fine AUTOMATIC watch. All stainless steel case and matching expansion bracelet with inset links. WATER-RESISTANT*, radium dial and hands. Accurate GUARANTEED FOR LIFE*, 17 JEWEL shock-protected movement
34WS923—3087 Retail $79.50

30 JEWELS
AUTOMATIC
WATER RESISTANT

IMPERIAL. AUTOMATIC, SELF WINDING 30 JEWEL shock-protected movement in an aristocratic case of 10K yellow rolled gold plate with steel back. Smart new design of the inset expansion bracelets spells class. Radium dial and hands. WATER RESIST* Masculine in every way . . . GUARANTEED FOR LIFE*, dependable movement.

34W5924 4238 **Retail $125.00**

[A] DIANA. Modern 10K yellow gold plate case, steel back. 10K gold filled expansion bracelet matches case. Domed crystal. 7 JEWEL GUARANTEED FOR LIFE* shock-protected movement.

34W5925—2425 **Retail $65.00**

As above in White Gold Plate case.

34W5926—2425 **Retail $65.00**

[B] ALICIA. NURSE'S watch, case in 14K YELLOW SOLID GOLD. Expansion bracelet inset with leather. 10K gold filled. Sweep Second Hand. GUARANTEED FOR LIFE* 17 JEWEL shock protected movement.

34W5927 3719 **Retail $95.00**

As above, in 10K Yellow gold filled case.

34W5928—2935 **Retail $77.50**

[C] LORETTA. Exquisite styling in a detailed very dainty case of natural gold color. Contoured dome crystal and raised figure dial. One 10K gold filled expansion bracelet. 21 JEWEL shock protected movement, GUARANTEED FOR LIFE*.

34W5929 2293 **Retail $59.50**

[D] SHIPMATE. Modern faceted Chrome top case WATER RESIST* with steel back. Matching steel expansion bracelet with inserts. Sweep Second Hand. Radium dial and hands. 21 JEWEL dependable shock-protected movement. GUARANTEED FOR LIFE*

34W5922—2347 **Retail $59.50**

[E] SPARTAN. Handsome case in 10K Yellow Gold Plate with steel back, WATER-RESIST* Matching expansion bracelet with inserts of modern design. AUTOMATIC—17 JEWEL shock protected movement, GUARANTEED FOR LIFE*.

34W5933—3494 **Retail $85.00**

[F] MARINER. For the active man this rugged WATERPROOF* in a stainless steel case. Sweep Second Hand. Matching expansion bracelet with inserts. Radium dial and hands. GUARANTEED FOR LIFE* accurate 17 JEWEL shock-protected movement.

34W5934 2190 **Retail $55.00**

WATERPROOF
STREAMLINE

EMBASSY. Masculine Chrome top, steel back case. Sweep Second Hand. Radium dial and hands. Matching inset expansion bracelet of newest design. Shock-protected 17 JEWEL movement. GUARANTEED FOR LIFE*.

34W5930 1788 **Retail $52.50**

THIN AS A COIN

DIPLOMAT. Elegant in a 14K YELLOW SOLID GOLD case. Its slimness brings admiring expressions. Raised figure dial, with smart black suede strap. GUARANTEED FOR LIFE* 17 JEWEL shock protected, non-magnetic

34W5931 4939 **Retail $140.00**

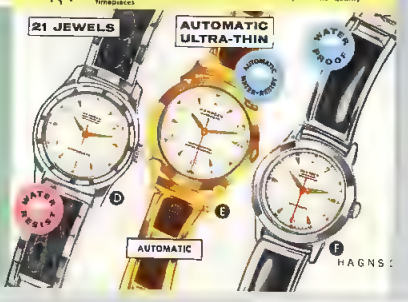
HAMPDEN

DISTINGUISHED NAME ON FINE WATCHES SINCE 1878

- Precision Timed and Adjusted in U.S.A. • Shock-Protected
- Dust-Protected • Anti-Magnetic
- Attractive Gift Box with each watch

GUARANTEED FOR LIFE*

*All movement parts, including mainspring and balance staff, are Guaranteed for life against breakage. Defective or broken parts will be replaced without charge for material or labor by Hampden Watch Company. Every Hampden watch is equipped with fully Jeweled Lever Escapement for accuracy. A feature found only in fine quality timepieces.



25 JEWELS AUTOMATIC

ULTRA THIN

ELDORADO Self-winding AUTOMATIC WATER RESIST* case in yellow gold plate with stainless steel back. Modern radium dial and hands. Sweep Second Hand. Unbreakable crystal. Matching gold filled expansion bracelet with up-to-date insets. GUARANTEED FOR LIFE*. 25 JEWEL shock protected movement

34W5935—3675 Retail $95.00

ARISTOCRAT. To be worn with pride. The sleek handsome lines of this modern yellow gold plate case with steel back and matching expansion bracelet will win praise. The ultra-thin design of the case and band is the "new look" in fine watches of today. Famous 17 JEWEL shock protected movement GUARANTEED FOR LIFE*

34W5936—2597 Retail $71.50

[A] GLORIA. To the new sculptured effect of this lovely case in 10K white gold plate with steel back to its matching sleek expansion bracelet, makes a beautiful possession. Raised figure dial with fashionable domed crystal. Famous for accuracy, 21 JEWEL shock-protected movement GUARANTEED FOR LIFE*

34W5937—2423 Retail $65.00

[B] CHARLOTTE A delight to own, this watch in 10K yellow gold plate case with steel back. Beautiful matching 10K gold filled expansion bracelet Sweep Second Hand. 17 JEWEL GUARANTEED FOR LIFE* shock-protected movement

34W5938—2597

As above in 10K WHITE gold plate case.

34W5939—2597 Retail $71.50

[C] LYRIC. Stunning fashion over modern dial. Dainty case in color of natural gold with steel back. The matching bracelet becomes part of the graceful ends of this lovely case. Gleaming contoured crystal and raised figured dial. Dependable 21 JEWEL shock-protected movement GUARANTEED FOR LIFE*.

34W5940—2347 Retail $59.50

HAMPDEN

DISTINGUISHED NAME ON FINE WATCHES SINCE 1878

- Precision Timed and Adjusted in U.S.A
- Dust-Protected throughout • Anti-Magnetic
- Permaflex Hairspring assures accuracy
- Fully Shock-Protected • Presentation Gift Box with each watch

GUARANTEED FOR LIFE*

Nationally Advertised and Accepted

*All movement parts, including mainspring and balance staff, are Guaranteed For Life against breakage. Defective or broken parts will be replaced without charge for material or labor, by Hampden Watch Company

ENVOY WATERPROOF* in the ever popular round style. Chrome top case and stem, back. Unbreakable crystal, radium dial and hands. Sweep Second Hand. Handsome steel expansion bracelet with insets. 17 JEWEL shock-protected movement GUARANTEED FOR LIFE*

34W5941—1730 Retail $47.50

AQUA-QUEEN, Ladies' WATERPROOF* Lovely case in Chrome top with steel back. Unbreakable crystal, luminous dial and hands. Sweep Second Hand. Steel expansion bracelet with insets. Famous 17 JEWEL shock-protected movement GUARANTEED FOR LIFE*

34W5942—2695 Retail $75.00

KENT AUTOMATIC—and WATERPROOF* Case in the color of nature, gold with steel back. Modern expansion bracelet with insets of newest design. Luminous dial and hands. SWEEP SECOND HAND. Unbreakable crystal. 17 JEWEL shock-protected movement GUARANTEED FOR LIFE*

34W5943—2768 Retail $75.00

FRANKLIN. Self-winding AUTOMATIC, case of 10K Yellow Rolled gold plate, steel back. Sweep Second Hand. Dome crystal. Gold filled expansion bracelet, which spells "class". 17 JEWEL shock protected movement, GUARANTEED FOR LIFE*.

34W5944—3381 Retail $85.00

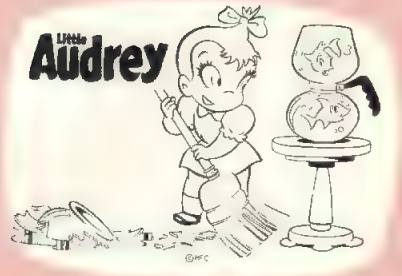
As above, case in 10K yellow gold filled

34W5945—4498 Retail $125.00

watch your SALES jump...

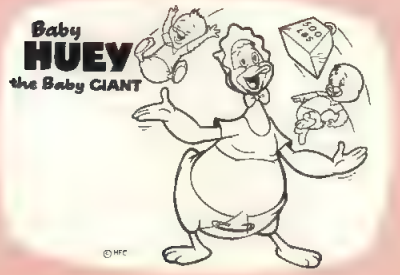
...with HARVEY cartoon TV stars!

CASPER tries to befriend everything he meets, contrary to the ghostly stereotype. This quality, plus his supernatural powers makes a unique blend of fun and fantasy.

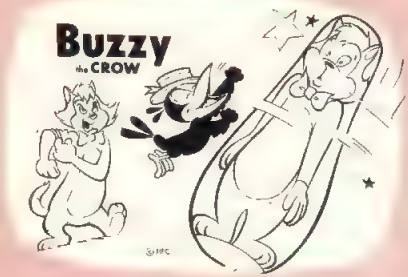


LITTLE AUDREY is a precocious little girl whose misguided attempts to help where no help is needed or wanted results in hilarious confusion and great fun.

KATNIP's unending war against HERMAN and his country cousins, makes for a side-splitting cat and mouse game. KATNIP's inevitable loss is the viewers' gain.

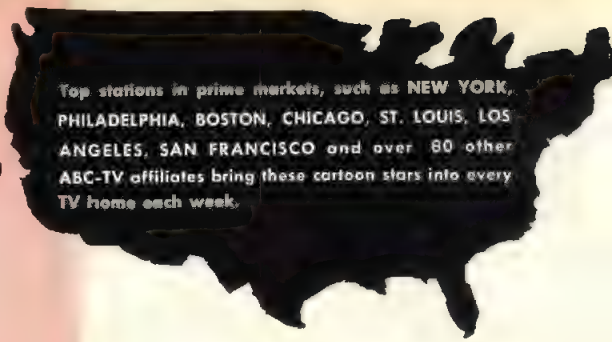


BABY HUEY's great strength and lack of worldly wisdom makes him a joy to his mother . . . a problem to his father . . . a brick wall to his enemies and a laugh to his friends.



BUZZY, a wise-cracking, fast-talking crow lives by his wits so successfully that his enemies need more than their usual quota of nine lives.

HARVEY CARTOONS, YOUR STAR SALESMEN.....


Top stations in prime markets, such as NEW YORK, PHILADELPHIA, BOSTON, CHICAGO, ST. LOUIS, LOS ANGELES, SAN FRANCISCO and over 80 other ABC-TV affiliates bring these cartoon stars into every TV home each week.

HARVEY SALES PROGRAM

- ★ Participation in the annual Xmas Toy Catalogue in the Harvey Comics Group with a 6 million guaranteed circulation
- ★ Mailing the Harvey Xmas Toy Catalogue annually to toy jobbers and every major variety chain, and department store toy buyer.
- ★ Point of purchase material as well as tie-in displays for Showrooms and Toy Fair.
- ★ Advertising and publicity campaigns in toy trade papers, consumer magazines and Harvey Comics.
- ★ Publicity tie-in feature mat service to local newspapers, for your jobbers, chain and department store accounts.
- ★ Art and layout service kit for design of product, package and catalogue sheet.

For More Exciting Information, Phone, Wire or Write

MERCHANDISING DIVISION

HARVEY FAMOUS NAME COMICS, INC.

1860 BROADWAY · NEW YORK 23, NEW YORK · JUdson 2-2244

© HARVEY FAMOUS CARTOONS

HARVEY CARTOONS GO NETWORK ON ABC-TV

Exclusive Character Licenses Now Being Signed

Everyone loves cartoons. The proof is in the fact that they are perennial audience winners whether in comic magazines, motion pictures or on TV. Their appeal is a basic one and accounts for the tremendous sales power they exert on youth audiences.

Now, promising even bigger audiences, the Harvey Famous Cartoon stars appear on TV for the first time. These former motion picture cartoons will be programmed on the ABC-TV network coast to coast.

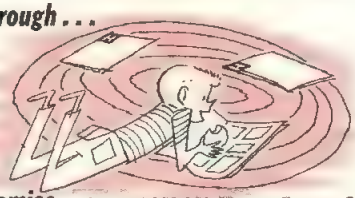
More than 170 cartoons, produced since 1950 by a MAJOR MOTION PICTURE STUDIO in full animation and Technicolor, ensure top professional quality standards. No expenditure of talent or money was spared in their production for motion picture theatre first runs.

Test tube surveys indicate the Harvey Cartoons to be this season's best bet for TV stardom. The talent and money invested in them has paid off in a happy blend of animated humor, fantasy and adventure perfectly suited for family viewing fun.

In every major market area in the country, the Harvey Cartoon Stars will act as your salesmen to their millions of pre-sold fans. They will open many new market areas and enlarge existing ones for you as millions of children will look for and buy products tied-in with their favorite Harvey Cartoon Stars.

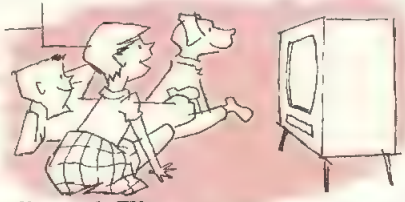
This pre-penetration into the vital youth market, as well as their growing familiarity to parents who control the purse strings, means added sales and larger profits for you.

Harvey Cartoon Stars Are Pre-Sold Through . . .



Comics Over 14,000,000 Harvey Cartoon Star comics are sold every year. The magazine pass-on produces over 56 million selling impressions.

Motion Pictures New Harvey Cartoons produced-distributed by a MAJOR MOTION PICTURE STUDIO to 15,000 theatres every year.



Network TV Each week the Harvey Cartoon Show, on ABC-TV, will be seen in every major market area during prime Family viewing time.

PRE-SELLING DETERMINES SUCCESS!

BUILD FUTURE SALES—TODAY IS THE TIME TO ACT!

Hallmark

The watch that made history!
World renowned for accuracy!

LIFETIME JEWEL MOVEMENTS

Guaranteed Unbreakable Mainsprings

A ALMANAC. Award winner for accuracy and aristocratic beauty! Prized, precision 49 Lifetime Jewel movement! Automatic! Winds itself with your every wrist motion! Convenient calendar window even shows you the day of the month! Water-resistant*, shock-protected, anti-magnetic! Magnificently fashioned 10K yellow rolled gold plate case, with stainless steel back. Ultra smart combination leather expansion bracelet. Luminous hands and dial; sweep second hand.
17W125V5645 Retail **150.00**

**Water-resistant when opened and closed by a competent watchmaker.*

Award Winners
GIFTS OF A LIFETIME

B CHEYENNE "B." Celebrated timepiece! 30-jewel movement assures supreme lifetime accuracy! Self-winding! Water-resistant*, shock-protected, anti magnetic! Handsome 10K yellow rolled gold plate case, with stainless steel back sets off the modern black dial. Combination leather expansion bracelet.
17W126V4775 Retail **125.00**

C MOHICAN. Masterpiece of design and accuracy! 25 Lifetime Jewels! Winds itself as you wear it! Water-resistant*, shock-protected, anti-magnetic. Sparkling chrome top case has stainless steel back . . . matching expansion bracelet, with leather inserts. Luminous hands, dial; sweep second.
17W127V3835 Retail **95.00**

D TULANE. Prize possession! 21 Lifetime Jewels. Distinctive 10K yellow rolled gold plate case, stainless steel back . . . matching leather inlaid link and expansion bracelet. Ideal for dress or sport wear. Water-resistant*, anti magnetic, shock protected! Luminous hands and dial; sweep second hand.
17W128V3355 Retail **67.50**

E ATLANTA "W." Water-resistant*, shock-protected, anti-magnetic! Sparkling all steel case and expansion bracelet, with leather inserts. Luminous hands and dial, sweep second. 17 jewels
17W129V2515 Retail **62.50**

ATLANTA. In 10K yellow RGP, steel back
17W130V3075 Retail **69.75**

F ROSEBUD. Radiant beauty, plus 25 Lifetime Jewel accuracy! Exquisite 10K yellow rolled gold plate case, stainless steel back . . . ablaze with 2 fiery diamonds. Matching expansion band
17W131V3645 Retail **85.00**

ROSEBUD "W." In 10K white RGP
17W132V3645 Retail **85.00**

G BEAUTY "W." Breathtaking creation, crowned with 6 flashing diamonds . . . starred on a 10K white RGP case with stainless steel back. Matching expansion bracelet. 25 Lifetime Jewels.
17W133V4545 Retail **100.00**

BEAUTY. In 10K yellow RGP, steel back.
17W134V4545 Retail **100.00**

H BARONESS. Crowning achievement in beauty and 25 Lifetime Jewel accuracy! Fabulously fashioned, with 12 shimmering diamonds staged on graduated tiers . . . to complement the exquisite 10K white RGP case, stainless steel back. Matching expansion band.
17W135V5625 Retail **125.00**

J BURNETT "B." Distinguished timepiece for dress or sport wear! Black dial lends dramatic contrast to the trim 10K yellow rolled gold plate case, stainless steel back. Combination leather expansion bracelet. 17 jewels.
17W136V2655 Retail **62.50**

Helbros

Award-Winning Watches!

Masterpieces of precision and styling!

LIFETIME JEWEL MOVEMENTS!

Electronically timed and expertly executed by master craftsmen!

First with men and women who demand the finest in beauty and accuracy!

**Water-resistant when opened and closed by a competent watchmaker.*

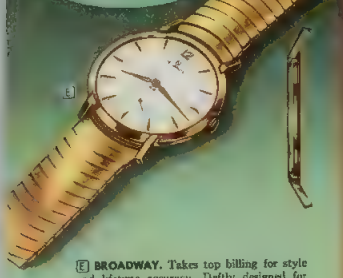
A CHEYENNE. Honored timepiece for the man who demands the finest! 30 Lifetime Jewels! Self-winding! Water-resistant*, shock protected, anti-magnetic! Dapper 10K yellow RGP case, stainless steel back . . . combination leather inlaid expansion bracelet. Luminous hands, dial, sweep second
17W137V4775 Retail 125.00

AS ADVERTISED IN LIFE The Saturday Evening POST TELEVISION RADIO

B AVIATOR. Sleek jet styling top-flight accuracy! Winds itself as you wear it! 25 Lifetime Jewels! Water-resistant*, shock-protected, anti-magnetic! Modern 10K yellow rolled gold plate case, with stainless steel back . . . matching expansion bracelet has leather inlays. Luminous hands and dial; sweep second hand.
17W138V4395 Retail 110.00

C ROVER "B." Rugged beauty! 21 Lifetime Jewels! Water-resistant*, shock-protected, anti-magnetic! Gleaming chrome top case, with stainless steel back, provides a smart contrast to the rich black dial. Combination leather-link expansion bracelet.
17W139V2935 Retail 62.50
ROVER. As above, with white dial.
17W140V2935 Retail 62.50

D MARSHALL "W." Made for the man on the go! Winds itself with every wrist movement! Water-resistant*, anti magnetic, shock-protected! Chrome top, stainless steel back case. 17 Jewels. Leather inlaid expansion band. Luminous hands and dial.
17W141V2655 Retail 65.00
MARSHALL. Yellow top case, steel back.
17W142V2935 Retail 71.50



E BROADWAY. Takes top billing for style and lifetime accuracy. Deftly designed for dress and business wear. Super slim, all ultra modern 10K yellow rolled gold plate case . . . sleek matching expansion bracelet. Neat numeral and marker dial. Convenient second hand. 17 jewels.
17W143V3295 Retail 79.50

17 LIFETIME JEWELS

F BEVERLY. Beauty on a tailored note! Charmingly conceived 10K yellow rolled gold plate case, with stainless steel back . . . combined with a lovely matching expansion bracelet. 21 Lifetime Jewel movement.
17W144V3215 Retail 71.50
BEVERLY "W". In 10K white RGP, steel back.
17W179V3215 Retail 71.50

G SCARLET. Sophisticated beauty! Exquisite end pieces, illuminated with 2 brilliant diamonds, highlight the stunning 10K yellow rolled gold plate case, with stainless steel back. Matching expansion bracelet. 17 Lifetime Jewels.
17W145V2935 Retail 71.50
SCARLET "W." In 10K white RGP, steel back.
17W146V2935 Retail 71.50

H FORTUNE "W." Fabulously arrayed with 4 flashing diamonds, enchantingly entwined in the end pieces of the 10K white rolled gold plate case . . . stainless steel back. Slim matching expansion bracelet. 17 Lifetime Jewels.
17W147V3395 Retail 79.50
FORTUNE. In 10K yellow RGP, steel back
17W148V3395 Retail 79.50

Helbros

The world famous name in watches!

Guaranteed Unbreakable Mainsprings!

Engineered for lifetime accuracy!

Advertised on TV, Radio; in Life, Look, and Saturday Evening Post!

The watch of a lifetime!

Beautifully gift boxed!

**Water-resistant when opened and closed by a competent watchmaker.*

Ⓐ **SULTAN.** Supreme in styling and split-second accuracy! 30 Lifetime Jewels! Winds itself with every wrist movement! Water-resistant*, shock protected, anti-magnetic! Sparkling chrome top case has stainless steel back . . . distinctive, matching expansion bracelet, with leather inlays. Luminous hands, dial; sweep second.
17W149V4155 Retail **110.00**

SULTAN "B." Same as above, but with black dial
17W150V4155 Retail **110.00**

17 LIFETIME JEWELS

Ⓑ **CHEROKEE.** Classic beauty! Winds itself as you wear it! Water-resistant*, shock-protected, anti-magnetic! Slender 10K yellow rolled gold plate case, with stainless steel back . . . trim, matching expansion bracelet. Luminous hands and dial, sweep second hand. 17 Lifetime Jewel movement
17W151V3875 Retail **95.00**

Ⓒ **COLUMBIA.** A watch he'll wear with pride! Impeccably crafted in every detail . . . from the gleaming yellow top case, with stainless steel back . . . to the smart matching expansion bracelet with genuine leather inserts. Modern numeral and marker dial. Second hand. 17 Lifetime Jewels
17W152V1815 Retail **42.50**

Ⓓ **MERRITT.** Masculine elegance! Ultra-thin, superbly styled 10K yellow rolled gold plate case, with stainless steel back. Distinguished matching combination link and expansion bracelet highlighted with leather inserts. Skip-figure dial; second hand. 17-jewel movement for lifetime accuracy!
17W153V2935 Retail **71.50**

17 LIFETIME JEWELS

Ⓔ **LENORE.** Leader in smart design! First in dependable timekeeping! Lovely lines of the luxurious 14K yellow gold case flow artistically into a slim, matching expansion bracelet. 21 Lifetime Jewels
17W156V3695 Ret **82.50**

LENORE "W." Same as above, but in 14K white gold
17W157V3695 Ret **82.50**

Ⓕ **CARLOTTA.** Chic costume watch caresses her wrist with glamor! Dramatically simple yellow gold-filled case and matching bangle bracelet. Safety chain. Skip-figure dial. 17 Lifetime Jewel movement
17W154V3875 Ret. **85.00**

CARLOTTA "W." Same as above, in white gold filled case.
17W155V3875 Ret **85.00**

Ⓖ **DENISE.** Dainty 10K yellow rolled gold plate case, with stainless steel back, is combined with an adorable matching expansion bracelet. Neat numeral and marker dial. 17 Lifetime Jewel movement
17W158V2655 Ret **57.50**

DENISE "W." As above, in 10K white RGP case, steel back
17W159V2655 Ret **57.50**

Ⓗ **ROBIN.** Marvelously petite. Romantically styled case of 10K yellow rolled gold plate has stainless steel back. Adorable matching expansion bracelet. Modern skip-figure dial. 17 Lifetime Jewels
17W160V2795 Ret **59.75**

ROBIN "W." As above, in 10K white RGP case, steel back.
17W161V2795 Ret **59.75**

Ⓙ **CARRIE.** Delicate creation for the lady fair . . . composed in luxurious 14K yellow gold with matching expansion bracelet. Smart numeral and marker dial. Always accurate. 17 Lifetime Jewel movement.
17W162V3495 Ret **75.00**

CARRIE "W." Same as above, but in 14K white gold case.
17W163V3495 Ret **75.00**

Helbros Award-Winning Watches

AS ADVERTISED IN LIFE The Saturday Evening POST TELEVISION RADIO

A HEDY. Regal beauty! Delightfully designed yellow top case, with stainless steel back . . . slender matching expansion bracelet. Neat skip-figure dial. 17 Lifetime Jewels.
17W166V2095 Retail **45.00**

HEDY "W." Same as above, but in all white case.
17W167V2095 Retail **45.00**

B CAMPBELL. Tops in smart masculine styling and precision timekeeping! Elegant 10K yellow rolled gold plate case has stainless steel back . . . sleek, matching expansion bracelet, with genuine leather inserts. 17 Lifetime Jewels!
17W170V2235 Retail **47.50**

C JANICE. Irresistible! Classically carved case of 10K yellow rolled gold plate has stainless steel back . . charming, matching expansion bracelet. Accurate 17 jewel movement.
17W168V2355 Retail **49.75**

JANICE "W." As above, in 10K white RGP case, steel back.
17W169V2355 Retail **49.75**

Helbros

World-famous watches for men and women . . . unmatched in superb styling and split-second accuracy . . . precision engineered with Lifetime Jewel Movements . . . Guaranteed Unbreakable Mainsprings! Nationally advertised, internationally acclaimed, award-winning **Helbros** *. . . the watch of a lifetime . . . a proud possession for yourself . . . or as a gift that will be prized forever!*

**Water-resistant when opened and closed by a competent watchmaker.*

SPECIAL BUDGET VALUE!

Prize Possession

WATER-RESISTANT*

D ROANOKE "W." Water-resistant*, shock protected, anti-magnetic. Chrome top case, stainless steel back. 17 jewels.
17W164V1725 Retail **45.00**

ROANOKE. Same as above, but in yellow top case. Steel back
17W165V1955 Retail **49.75**

E BAIRD "W." Self winding. Water-resistant* shock-protected anti-magnetic! Sparkling chrome top, stainless steel back case combination leather expansion bracelet. 9 Lifetime Jewels.
17W171V1790 Ret. **42.50**

BAIRD. In yellow top case. Steel back
17W172V1995 Ret. **47.50**

F DUANE "W." Dapper masculine design! Trim chrome top case stainless steel back . matching leather inlaid expansion bracelet. Water-resistant*, shock-protected, anti-magnetic! 7 Lifetime Jewels
17W173V1245 Ret. **27.50**

DUANE. In yellow top case Steel back
17W174V1385 Ret. **29.75**

G COLEMAN. Expensively styled, yet price perfect for any pocket! Gleaming yellow top case has stainless steel back . . complemented by a matching expansion bracelet, with brown leather inserts. Modern numeral and marker dial. Convenient second hand. Dependable 7-jewel movement.
17W175V1245 Ret. **27.50**

H BLANCHE. Budget beauty! Top fashion styling at a price any woman can afford! Glamorous yellow top case, with stainless steel back . combined with a slender expansion bracelet. 7 Lifetime Jewels
17W176V1385 Ret. **29.75**

BLANCHE "W." White top. Steel back.
17W177V1385 Ret. **29.75**

J BAMBI "W." Favorite of nurses, careerists, and sportswomen everywhere! Water-resistant*, shock protected anti magnetic! Gleaming chrome top case has stainless steel back. Luminous hands and dial, sweep second hand. Jaunty leather strap. 7 Lifetime Jewel movement
17W178V1465 Ret. **29.75**

Hellbros

The watch that made history!
World renowned for accuracy!

LIFETIME JEWEL MOVEMENTS

Guaranteed Unbreakable Mainsprings

A ALMANAC. Award winner for accuracy and aristocratic beauty! Prized, precision 49 Lifetime Jewel movement! Automatic! Winds itself with your every wrist motion! Convenient calendar window even shows you the day of the month! Water-resistant*, shock-protected, anti-magnetic! Magnificently fashioned 10K yellow rolled gold plate case, with stainless steel back. Ultra-smart combination leather expansion bracelet. Luminous hands and dial, sweep second hand
17W125V5645 Retail **150.00**

*Water-resistant when opened and closed by a competent watchmaker.

Award Winners
GIFTS OF A LIFETIME

B CHEYENNE "B." Celebrated timepiece! 30-jewel movement assures supreme lifetime accuracy! Self winding! Water-resistant*, shock-protected, anti magnetic! Handsome 10K yellow rolled gold plate case, with stainless steel back sets off the modern black dial. Combination leather expansion bracelet.
17W126V4775 Retail **125.00**

C MOHICAN. Masterpiece of design and accuracy! 25 Lifetime Jewels! Winds itself as you wear it! Water-resistant*, shock protected, anti-magnetic. Sparkling chrome top case has stainless steel back . . . matching expansion bracelet, with leather inserts. Luminous hands, dial, sweep second
17W127V3825 Retail **95.00**

D TULANE. Prize possession! 21 Lifetime Jewels. Distinctive 10K yellow rolled gold plate case, stainless steel back . . . matching leather-inlaid link and expansion bracelet. Ideal for dress or sport wear! Water-resistant* anti magnetic, shock-protected! Luminous hands and dial, sweep second hand.
17W128V3355 Retail **67.50**

E ATLANTA "W." Water resistant*, shock-protected, anti-magnetic! Sparkling all steel case and expansion bracelet, with leather inserts. Luminous hands and dial, sweep second. 17 jewels.
17W129V2515 Retail **62.50**

ATLANTA. In 10K yellow RGP, steel back.
17W130V3075 Retail **69.75**

F ROSEBUD. Radiant beauty, plus 25 Lifetime Jewel accuracy! Exquisite 10K yellow rolled gold plate case, stainless steel back . . . ablaze with 2 fiery diamonds. Matching expansion band
17W131V3645 Retail **85.00**

ROSEBUD "W." In 10K white RGP
17W132V3645 Retail **85.00**

G BEAUTY "W." Breathtaking creation, crowned with 6 flashing diamonds starred on a 10K white RGP case, with stainless steel back. Matching expansion bracelet. 25 Lifetime Jewels!
17W133V4545 Retail **100.00**

BEAUTY. In 10K yellow RGP, steel back.
17W134V4545 Retail **100.00**

H BARONESS. Crowning achievement in beauty and 25 Lifetime Jewel accuracy! Fabulously fashioned, with 12 shimmering diamonds staged on graduated tiers . . . to complement the exquisite 10K white RGP case, stainless steel back. Matching expansion band
17W135V5625 Retail **125.00**

J BURNETT "B." Distinguished timepiece for dress or sport wear! Black dial lends dramatic contrast to the trim 10K yellow rolled gold plate case, stainless steel back. Combination leather expansion bracelet. 17 jewels
17W136V2655 Retail **62.50**

Helbros

Award-Winning Watches!

Masterpieces of precision and styling!

LIFETIME JEWEL MOVEMENTS!

Electronically timed and expertly executed by master craftsmen!

First with men and women who demand the finest in beauty and accuracy!

*Water-resistant when opened and closed by a competent watchmaker.

A CHEYENNE. Honored timepiece for the man who demands the finest! 30 Lifetime Jewels! Self winding! Water-resistant*, shock protected, anti-magnetic! Dapper 10K yellow RGP case, stainless steel back . . . combination leather inlaid expansion bracelet. Luminous hands, dial; sweep second.
17W137V4775 Retail 125.00

AS ADVERTISED IN LIFE The Saturday Evening POST TELEVISION RADIO

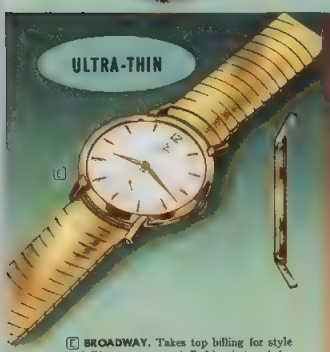
B AVIATOR. Sleek jet styling . . . top-flight accuracy! Winds itself as you wear it! 25 Lifetime Jewels! Water-resistant*, shock-protected, anti-magnetic Modern 10K yellow rolled gold plate case, with stainless steel back . . . matching expansion bracelet has leather inlays. Luminous hands and dial, sweep second hand.
17W138V4395 Retail 110.00

C ROVER "B." Rugged beauty! 21 Lifetime Jewels! Water-resistant*, shock protected, anti-magnetic! Gleaming chrome top case, with stainless steel back, provides a smart contrast to the rich black dial Combination leather-link expansion bracelet.
17W139V2935 Retail 62.50

ROVER. As above, with white dial.
17W140V2935 Retail 62.50

D MARSHALL "W." Made for the man on the go! Winds itself with every wrist movement! Water-resistant*, anti-magnetic, shock protected! Chrome top, stainless steel back case 17 Jewels. Leather inlaid expansion band Luminous hands and dial
17W141V2655 Retail 65.00

MARSHALL. Yellow top case, steel back
17W142V2935 Retail 71.50



17 LIFETIME JEWELS

E BROADWAY. Takes top billing for style and lifetime accuracy! Deftly designed for dress and business wear! Super-slim, all ultra-modern 10K yellow rolled gold plate case . . . sleek matching expansion bracelet Neat numeral and marker dial. Convenient second hand. 17 Jewels.
17W143V3295 Retail 79.50

F BEVERLY. Beauty on a tailored note! Charmingly conceived 10K yellow rolled gold plate case, with stainless steel back . . . combined with a lovely matching expansion bracelet. 21 Lifetime Jewel movement
17W144V3215 Retail 71.50

BEVERLY "W." In 10K white RGP, steel back.
17W179V3215 Retail 71.50

G SCARLET. Sophisticated beauty! Exquisite end pieces, illuminated with 2 brilliant diamonds highlight the stunning 10K yellow rolled gold plate case, with stainless steel back Matching expansion bracelet. 17 Lifetime Jewels
17W145V2935 Retail 71.50

SCARLET "W." In 10K white RGP steel back.
17W146V2935 Retail 71.50

H FORTUNE "W." Fabulously arrayed with 4 flashing diamonds, enchantingly entwined in the end pieces of the 10K white rolled gold plate case . . . stainless steel back Slim matching expansion bracelet. 17 Lifetime Jewels.
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FORTUNE. In 10K yellow RGP, steel back.
17W148V3395 Retail 79.50

Helbros

The world famous name in watches!

Guaranteed Unbreakable Mainsprings!

Engineered for lifetime accuracy!

Advertised on TV, Radio; in Life, Look, and Saturday Evening Post!

The watch of a lifetime!

Beautifully gift boxed!

*Water-resistant when opened and closed by a competent watchmaker

Ⓐ **SULTAN.** Supreme in styling and split second accuracy! 30 Lifetime Jewels! Winds itself with every wrist movement! Water-resistant*, shock-protected, anti-magnetic! Sparkling chrome top case has stainless steel back . . distinctive, matching expansion bracelet, with leather inlays. Luminous hands, dial; sweep second
17W149V4155 Retail **110.00**

SULTAN "B." Same as above, but with black dial.
17W150V4155 Retail **110.00**

17 LIFETIME JEWELS

Ⓑ **CHEROKEE.** Classic beauty! Winds itself as you wear it. Water-resistant*, shock-protected, anti-magnetic! Slender 10K yellow rolled gold plate case, with stainless steel back . . . trim, matching expansion bracelet Luminous hands and dial, sweep second hand. 17 Lifetime Jewel movement.
17W151V3875 Retail **95.00**

Ⓒ **COLUMBIA.** A watch he'll wear with pride! Impeccably crafted in every detail . . from the gleaming yellow top case, with stainless steel back . . . to the smart matching expansion bracelet with genuine leather inserts Modern numeral and marker dial Second hand. 17 Lifetime Jewels.
17W152V1815 Retail **42.50**

Ⓓ **MERRITT.** Masculine elegance! Ultra-thin, superbly styled 10K yellow rolled gold plate case, with stainless steel back Distinguished matching combination link and expansion bracelet highlighted with leather inserts. Skip-figure dial, second hand. 17-jewel movement for lifetime accuracy!
17W153V2935 Retail **71.50**

17 LIFETIME JEWELS

Ⓔ **LENORE.** Leader in smart design! First in dependable timekeeping! Lovely lines of the luxurious 14K yellow gold case flow artistically into a slim, matching expansion bracelet. 21 Lifetime Jewels
17W156V3695 Ret. **82.50**

LENORE "W." Same as above, but in 14K white gold
17W157V3695 Ret **82.50**

Ⓕ **CARLOTTA.** Chic costume watch caresses her wrist with glamor! Dramatically simple yellow gold filled case and matching bangle bracelet Safety chain. Skip-figure dial. 17 Lifetime Jewel movement.
17W154V3875 Ret. **85.00**

CARLOTTA "W." Same as above, in white gold filled case.
17W155V3875 Ret **85.00**

Ⓖ **DENISE.** Dainty 10K yellow rolled gold plate case, with stainless steel back is combined with an adorable matching expansion bracelet. Neat numeral and marker dial 17 Lifetime Jewel movement
17W158V2655 Ret **57.50**

DENISE "W." As above, in 10K white RGP case steel back
17W159V2655 Ret **57.50**

Ⓗ **ROBIN.** Marvelously petite! Romantically styled case of 10K yellow rolled gold plate has stainless steel back Adorable matching expansion bracelet. Modern skip-figure dial. 17 Lifetime Jewels
17W160V2795 Ret **59.75**

ROBIN "W." As above, in 10K white RGP case, steel back
17W161V2795 Ret. **59.75**

Ⓙ **CARRIE.** Delicate creation for the lady fair . . . composed in luxurious 14K yellow gold, with matching expansion bracelet. Smart numeral and marker dial. Always accurate 17 Lifetime Jewel movement
17W162V3495 Ret **75.00**

CARRIE "W." Same as above, but in 14K white gold case.
17W163V3495 Ret. **75.00**

Helbros *Award-Winning* Watches

AS ADVERTISED IN LIFE The Saturday Evening POST TELEVISION RADIO

A HEDY. Regal beauty! Delightfully designed yellow top case, with stainless steel back . . slender matching expansion bracelet. Neat skip-figure dial. 17 Lifetime Jewels.
17W166V2095 Retail **45.00**

HEDY "W." Same as above, but in all white case.
17W167V2095 Retail **45.00**

B CAMPBELL. Tops in smart masculine styling and precision timekeeping! Elegant 10K yellow rolled gold plate case has stainless steel back . . . sleek, matching expansion bracelet, with genuine leather inserts. 17 Lifetime Jewels!
17W170V2235 Retail **47.50**

C JANICE. Irresistible! Classically carved case of 10K yellow rolled gold plate has stainless steel back . . . charming, matching expansion bracelet. Accurate 17-jewel movement.
17W168V2355 Retail **49.75**

JANICE "W." As above, in 10K white RGP case, steel back.
17W169V2355 Retail **49.75**

Helbros

World-famous watches for men and women . . . unmatched in superb styling and split-second accuracy . . . precision engineered with Lifetime Jewel Movements . . . Guaranteed Unbreakable Mainsprings! Nationally advertised, internationally acclaimed, award-winning **Helbros** *. . . the watch of a lifetime . . . a proud possession for yourself . . . or as a gift that will be prized forever!*

**Water-resistant when opened and closed by a competent watchmaker.*

SPECIAL BUDGET VALUE!

Prize Possession

WATER-RESISTANT*

D ROANOKE "W." Water-resistant*, shock-protected, anti-magnetic. Chrome top case, stainless steel back. 17 Jewels.
17W164V1725 Retail **45.00**

ROANOKE. Same as above, but in yellow top case. Steel back
17W165V1955 Retail **49.75**

E BAIRD "W." Self winding! Water-resistant*, shock-protected, anti-magnetic! Sparkling chrome top, stainless steel back case. . combination leather expansion bracelet. 9 Lifetime Jewels.
17W171V1790 Ret. **42.50**

BAIRD. In yellow top case. Steel back.
17W172V1995 Ret. **47.50**

F DUANE "W." Dapper masculine design! Trim chrome top case, stainless steel back . . . matching leather inlaid expansion bracelet. Water-resistant*, shock protected, anti magnet ic! 7 Lifetime Jewels
17W173V1245 Ret. **27.50**

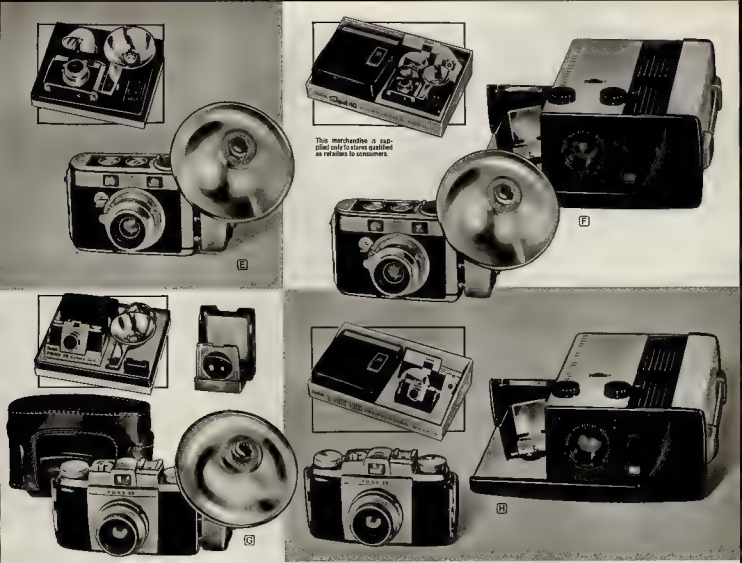
DUANE. In yellow top case. Steel back.
17W174V1385 Ret. **29.75**

G COLEMAN. Expensively styled, yet price-perfect for any pocket! Gleaming yellow top case has stainless steel back . . complemented by a matching expansion bracelet, with brown leather inserts Modern numeral and marker dial Convenient second hand Dependable7-jewel movement.
17W175V1245 Ret. **27.50**

H BLANCHE. Budget beauty! Top fashion styling at a price any woman can afford! Glamorous yellow top case, with stainless steel back . . . combined with a slender expansion bracelet. 7 Lifetime Jewels
17W176V1385 Ret. **29.75**

BLANCHE "W." White top. Steel back.
17W177V1385 Ret. **29.75**

J BAMBI "W." Favorite of nurses, careerists, and sportswomen everywhere! Water resistant*, shock-protected, anti-magnetic! Gleaming chrome top case has stainless steel back Luminous hands and dial, sweep second hand. Jaunty leather strap. 7 Lifetime Jewel movement
17W178V1465 Ret. **29.75**



Complete Kodak 35mm Outfits . . . everything you need

SIGNET

E KODAK 35mm SIGNET 40 CAMERA with Dual-Reflector Flasholder

• Kodak's finest lens, the Ektar f/3.5, for use with the new films

Amazingly compact camera has super-imposed image range/viewfinder that cooperates with you in every picture-taking situation! All the controls you need to sight, focus, shoot and advance the film are at your fingertips. Dual-reflector flasholder and 8 shutter speeds take full advantage of today's fast films and the new midget flashbulbs. Exposure guide gives you correct lens openings . . . built-in film reminder tells you type of film loaded in camera.

218-750 A4995 Kodak Signet 40 Outfit. **$62.50**

F KODAK SIGNET 40 OUTFIT . . . takes and shows color slides

• Includes Signet 40 Camera, Kodak 300 Projector, Preview Screen!

One of today's most modern twosomes . . . packaged together for the 35mm fan who wants to use the fastest film and newest flashbulbs. Camera practically guarantees the picture you're after! All controls are located where your fingers naturally fall . . . so you're free to take your mind off the camera and concentrate on the picture. Just bring together the split images in the rangefinder/viewfinder window and the fast Ektar f/3.5 lens is in focus. Average exposure settings are color marked. Flasholder has both 3" and 4" reflectors.

Projector (only 11x11x5") stands no higher than a telephone. Self-contained in its own carrying case; sets up quickly. Elevation and focusing are rapid one-handed operations. 4" focal length of new f/3.5 lens assures large-image projection. Kodak Readymatic Changer can't jam as it projects slides with one easy push-pull movement. Powerful blower keeps your slides cool. The best recommendation of all . . . "Made by Kodak, so you know they're good!"

218-743 A10150 Kodak Signet 40 Color-Slide Outfit. . . . **$127.00**

PONY

G KODAK PONY IV 35mm OUTFIT with Flashgun, Case and Viewer

• Color-marked settings! Eye-level sighting! Fingertip shooting!

Go the inexpensive way to priceless color slides and black-and-white prints . . . take along the Pony! This Kodak miniature brings unbelievable ease to 35mm picture-taking. Simplified exposure selector has average settings clearly marked in red. Has f/3.5 lens; shutter with speeds to 1/300 second. The Pony IV camera, styled in black plastic, comes gift boxed with flashgun, case, Kodak pocket viewer, eight M2 flashbulbs, two batteries, Camera and Flash Manuals.

218-834 A4795 Kodak Pony IV 35mm Outfit. **$59.95**

H KODAK PONY 135 OUTFIT . . . with camera and slide projector

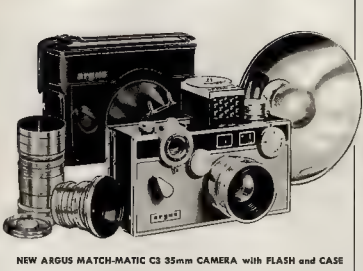
• Includes Pony IV Camera, Kodak 300 Projector, Preview Screen!

Look! Kodak has put its high standards of quality into a complete, low-priced outfit . . . just what every family needs to make friends with 35mm photography. The fun of it comes easy with Kodak's Pony IV camera. Beginners can set shutter speed, lens opening and distance setting on red figures for normal conditions. Smooth action shutter release helps steady camera. Eye level viewfinder simplifies composition. Exposure selector, exposure counter, synchronized flash.

The new Kodak 300 Projector, with its low silhouette and luggage type case, is as compact and easy to carry as a portable radio. New 4" Kodak Projection Ektanon lens fills big 40" screen at 10 ft. Quiet turbine-type blower cools its operation . . . but never blasts the operator. Simple push-pull movement of jam-proof Readymatic changer projects, then refiles slides. No bulky magazine needed. Why wait . . . when you can get both camera and projector in this new Kodak Pony 135 Color-Slide Outfit at one low price.

218-826 A8350 Kodak Pony 135 Color-Slide Outfit. **$104.50**

For crisp color, sharp detail, use ARGUS . . .



NEW ARGUS MATCH-MATIC C3 35mm CAMERA with FLASH and CASE

- *Now—the picture you want to take sets the camera for you!*
- *New 2-tone styling! New lens mount! New easy-to-use controls!*

Curtain going up . . . on the brand new model of the world's most popular 35mm camera! That applause you hear is for the new Argus Match-matic C3, the camera that anyone can master in a minute! Attached Match-matic exposure meter does all the thinking. You merely decide whether picture you want is "scene" (like autumn leaves in neighborhood park) or "action" (like youngsters who won't sit still) . . . then match numbers from shutter to meter, from meter to lens. There—your Argus Match-matic C3 is set . . . as easily as you'd set a clock. And Flash Finder System works just as smoothly with plug-in flash unit. Line up rangefinder's split images, and you put Cintar f/3.5 lens in sharp focus. Lens opening numbers always show on top of new, streamlined lens mount. With automatic exposure counter, larger cocking lever and winding knob.

217-042 A5995 Argus Match-matic C3, Flash and Case **$74.95**
217-026 A4345 Argus Sandmar Telephoto Lens with Case . . . **$4.45**
217-018 A4345 Argus Sandmar Wide Angle Lens with Case. **$4.45**

ARGUS C20 CAMERA KIT with FLASH and PREVIEWER

- *Complete with film, bulbs! Ready for use outdoors, indoors!*
- *Color-matic symbols lead directly to correct settings!*

Let color be the clue that solves the mystery of lens openings, shutter speeds, distance dials! With the new Argus C20 camera, you simply line up Color-matic symbols . . . and you've automatically set the correct shutter, lens and distance combination. In average sunlight, for instance, dial them all to red . . . and shoot to your heart's delight! Cocking of five-speed shutter advances film, so you can't double expose (unless you want to). Split-image type rangefinder gives lens-coupled focusing from 2½ feet to infinity. Even under difficult lighting conditions, the C20's sharp Cintar f/3.5 lens means you can keep wearing your master's hat. Lever film wind lets you snap one picture after another, rapidly. Plug-in flash is synchronized for all bulbs, zero-delay electronic flash units. Complete kit includes C20 camera, pocket-sized slide Previewer, flash gun with bulbs and batteries, and a roll of color film. Camera weighs only 16 ounces . . . has a handsome leather grain cover, shiny satin metal trim.

217-182 A4795 Argus C20 Camera Kit. **$59.95**

MINOX . . . world's smallest precision camera! So tiny, it fits in the palm of your hand; weighs less than your keys

MINOX . . . world's smallest precision camera! An inch wide and standing only 3 inches tall, it fits the palm of your hand . . . pockets like a cigarette lighter. Yet, the Minox packs more precision than many bigger cameras . . . a range of shutter speeds from ½ to 1/1000 second, and f/3.5 lens that focuses from 8 inches to infinity! Prints enlarged from its 8x10mm negatives turn out beautifully. Pre-threaded 50-exposure cartridge, flash synchronization, built-in orange and green filters, automatic parallax adjustment. With leather case and chromed safety chain that serves as a measuring tape for closeups.

218-008 A11950 Minox Camera with Case, Safety Chain . . **$139.50**
218-016 A199 Two magazines of black-and-white film . . . **2.50**
218-024 A325 Two magazines of color film **4.00**
218-032 A2250 Minox Exposure Meter and Case. **27.95**
218-057 A2550 Minox B-C Flash Unit, Complete. **31.90**

NEW ROLLEIFLEX 4x4 . . . "miniature" version of the world's most popular twin-lens reflex camera! Exclusive square format delivers twice the picture area of 35mm film. In other words, a roll of 127 film produces 12 negatives, 1⅝x1⅝" (which yield 3½x3½" prints or enlarge to many times that size) . . . or Super Slides that fill the square of a screen yet fit any standard 35mm projector. Load, and in one setting, film transport knob advances film, cocks shutter and counts exposure. Has the new linear-coupled Synchro-Compur shutter (change either the speed or the f/stop and the other changes automatically). Easily operated in one hand for hard-to-get-at-shots. Other features: Schneider-Xenar f/3.5 lens, shutter speeds from 1 to 1/500 second, synchronization for all types of flash, built-in self timer. With case, neck strap and cable release.

217-604 A11950 Rolleiflex 4x4 Camera. **$149.50**

feature-for-feature, the tops in 35mm cameras!

NEW ARGUS V100 35mm CAMERA

- *Brand new model by the world's leading 35mm camera-maker*
- *With f/2.8 lens, multi-speed shutter, built-in precision*

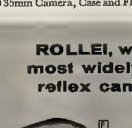
Perhaps you've graduated from the ranks of 35mm beginners and joined the society of more advanced photographers. If so, the new Argus V100 is *the camera for you!* To begin with, this newly designed camera encourages your artistic (or commercial) bent with such outstanding components as a super-sharp f/2.8 Cintar II lens and Synchro-Compur shutter with speeds from one full second to 1/500th. And, with Single-Stroke rapid wind and pop-up rewind, it doesn't require mechanical aptitude between shots. Furthermore, the new Argus V100 offers you more than its share of *built-in* features . . . built-in exposure meter, built-in exposure counter, built-in self timer, built-in double exposure prevention, built-in flash synchronization. After all's said and done, the slides that result speak best for the features of the V100! Colors sparkle with reality . . . flesh tones, sky blues, shaded areas. Details breathe life . . . textured material, water reflections, faces in crowds. Shoot with confidence, with the V100!
217-091 A10495 Argus V100 35mm Camera, Case and Flash. **$131.15**

ARGUS C44 35mm CAMERA

- *All the features you need to shoot and shine!*
- *Color-matic Controls for easy, error-proof settings*

You'll never know how much talent you have for color-slide photography until you team up with the Argus C44. To begin with, its lightning-fast Cintagon f/2.8 lens brings out the best in you and your subject. Telephoto and wide angle lenses mount bayonet-style, permit a creative approach to the shot. For surest shooting of average subjects under normal conditions, Color-matic settings "dial in" the correct shutter, lens aperture and distance adjustments. All other C44 features combine to do justice to your photographic aptitude . . . single-window rangefinder and viewfinder coupled to lens, gear-controlled speeds from 1/10 to 1/300 second, built-in lens hood, coupled film transport and shutter wind to prevent double exposures. Economical, too . . . only 5¢ more per slide than a black-and-white print.
217-117 A9650 Argus C44 Camera, Eveready Case and Flash **$120.70**
217-125 A5145 100mm f/3.5 "Click" Stop Telephoto Lens. . . . **64.45**
217-133 A4915 35mm f/3.5 "Click" Stop Wide Angle Lens. . . **61.45**
217-158 A1150 Variable Power Viewfinder for all Argus lenses. **14.50**

ROLLEI, world's most widely used reflex cameras!



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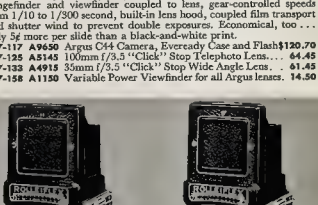


E ROLLEICORD Va. . . the *one* Camera that takes *five* picture sizes with *one* film! Schneider Xenar f/3.5 lens turns out whatever you see through ground glass viewer. Plus: depth-of-field scale, f/stops down to f/22, shutter speeds to 1/500 second with light value scale and self-timer, full flash synchronization, 12-exposure counter. . . .
217-547 A9750 Rolleicord Va Reflex Camera with Case. . . **$114.00**

F ROLLEIFLASH for Late Model Rollei Cameras . . . mounts on lens, without brackets. 5½-inch reflector, vibration-free coil spring, extra-long cord for off-camera use, test light, bulb ejector. Has connector for "slave" unit. Capacitor type; uses 22½ volt battery (not included).
217-596 A1995 Type 1 for Rolleis with f/3.5 lens. **$24.95**
217-854 A1995 Type 2 for all f/3.5 models with meter **24.95**
217-562 A1995 Type 3 for all f/2.8 models with meter. **24.95**

G ROLLEIFLEX f/2.8E . . . unquestionably, the finest! Built-in exposure meter shows two scales for accurate readings of dimmest to brightest. Automatic indicator gives exact depth-of-field at all distances. Diaphragm-coupled shutter with automatic cocking, f/2.8 Zeiss Planar lens, ground glass viewer.
217-570 A26295 Rolleiflex f/2.8E Reflex Camera with case. . **$327.95**

H ROLLEIFLEX AUTOMAT f/3.5. Depth-of-field scale shows only zone covered, eliminates confusion. Exposure problem disappears with linear-coupled shutter (table on camera's back guides you to lens and shutter setting). With f/3.5 Schneider Xenotar lens, ground glass screen, Light Value Scale, flash "synch." 12 exposures, 2¼x2¼" (print size 3¼x3¼"), on a roll of 120 film. Eveready case.
217-588 A20150 Rolleiflex Automat f/3.5 Reflex Camera. . . **$251.95**

ARGUS

Argus "75" Camera and Accessories

• Includes camera, portrait lens, flashgun, roll of 620 film, carrying case, snapshot album.

Simply load the Argus "75", sight and get perfect pictures every time! Has fixed focus lens, Red-i-Dot double exposure protection. Portrait lens (included) lits on regular lens so you can take pictures at only 3 feet away. Flashgun plugs into camera without brackets or wires. Uses long-life batteries, midget bulbs. Carrying case has shoulder strap. You get a roll of 620 film, flashbulbs, batteries, handsome snapshot album.

217-059 A1875 Argus "75" Outfit. **$23.50**

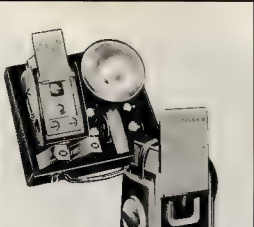
ARGUS

Argus Super "75" Outfit

• Includes the famous Argus Super "75" camera, flash outfit, 620 film and carrying case.

Argus Super "75" camera has color-corrected Argus Lumar f/8 lens with focusing from 3½ ft. to infinity. Optic viewing lens and over-size finder. Color-matic settings coordinate lens settings and focusing for natural or artificial light. Film advance cocks shutter, prevents double exposure. Flashgun plugs into camera. Outfit also includes batteries and flashbulbs, roll of 620 film and a carrying case with strap

217-067 A2550 Super "75" Outfit . **$31.95**



ANSCO

Anscoflex II Reflex Outfit

• Includes everything you need: camera, case, flash and bulbs, 2 rolls film, travel case

Anscoflex II reflex camera lets you preview each shot through gigantic finder. Two-element lens with built-in yellow filter that comes in at the twist of a dial. Focus for distance from 4-ft. to infinity. Built-in flash synchronization. Handy flash unit with bulbs and batteries. Includes 2 rolls of 620 film, handy Tan travel case with carrying strap that holds all accessories. Your fun begins when this is delivered.

218-123 A2295 Anscoflex Outfit. . . **$28.95**

Complete Outfits . . . nothing else to buy!

KODAK

Kodak Duoflex IV Camera Outfit

• You get the famous Kodak Duoflex IV, flash, batteries, 8 bulbs and 2 rolls 620 film

Kodak Duoflex IV is an easy-to-use reflex-type camera with big, brilliant, hooded finder. Factory adjusted, universal focus lens. Double exposure prevention and film advance signal. Synchronized for flash. Has adjustable neck strap, metal body. Takes 12 pictures on 620 film (2 rolls included). Comes with flash holder, 2 long-life batteries and eight No. 5 flashbulbs. It's an outfit that's loaded with fun for you.

218-735 A2025 Duoflex Outfit **$25.25**

KODAK

New! Brownie Starflex Outfit

• Complete outfit includes camera with neck-strap, midget flashholder, batteries, bulbs and film

Brownie Starflex features an extra-large, hooded reflex finder. Speedy fixed focus lens with adjustable openings. Makes 12 exposures on 127 film, color or black-and-white. Comes with neckstrap so your hands are free until the moment you want pictures. Gift packaged outfit includes: Kodalite midget flash holder with 2 batteries and 6 M2 flashbulbs, two rolls of VP 127 film (24 shots). You're ready to shoot right away!

218-727 A1320 Starflex Outfit. . **$16.50**

SPARTUS

Spartus 620 Reflex Outfit

• It's a complete outfit- camera, plug-in flash, batteries, bulbs, how-to-do-it books and case

The Spartus 620 Reflex is fool-proof. Yields topnotch pictures even if you've never snapped one before. Extra-large finder takes the guesswork out of composition. Lens focus is precision-set at factory. Synchronized for flash. And just look what comes with it: flashgun that plugs right into camera, 2 batteries, 4 flashbulbs, 2 how-to-do-it books on photography and handsome travel case with shoulder strap.

218-941 A995 620 Reflex Outfit . . . **$14.95**

1959 OUTBOARD MOTORS

MERCURY

The new Mercury outboard line for 1959 offers the industry's highest horsepower, two new power classifications, and quieter operation. Produced by the Kiekhaefer Corporation, Fond du Lac, Wisconsin, the nine models will be led by the 70-hp Mark 78A with 66 cubic inches displacement, and range from the two-cylinder 6-hp fishing outboard to the six-cylinder Mark 78A cruising motor.

Mercury's two new horsepower classes are 15 and 35 hp. The two-cylinder Mark 15A offers four engines in the fishing class with 6, 10, 15, and 22 hp. The four-cylinder Mark 35A appears in five models with 33, 40, 45, 60, and 70 hp.

All 1959 Mercurys of 35 hp and over are available as electric starting models with built-in generator. Five models will have single-lever control, and three hydraulic safety Dyna-Shock absorbers as optional equipment. Propeller slip clutches are standard on all models.

The two six-cylinder models offer counter-rotating propellers for twin engine installations. Both are available with either left or right hand propeller rotation.

Three models are rated at one or more hp per cubic inch of displacement, with the Mark 78A at 1.06 hp per cubic inch. The model and the 60 hp Mark 75A also offer a weight ratio of less than 2.5 pounds per horsepower.

Quieter operation in 1959 is given by a sealed cowl enclosure with a rear air intake. The Merconomizer, a fuel-saving device, is offered in five models and yields up to 60 per cent greater fuel mileage at cruising speeds in the four- and six-cylinder Mercurys.

The new Mark 15A with 15 hp incorporates under-water exhaust, glide angle design, and automatic transmission with single lever control of forward, neutral, reverse, and throttle. Designed for fishermen with its 1 mph trolling speed, the motor is also capable of pulling water skiers at 30 mph.

A four-cylinder in-line engine, the new 35-hp Mark 35A, is also presented this year.

Automotive-type fixed jet carburetors are standard on the Marks 28A, 58A, and 78A. They eliminate the need for adjustable high speed needle valves and assure a correct fuel-air mixture for intermediate, cruising, and full load operation.

The Mark 78A features increased torque through a wide range of engine speeds. The Mark 75A, rated at 60 hp, is an improved higher torque version of the Mark 75, which last year set a world's endurance record of 50,000 miles for motorboats. The competition version of this motor, the Mark 75H, shattered the world's outboard speed record this year when Hubert Entrop of Seattle drove it 107.90 mph on his home-built hydroplane.

The single-lever remote control will be a major feature of the 78A and 75A. In place of the two conventional levers for speed and shifting, the operator has forward, reverse, stop, start, speed, and choke all in the single lever.

Mercury's propeller selection has been expanded. Motors from 35 hp up will be shipped without propeller so that dealers can tailor the motor to the buyer's boat.

Dyna-Shock absorbers, designed to restrain the kick-up and rebound resulting from impact of the lower unit with an underwater obstacle, will be optional on the Mark 28A, the Mark 58A, and the Mark 78A. Upon impact, a Safety-Tilt switch momentarily shuts off the ignition and slows down the propeller to prevent the violent thrust surge which would occur.

GALE BUCCANEER

The Sovereign, a streamlined, 35-hp outboard, heads the 1959 line of Gale-Buccaneer outboard motors, unveiled by newly franchised Miami area dealers of the Gale Products Division of Outboard Marine Corp., Galesburg, Ill.

The Gale-Sovereign is a combination of vigorous power and smart design.

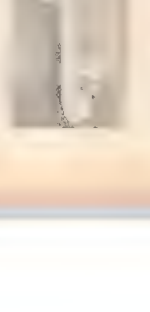
Surrounding the Sovereign, Gale Products offers a line ranging from 3 to 35 hp. Included are six models of Gale-Buccaneer in Sea Mist Green and Surf White. The line boasts refinements designed to satisfy the consumer demand for greater power and quieter, more dependable performance. The 25 hp deluxe electric model features automatic key starting and may be adapted to convenient remote controls as can the 12 hp and 35 hp deluxe Buccaneer models.

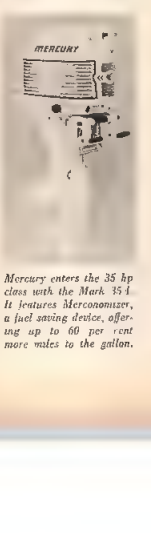
The 35-hp Gale-Sovereign has concealed controls and numerous engineering improvements. Sovereign features include easy maneuverability; operational ease and convenience; automatic key switch starting; and forward, neutral, and reverse gears. Its silencing system and vibration-free mountings assure quiet operation.

Gale Products also offers a complete line of Bo'sun accessories.

The 35 hp Sovereign heads the Gale-Buccaneer line. It has forward, neutral and reverse gears adaptable for use with remote controls.

The 3 hp Gale-Buccaneer has an automatic lock which prevents tilting when in reverse. The motor weighs only 32 lbs.





Mercury enters the 35 hp class with the Mark 35A. It features Merconomizer, a fuel saving device, offering up to 60 per cent more miles to the gallon.

Heading the Mercury line is the powerful 70 hp Mercury Mark 78A with new styling and quieter action.

JOHNSON SEA-HORSE

A form-fitting silhouette, described by Johnson Motors as "dynamical design," will highlight the new line of Sea-Horse outboards.

The 50-hp, V-4 Sea-Horse, queen of the fleet, will zip through the water with a faster propeller. The screw's diameter is trimmed to 12½". Its pitch is increased to 14". This faster turn and deeper "bite" will mean several more miles an hour for most boats. An aluminum alloy adds strength and greater ductility allowing the propeller to be easily straightened.

A white finish—a fashionable compliment to boats of any decor—covers both the powerhead and lower unit of all Johnson models. Trim is gold or chrome with accents of gray and red.

The cover of each model, except the 3 hp, is molded from lightweight, non-corroding fiberglass.

A water system thermostat-regulator, introduced in the V-50 and Super 35 models has been adapted to the 18, 10 and 5½ hp 1959 Sea-Horse to keep jacket water temperature between 130 and 150 degrees.

With a 70.7 cubic inch piston displacement, the V-50 has a three-inch bore and a 2½ inch stroke. Mounted in V formation the pistons' firing impulses occur every 90 degrees giving a smooth flow of power to the crankshaft. The motor is balanced at engine speed.

The power unit of the 50, 35 deluxe and 35 hp manual starting motors, including the exhaust pipe, is mounted flexibly within the hood, which extends to the water. With the exception of a small air intake opening at its base, the hood is completely sealed to form a large air intake silencer.

Soft rubber mounts which isolate the engine from the hood and prevent the cover from transmitting noise, have been incorporated into the 18 and 10 hp models. The covers of these motors, and of the 5½ hp model, are completely sealed.

Holding its place beside the V 50 is the Sea-Horse 35, a two-cylinder, alternate-firing outboard with a 40.5 cubic inch piston displacement.

The eight Sea-Horse models are Super 35, the 35, the 18, 10, 5½ and the Super 35, the 35, the 18, 10, 5½ and the 3 hp. (A kit to equip the manual-starting 18-hp motor for electric-starting will be sold as an accessory.)

An improved electric starter for the V 50 and 35 hp models delivers more power but draws less current from the battery.

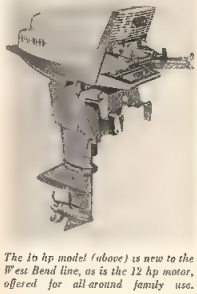
With the exception of models in two horsepower categories, prices of the 1959 engines will remain unchanged from last year.

WEST BEND

Now, with a ten-model line, ranging from 2 to 40 hp, West Bend outboards can handle boating needs at popular prices.

Big news of the line, the 40 hp Golden Shark is now styled in Arctic White with Pirate Gold trim. The Golden Shark and the new "400" series feature a single-lever Synchro-Drive remote control. One lever, located near the wheel, shifts forward, neutral, reverse or throttles down to idle and on through all intermediate speeds. One key starts, stops, locks and electrically chokes the motor. The smooth synchronization of this control is similar to the automatic transmission in a car.

All 40 hp electric-starting models are equipped with a 20 amp. generator that can completely recharge a dead battery in three hours, while powering a boat, with power left over for electrical accessories. Safety-engineered features include, positive locks and controls to prevent starting and shifting at excessive speeds, shock mounted propellers, dash lights and reserve power.



The 16 hp model (above) is new to the West Bend line, as is the 12 hp motor, offered for all-around family use.

Two other newcomers are the 40 hp manual model and the 16 hp, which offers dashboard conveniences and even the water-ski thrills of the bigger members of the family.

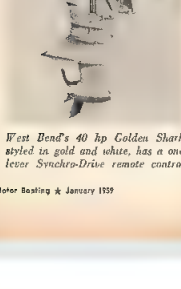
The new 12 hp takes the load off the budget. Thanks to new engineering efficiency, it will be offered as an all-around family motor at a low price.

Popular with fisherman for their compactness and light weight, the 6 and 8 hp models will again be offered as dependable motors for outboarders who don't own boats.

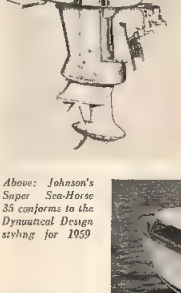
The 2 hp Shrimp will again take its place as a children's motor or as auxiliary power for small boats. It weighs 28 pounds and is air-cooled; not affected by salt, silt or sandy water.

Other features include: a Vist-Twist speed selector, easy-action cover releases and bright color combinations.

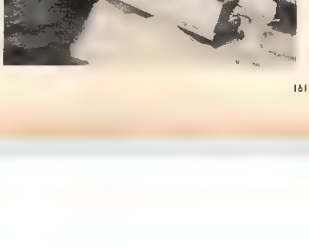
Part of West Bend's 1959 policy will be a full one-year warranty.



West Bend's 40 hp Golden Shark, styled in gold and white, has a one-lever Synchro-Drive remote control.



Above: Johnson's Super Sea-Horse 35 conforms to the Dynautical Design styling for 1959.



Right: Chris-Craft's Cavalier carries plenty of power—and gets it from Johnson's Super Sea-Horse 50.

EVINRUDE MOTORS

Evinrude Motors, Milwaukee, marks its Golden Anniversary by displaying nine new models ranging from three to 50 hp. Major advance is the introduction of a thermostatically-controlled cooling system into motors ranging from 5.5 to 18 hp. Designed to give better trolling ability added efficiency and improved engine performance, the new cooling is similar to that pioneered by Evinrude in larger models last year.

All models feature engineering refinements and mark continuation of the company's four-cylinder 50 hp V4, introduced last year for higher power in cruisers, large runabouts, work boats and utilities.

All models incorporate Evinrude's principles of "hotling" sound by floating the powerhead on a series of rubber mountings, rubber sealing the covers, and completely sealing the exhaust tube and powerhead in a silencing nacelle. Addition of the thermostat to cooling systems gives a fuel saving, longer spark plug life and better lubrication.

To insure dependability, all production models are subjected to a standard 1000-hour running test, all are equipped with trouble-free magneto ignition; and all are equipped with rubber slip-clutch propellers, eliminating shear pins.

For durability, the new motors are formfitted with fiberglass covers which snap-lock into rubber-sealed position and can be easily removed by releasing the latch and lifting the cover up and off. Styling is predominantly in fathom blue, surf white and anniversary gold, with deluxe models in sharkskin gray and white with trim featuring anodized gold lurium and the jeweled effect of vacuum-plated gold. Styling is by industrial designer Brooks Stevens.

Leaders of the line are two 50 hp four-cylinder V motors, the Starflite, equipped with a new high-torque starter motor for prolonged battery life and a newly-designed three-blade propeller for added efficiency, and the Four Fifty, the standard rope-starting version of the Starflite.

Twin-cylinder motors are headed by the 35 hp Lark, which has all the engineering refinements of the Starflite.

Left Evinrude's Starflite has new high torque starter Below Fastwin is started manually, can be converted to automatic

A refined 35 hp Big Twin includes the economy of rope-starting with all major features of the deluxe models. Silencing features of the Lark and Starflite have been extended to the Big Twin; the motor's cylinder head is fitted with a compression relief system which permits easier starting. The 18 hp Fastwin is designed to be easily equipped with a simple electric-starting conversion kit. Evinrude's 10 hp Sportwin is re-engineered with thermostatic-cooling system. The multi-purpose 5.5 hp Fisherman is newly-engineered with "whispering power" and thermostat.

The two bantam-weights of the line, Lightwin and Duckwin, are equipped with Evinrude's weedless lower unit and integral gas tank.

FIRESTONE

Five models, ranging from an electric starting 38-hp unit suitable for cruisers or fast runabouts down to a 3.6 hp lightweight for rowboats, canoes or dinghies, make up Firestone's line of outboard motors. Other models in the line are 5, 10, and 16-hp.

The motors, sold nationally through Firestone dealers and stores, reflect the trend in design with swept-stream styling —twin-fin hoods on the 38- and 10-hp models—and include numerous features for easy, quiet and reliable operation.

Among these aids are electric or drop-catch recoil starters for easier starting; automatic fuel pumps and separate fuel tanks; full forward, neutral and reverse gear shifts; built-in remote control connections; Dynaspring flexible mounts, sound-deadening hoods and Sonoshutter underwater exhaust for quiet operation, vibration-free steering and twist-grip speed controls; snap-off shrouds for easy access to the powerhead, and, on the 5, 10 and 16-hp models, Firestone's Knot-meter speedometer that gives boat speed in knots and mph and also aids in adjusting gas mixture with precision.

SEA KING

Montgomery Ward & Co. offers eight Sea King outboard motors including three electric-starting models. This selection ranges from the 32-pound 3-hp model through 5, 12, 25, and 35-hp models, the last at 134 pounds which delivers speeds up to 33 mph. A choice of electric-starting or manual-starting models is offered.

The two-cylinder engine delivers 35 hp at 4500 rpm. Piston displacement is 40.5 cu. in. Featured, are automatic fuel-saver, slip-clutch propeller, and adjustable co-pilot control steering with forward, neutral and reverse gear drive. Speed, steering, and drive are all adaptable to remote control. A safety lock allows shifting only at safe speeds, and a safety tilt lock secures the motor for easier trailing and launching.

In addition, Montgomery Ward is exhibiting four Sea King outboard hulls ranging from 14' to 16' and one Sea King trailer.

Above: Montgomery Ward has added a 35 hp model to its Sea King line bringing total to 8.

Firestone's 38 hp unit is suitable for cruisers or fast runabouts. It is one of a line of five new models.

OLIVER

Engineering refinements inspired by boating-public demand, plus new marine colors, are among the features of the 1959 line of Oliver outboard motors. New 6, 16 and 35 hp models were introduced at a meeting of 125 Oliver distributors at Battle Creek, Mich., in October.

Among the modifications made on the 1959 Oliver models are an improved ignition system, incorporation of nylon bearings on all external throttle controls and refinement of basic castings for extreme rough-water boating.

Each of the 1959 motors has its individual color of baked, high-gloss metallic paint: the 35, gold and beach white; the 16, copper and beach white; and the 6, green and beach white.

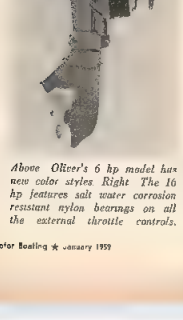
The paint used, Oliver engineers state, was given extensive fresh- and salt-water tests.

The demand for dependability under the most adverse operating conditions has been responsible for a new Bendix-Scintilla ignition system on the 35 Olympus motor. The refined system will produce 18 kv at full throttle and as much as 25 kv at trolling speeds. This output guarantees a sufficient amount of spark under all conditions. The Bendix Scintilla system is the result of extensive testing under a variety of loads and conditions by both Oliver and Bendix-Scintilla engineers.

To provide a type of material that would stand up in salt water use, Oliver chose nylon for bearings in all external throttle controls.

Their tests indicated it to be among the most practical non-corrosive substances found for such use.

Despite higher labor and materials cost, the 1959 line of Olivers will be marketed at substantially the same price as were the 1958 models.



Above: Oliver's 6 hp model has new color styles. Right: The 16 hp features salt water corrosion resistant nylon bearings on all the external throttle controls.

SCOTT-ATWATER

Colorful new styling, stepped-up performance and numerous engineering improvements for easier, quieter and safer operation are features of the new Scott outboard motors built by the Marine Products Division of the McCulloch Corporation (formerly Scott-Atwater Manufacturing Co.). The Scott line for 1959 includes eight models.

All models, except the smallest, feature the exclusive Bail-a-Matic power bailer that keeps the boat dry and safe without hand bailing. It operates independently of the motor's cooling system and removes up to 300 gallons an hour.

These models also have rubber cushion mounts to insulate the boat against motor vibration, and exhaust and air-intake baffles for quieter operation. They also have new slim lower units with new low, under-water pumps to insure efficient cooling under all conditions. Propellers are protected by cushion hubs. Long shaft lower units are available for all models except the 3.6 hp.

The snap-off hoods on most Scott models are molded in one piece of tough, wear and corrosion resistant fiberglass that helps to deaden motor noise. These interchangeable hoods are offered in a choice of six brilliant colors—white, black, yellow, red, coral and blue—to match or complement the colors of the boat. Other features that simplify the operation of the motors are full forward neutral and reverse gear shifts, separate large-capacity fuel tanks and built-in connections for remote controls.

The 25-, 40- and 60-hp models start electrically at the turn of a key in the dash panel. Generators that keep the battery charged for instant starts and to power lights and other accessories are standard equipment on all electric-starting models.

A new Scott single-lever remote shift and throttle control is available as an accessory for use with all models except the 3.6-hp. One lever, instead of the conventional two, shifts from neutral to forward or reverse, increasing the speed as the lever is advanced. It greatly simplifies maneuvering, especially in close places.

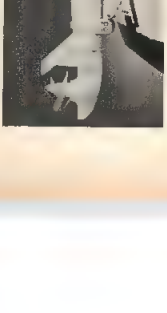
The Scott line for 1959 is headed by the 60-hp Flying Scott and includes the luxurious 40-hp Royal Scott, manual and electric-starting 40-hp and 25-hp models, and a full range of smaller motors in 10-, 7½-, 5- and 3.6-hp.

The 60 hp Flying Scott utilizes the 3-cylinder in-line design that has been so successful in Europe. It enhances freedom from vibration. The 40 hp Royal Scott has tilted V-type reed assembly and block for faster, smoother pick-up. The Scott 40 is the motor that has been used in the firm's endurance races.

Both models of the Scott 25 have increased piston displacement and new double-V reed assemblies.

A new safety feature on the manual starting model is a push-button on the power head that stops the motor instantly in an emergency.

The 10 and 5 hp Scotts speed fishermen to distant waters, yet troll like small motors. The light Scott 5 is a take-along motor. The sturdy midget, the 3.6 hp Scott will run for hours on one filling of its small integral tank.



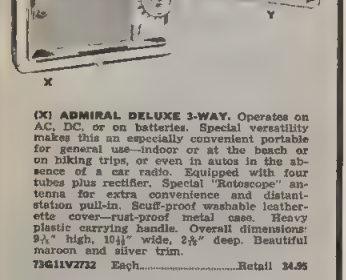
Above: McCulloch's 4 ex Scott Atwater, 25 hp model. Below: Sturdy 3.6 hp model.

(V) ADMIRAL 6-TRANSISTOR. A portable radio with 6 transistors and dual speakers. Two speakers give sound "all around"—no matter which way the radio is placed, equal volume can be heard by everyone—unusual in most portables. Six transistors and 2 diodes never wear out—require only 9 flashlight batteries to play up to 1200 hours. Lestherette-covered metal case is easily kept sparkling bright. Black carrying handle of durable plastic—snare blue body. Special "Rotoscope" antenna for extra clear reception . . . constant tone and volume. 8⅞x9⅛x2½".

73G12V4874 Each..... Retail **59.95**

(W) ADMIRAL 8-TRANSISTOR. A portable radio with eight transistors and dual speakers. Gives uniform clarity of sound all around the area it is placed. Efficient tone control for the precise degree of bass or treble desired. Two speakers in bass reflex port. Eight transistors and one diode never wear out . . . give dependable and invariable performance permanently. Plays up to twelve hundred hours on eight flashlight batteries. Special "Rotoscope" antenna for distant-station pull-in. Saddle tan case with black plastic carrying handle. 8⅞" high x 9⅛" x 2½".

73G13V5645 Each..... Retail **69.95**



(X) ADMIRAL DELUXE 3-WAY. Operates on AC, DC, or on batteries. Special versatility makes this an especially convenient portable for general use—indoor or at the beach or on hiking trips, or even in autos in the absence of a car radio. Equipped with four tubes plus rectifier. Special "Rotoscope" antenna for extra convenience and distant-station pull-in. Scuff-proof washable leatherette cover—rust-proof metal case. Heavy plastic carrying handle. Overall dimensions: 9¼" high, 10½" wide, 2¾" deep. Beautiful maroon and silver trim.

73G11V2732 Each..... Retail **34.95**

(Y) ADMIRAL 8-TRANSISTOR. Plays on trains, planes or boats—an excellent radio for the auto in absence of a car radio. Eight transistors plus one diode never need replacement. Plastic case is unbreakable, rust-proof—colors are molded right into the case. Plays up to 400 hours on 4 mercury-type batteries. Has extra-convenient plug-in jack for earphone attachment—perfect for sick-room patients and late-at-night listening. Ebony black case with gold and red trim. Overall dimensions: 3½" high, 5¾" wide, 1⅝" deep.

73G10V4316 Each..... Retail **49.95**

Latest Model Famous-Make Portable Radios

(A) MOTOROLA 7-TRANSISTOR POCKET RADIO. Rotating antenna handle, RF stage for increased sensitivity; precision vernier tuning. Power 10 Placir chassis . . . 7 transistors and 3 germanium diodes. Large Golden Voice speaker; automatic volume control; push-pull output stage; earphone jack. Metal vinyl covered Marlin blue case, 6½x4⅞x2⅛". Uses pen lite cells. Wt. 3 lbs.

1G15V4508 Each..... Retail **59.95**
1G16V395 Case. 1 lb..... Retail **5.95**
1G13V375 Earphones..... Retail **5.95**

(B) MOTOROLA 6-TRANSISTOR POCKET RADIO. With Power 9 Placir chassis —6 transistors and 3 germanium diodes. Rotating ferrite rod antenna handle pulls in distant stations. Metal cabinet in wrinkle baked enamel. Alnico 5 Golden Voice 2¾" speaker; earphone jack. Conelrad marked. 6⅛x4¼x1⅝". Wt. 3 lbs.

1G12V3895 Each..... Retail **49.95**
1G13V375 Earphone..... Retail **5.95**
1G14V297 Case. Wt. 1 lb..... Retail **4.95**

(C) MOTOROLA 7-TRANSISTOR RADIO. Luxurious Suntan vinyl front over metal cabinet. Rotating handle antenna; 4 pen lite batteries. Power Placir chassis . . . 7 transistors plus 3 germanium diodes. RF stage for increased sensitivity. Magnified lens vernier tuning. Golden Voice speaker; push-pull output; earphone jack, automatic volume control. 6½x7⅝x2⅛". Wt. 3 lbs.

1G17V5250 Each..... Retail **75.00**
1G16V395 Case. Wt 1 lb..... Retail **5.95**
1G13V375 Earphones..... Retail **5.95**

(D) MOTOROLA 6-TRANSISTOR RADIO. Molded polystyrene case, 5⅛x3½x1⅜", houses Power Placir chassis, 6 transistors and 2 germanium diodes. Magnified tuning lens, new 2-magnet 2¾" motor driven speaker; ferrite rod antenna, earphone jack; automatic volume control, push-pull output. Uses 4 pen lite batteries. 3 lbs.

1G5V3275 Each..... Retail **39.95**
1G20V297 Case. Wt. 1 lb..... Retail **4.95**
1G18V375 Earphones..... Retail **5.95**

(E) PHILCO 6-TRANSISTOR RADIO. A 6-transistor set with big 3½" Alnico V speaker. Operates up to 500 hours on 2 flashlight batteries. Finished in tan Sur-V-Lon . . . looks like leather. 6½x9x3" deep at bottom—tapers to 2" at top. Wt. 3 lbs.

77G35V3797 Each..... Retail **49.95**

(F) PHILCO 5-TRANSISTOR RADIO. Pocket-size 5-transistor set operates on 4 penlite batteries. Built-in Magnecor antenna; "Private Listening" jack. Break-resistant case in ivory and black. 5-year guarantee. 3½x6x1½". Wt. 2½ lbs.

77G33V3197 Each..... Retail **39.95**
77G34V234 Leather Case..... Retail **3.00**

(G) PHILCO PORTABLE 4-TRANSISTOR RADIO. A pocket-size powerhouse. Operates on 4 transistors and 4 regular pen lite batteries. Break-resistant case, 3¾"x6"x1½" deep. Turquoise. Shipping weight 1 lb.

77G31V2497 Each..... Retail **29.95**

(H) PHILCO 7-TRANSISTOR RADIO. New Scantenna handle aerial with 2 built-in magnecor antennas. Alnico V speaker; 4 tuned IF circuits. Operates up to 500 hours on 4 flashlight cells. Break-resistant case. 8½x9¾x2¼". Wt. 3 lbs.

77G37V4297 Turquoise..... Retail **59.95**
77G38V4297 Black..... Retail **59.95**

(J) PHILCO 7-TRANSISTOR RADIO. Operates up to 500 hours on 7 transistors and 2 flashlight batteries. Break-resistant ivory and black case, 4¾x7x2¼". With leather carrying case. Wt. 3 lbs.

77G36V4750 Each..... Retail **64.95**

(K) ARVIN 5-TRANSISTOR RADIO. Textured, Arvinyl case, 11¼x8¼x2½". 5 transistors, Magnetenna built-into rotating handle. Reflex circuit with push-pull output for long life of 4 "D" cell batteries. Wt 6 lbs.

72G12V3746 Each..... Retail **49.95**

(L) WESTINGHOUSE 5-TRANSISTOR PORTABLE. "Silver Safeguard" chassis, push-pull output. 3½" Alnico V speaker; earphone jack; ferrocore antenna, shatter-proof case 6⅞x4½x2½". 3 lbs.

90G131V2959 ..... Retail **39.95**

(M) RCA VICTOR 6-TRANSISTOR RADIO. Uses rechargeable or pen lite cells. Impac case houses 6 transistors plus diode, 2¾" speaker; ferrite rod antenna. Earphone jack; standard band; 530-1600 KC. 2½x6⅞x1¾". 2 lbs.

80G9V3195 Each..... Retail **39.95**
80G11V1080 Recharge Unit 2 lbs. **14.95**

(N) GE 6-TRANSISTOR PORTABLE. Uses rechargeable or pen lite batteries. Shatter, chip, and rust proof anodized aluminum case. Printed circuit chassis, push-pull output, earphone jack; 2¾" Alnico 5 Magnet speaker; 5¾" ferrite rod antenna; clip-on carry strap. 540-1600 KC. 6¾x3½x1⅜". 2 lbs.

17G84V3596 Each..... Retail **59.95**
17G86V325 Earphones..... Retail **4.95**

Zipper case and recharger with batteries for 10,000 playing hours.

17G87V1550 Each..... Retail **20.00**

(P) WESTINGHOUSE MINIATURE TRANSISTOR PORTABLE. Plays up to 200 hours on a nine-volt battery. Ferrocore antenna, "Silver Safeguard" chassis with push-pull audio output. Earphone jack, Alnico V speaker; automatic volume control. Shatterproof case. 3⅛x6x1⅜" Wt. 1½ lbs.

90G133V3612 Each..... Retail **49.95**

(Q) ROLAND "DUET" 7-TRANSISTOR 2-SPEAKER RADIO. Seven-transistor operation on pen lite batteries with 2 extended-range speakers for big-set performance. Earphone jack; super-sensitive antenna; impact case; 3-way handle; easy-vue dial. Wt. 2 lbs.

1G180V3497 Each..... Retail **49.95**

(R) RCA VICTOR 5-TUBE "CRUISER". Wavefinder rotating antenna, 3-way operation . . . AC, DC, or one 7½-volt and one 9-volt battery. Sliding bar station indicator, direct drive vernier tuning. Golden throat tone system. 5 tubes including rectifier. Hinged back. Case, guaranteed for 5 years, measures 7⅛x10¼x3½". Wt. 4 lbs.

80G12V3195 Each..... Retail **39.95**

(S) ARVIN 3-WAY 5-TUBE PORTABLE. Operates on AC-DC or one 7½-volt and one 9-volt battery. Arvinyl plastic-bonded-to-steel case. Rotating handle with built-in antenna. Big 5" Alnico V speaker. 5 tubes including rectifier. Detachable line cord. 11x6½x2½". Wt. 5 lbs.

72G14V2586 Each..... Retail **34.95**

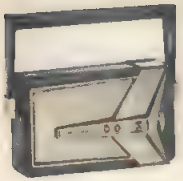
(T) WESTINGHOUSE 2-ANTENNA 4-TUBE "CRUISER". High gain ferrocore plus telescoping unipole antenna. Operates on AC-DC or batteries. 4" Alnico V speaker. Planetary drive tuning control. 9⅛x10½x3⅛". Wt. 6 lbs

90G135V2788 Each..... Retail **39.95**

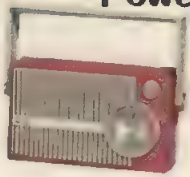
(U) PHILCO 3-WAY PORTABLE. With Scantenna—both handle and antenna contain 2 matched magnecor aerials and rotate 180° for most powerful signal and clear distant-station pick-up. Equipped with 4 tubes plus rectifier; 4" speaker. Break-resistant case, 7¾x10½x2¼". 3¾" at bottom. Wt. 6 lbs.

77G40V2450 Pink..... Retail **29.95**
77G41V2450 Aqua..... Retail **29.95**

Powerful Transistor Radios



(A) Motorola



(B) Motorola

(C) Motorola

(D) Motorola

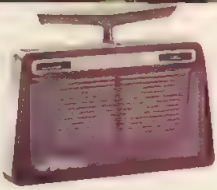
(E) Philco

(F) Philco

(G) Philco

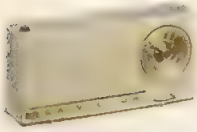
(H) Philco

(J) Philco

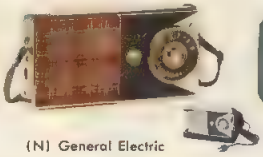


(K) Arvin

(L) Westinghouse



(M) RCA



(N) General Electric

(P) Westinghouse

(Q) Roland "Duet"

(T) Westinghouse

Deluxe Table Model Radios–Your Choice of Famous Makes

(A) PHILCO AM-FM TABLE RADIO. Handsome wood cabinet Separate AM and FM slide-rule tuning dial . . . completely variable tone control 7 tubes plus selenium rectifier, printed circuitry, 5¼" speaker; FM line cord, built-in AM loops Grounded grid RF stage, limiter and discriminator detector, shielded high-frequency unit Overall 10½" x16¼"x7⅞" Wt. 22 lbs
77G62X6450 Mahogany Retail **89.95**

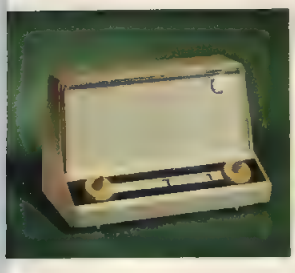
(B) WESTINGHOUSE AM-FM TABLE RADIO. New "Wide-Fi" 10x2⅜" speaker, variable tone control, long-range AM antenna, built-in cord FM antenna, plus external amplifier stage on FM for extra pulling power and selectivity Illuminated slide-rule dial 7 tubes plus selenium rectifier Overall dimensions 6x14⅞ x5¾" Wt 10 lbs
90G137X4938 Charcoal/white Retail **69.95**

(C) WESTINGHOUSE "SYMPHONAIRE SIX." Long distance model pulls in far-off stations loud and clear . . . 3-gang condenser provides increased sensitivity 6-tube model, including rectifier New 10x2⅜" "Wide-Fi" speaker, push-pull on-off switch —set and forget volume control . . . illuminated slide-rule dial 6"14⅞ x5¾" 10 lbs
90G138X2861 Coral Retail **39.95**
90G139X2861 Ivory Retail **39.95**

(D) ARVIN TWIN SPEAKER TABLE RADIO. Console-like sound from 2 speakers, 5 tubes including rectifier Ceramic high "Q" rod antenna for greater selectivity and sensitivity Phono jack, illuminated slide-rule dial tuning dial, tone control Enclosed cabinet back Overall dimensions: 13⅜" long, 6⅝" wide, 4½" deep, Wt 5¾ lbs
72G16X2586 Turquoise Retail **34.95**

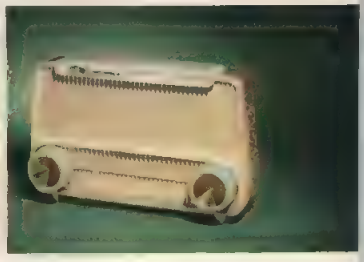
(E) ARVIN ECONOMY TABLE RADIO. Air loop antenna pulls in distant stations clear and sharp—no external connections needed Smart styling and crisply chiseled flame-colored cabinet with gray accents make it at home in any part of the house Dependable printed circuit, 5 tubes including rectifier, Overall cabinet dimensions 9½" long, 5½" wide, 3⅞" deep Wt. 6 lbs
72G18X1616 Retail **19.95**

(F) ARVIN 2-SPEAKER AM-FM STEREO RECEIVER. Range of standard AM, plus the clear tone of FM in an ultra-powerful transformer-type straight AC chassis 10 tubes including rectifier, 2 Alnico speakers (5x7" woofer and 4" tweeter) Push-button controls phono jack, separate tuning Gray and black plastic case, 18¼x9x8⅛" 20 lbs
72G19P7196 Retail **100.00**



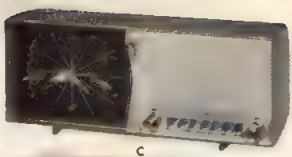
ROLAND HI-FI TABLE RADIO. Alnico V speaker in acoustical cabinet; easy-vue slide-rule dial tuning, ferrite loop antenna 5 tubes including rectifier, Superhet chassis for undistorted reproduction Automatic volume control, 105-125 volts, 50-60 cycles AC-DC Gold and White polystyrene enclosed-back cabinet Overall dimensions: 6⅞" x 10¾" x 7¾" Wt. 4 lbs
1G101X1948 Retail **24.95**

G.E. MUSAPHONIC TABLE RADIO. Oval speaker 5x7" — tone and volume control, illuminated slide-rule dial, push-pull on-off controls, printed circuit chassis 5 tubes including rectifier, ferrite rod antenna; 540-1600 kc AC-DC 105-120 volts, 50-60 cycles Polystyrene cabinet, grey and white, measures 12" long, 8" wide, and 5"⅞" deep Shipping weight 3 lbs.
17G88X2156 Retail **29.95**



MOTOROLA TABLE RADIO. A slim silhouette high-impact case houses lifetime chassis with 5 tubes including rectifier Oversize ferrite rod antenna brings in stations loud and clear 4x6" speaker for powerful distortion-free reproduction Standard broadcast band 535 to 612 kc 117-v., AC-DC Maple-colored plastic cabinet. Wt. 6 lbs
1G19X2267 Retail **29.95**

B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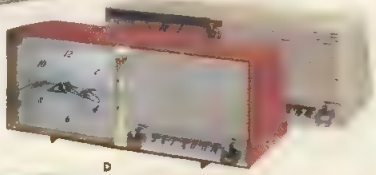
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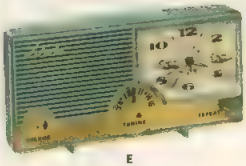
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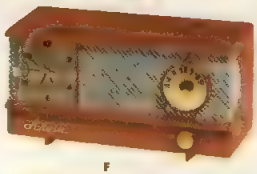

F

Wake Up to Music with an Automatic Clock Radio

(A) PHILCO CLOCK RADIO. Separate buttons for each control Has lullaway circuit and big luminous hands Modern, slender styling—6¼" high, 12⅜" wide and 4⅝" deep New "Clip-In" chassis with 4 tubes plus rectifier, printed circuit, calibrated volume control 4" speaker and built-in loop antenna. Wt 6 lbs

77G29X2917	Ivory	Retail 39.95
77G30X2917	Aqua	Retail 39.95

(B) WESTINGHOUSE CLOCK RADIO. New, exclusive electronic alarm tone wakes you up at the time you set, or wakes you up to music Printed circuit radio chassis with 4 tubes including rectifier 4" Alnico V speaker AC 6¼" high, 8⅞" wide, 5½" deep Wt 5 lbs

90G125X1926	Champagne	Retail 24.95
90G126X1926	Coral	Retail 24.95

(C) WESTINGHOUSE CLOCK RADIO. New "All-Around" cabinet design with appliance outlet Clock has slumber switch, "wake-up-to-music", buzzer, and doze controls lets buzzer resound up to five times Luminous hands and illuminated dial 5 tubes including rectifier 4" Alnico V speaker 6" x 4½" x 5½" Wt 10 lbs

90G127X3053	Mocha	Retail 42.95
90G128X3053	Turquoise	Retail 42.95

(D) WESTINGHOUSE CLOCK RADIO. "All Around" design molded cabinet houses 6-tube-including-rectifier radio chassis plus luminous-hand clock that lulls you to sleep, wakes you to music, turns appliances on and off automatically Doze controls provide wake-up buzzer 6x14⅞x5½" Wt. 10 lbs.

90G129X3449	Coral white	Retail 49.95
90G130X3449	Ivory/white	Retail 49.95

(E) ARVIN CLOCK RADIO. Has the new, slim-trim look—even the back is enclosed in plastic Full-feature clock with automatic "on", "alarm", slumber switch, and doze alarm that repeats every 10 minutes until shut off Luminous clock hands 5 tubes including rectifier. 1100-watt appliance outlet Overall dimensions: 13⅜" long, 6⅜" wide, 4⅜" deep 6½ lbs

72G8X2916	Turquoise	Retail 39.95

(F) DELUXE ARVIN CLOCK RADIO. Lulls you to sleep at night—wakes you to music in the morning . . . can even start your morning coffee with its 1100-watt appliance outlet and accurate clock timer. 5 tubes including rectifier All automatic operation Alnico V speaker Overall dimensions 12¼x 5½x5½" Wt 4½ lbs

72G10X2656	Flame	Retail 34.95

G. E. CLOCK RADIO. Self-starting electric clock with luminous hands for easy night-time viewing 4 tubes plus rectifier Has Dynapower speaker, built-in antenna. Phono jack, slumber switch, plus controlled appliance outlet that has your coffee ready by the time you awake. "Snooz" alarm rings 5 times 12⅝x6¾x6⅜" Wt 7½ lbs

17G80X2836	Ivory	Retail 39.95

G. E. CLOCK RADIO. Slumber switch, buzzer alarm, full-cabinet back, lever-type controls, and luminous hands Efficient GE clock Built-in antenna, Dynapower speaker for excellent reception and reproduction 4 tubes plus rectifier Lets you go to sleep to music and automatically shuts off 105-120 volts, AC Plastic cabinet 11¼x6⅛x 4⅛" 6 lbs

17G82X2216	Grey/white	Retail 29.95

RCA CLOCK RADIO. "The Palomar" model Convenient lever controls let you go to sleep and wake up to music . . . in RCA's "Golden Throat" tones Luminous clock hands for easy dark-room viewing Illuminated radio dial. 4 tubes plus rectifier Standard band "concealed" marked Overall cabinet dimensions: 5⅛" high, 13" long, 5¼" deep AC Wt 8 lbs

80G7X2810	Turquoise	Retail 34.95

NEW PROFITS...NEW EXCITEMENT...NEW BEAUTY...

IN DOLL BODIES'

GREAT LINE FOR '59!

6" to 20" dolls

- UNDRESSED
- DRESSED
- BOXED
- CELLO-PACKED FOR SELF-SERVICE

Most advertised and publicized doll bodies in America!

DOLL BODIES COMPANY

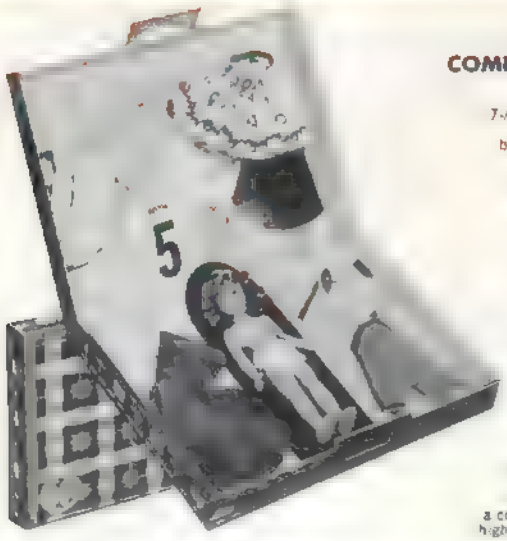
Room 218, 200 Fifth Avenue, New York 10, N. Y.

ALgonquin 5-7206

Doll Bodies on Parade
at the TOY FAIR
FIFTH AVENUE BUILDING
Room #218

Creators of the Doll Body Beautiful

JO-ANN AND MARY LOU DOLL AND WARDROBE



MARY LOU AND HER COMPLETE WARDROBE KIT No. 470

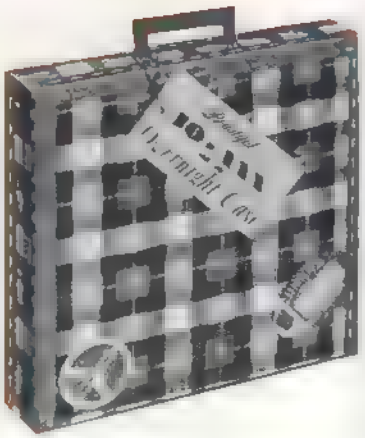
7-½" doll with head that turns, arms that move and big blue eyes that blink, eyelashes and genuine mohair wig. Dressed in her own bra and panty set. Mary Lou comes with 5 complete outfits, including some of the following pieces:

- Blouse changes • Halters
- Bermuda shorts • Nightgown
- Pedal pushers • Hair cape
- TV Lounging pajamas
- Party dresses and other ensembles
- Removable bra and panty set

Packaged in smart plaid luggage box 11½" x 1½" x 8¼", with 6 authentic travel stickers and luggage handle. Packed 3 doz. to carton.

Suggested retail **$2.00**

#570 Also available in a Deluxe set at $3.98 retail. Comprised of a 12" teenage doll dressed in a cocktail ensemble. Dyed-in-wool eyelashes, high heel shoes and 6 complete outfits.



#37 - 6" high, jointed at hips, with moving eyes.

Bra and panty set included in

KITS . . . . . PACKAGED FOR PROFITS!

BEAUTIFUL JO-ANN AND HER OVERNIGHT CASE No. 370

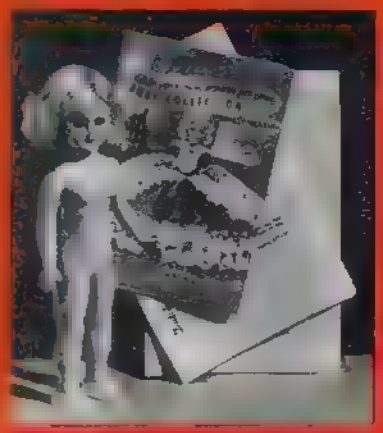
7½" doll with movable arms, legs, sleeping eyes and genuine mohair wig. Removable bra and panty set and her formal dress and raincape. Packed in smart plaid luggage box, 8¼" x 8¼" x 1½", with 6 authentic travel stickers and luggage handle. Packed 3 doz. to carton.

Suggested retail $1.00

#50 ... 8" ... head moving eyes ... Mohair wig ... stand ... Packed ... 12 doz. to carton.

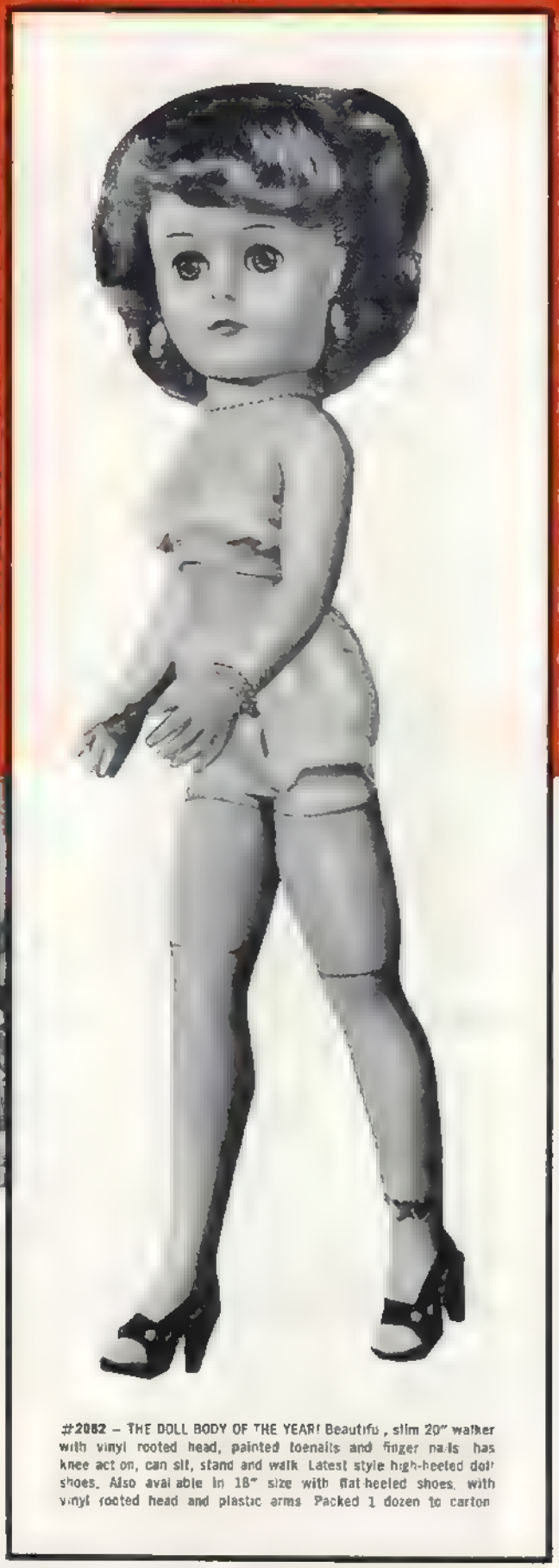
#1120 ... 11" ... with moving eyes ... genuine plaits and ready-to-dress ... Mohair wig ... and set. Movable head, arms and legs ... plaid ... heat sealed ... envelope. 2 doz. to carton ... plastic doll stand ... wood

#270 ... 16½" ... with ... mohair ... and ... Packed ... carton



carton

molded in durable virgin plast c



PAINT-A-DOLL KIT

32 DOLLS OF FARAWAY LANDS — ready to paint.

Includes:

- 32 dolls
- 24 stands
- 6 jars of paint
- brush
- glue

#725 – Each do l is molded in durable p.astic to show all the minute deta ls of the native costumes. It's d fferent! — It's exciting! — It's fun! — for Girls and Boys. They' l love creat ng and painting the colors for the nat ve costumes. An educat onal instructive kit for the young and adult hobbyist. Colorful plastic bases are included for mounting the painted dol s. Boxed in beautiful ful color box, 1 doz. to carton shipping we ght 23 bs.

Suggested retail **$2.98**

#2082 – THE DOLL BODY OF THE YEAR! Beautifu , slim 20" walker with vinyl rooted head, painted toenails and finger nails has knee act on, can sit, stand and walk. Latest style high-heeled doll shoes. Also avai able in 18" size with flat-heeled shoes, with vinyl rooted head and plastic arms. Packed 1 dozen to carton

DOLL BODIES COMPANY

Room 218, 200 Fifth Avenue, New York 10, N. Y.

introducing the 'Smart-Look' in travel. **30-HOUR, 7 JEWEL DESK-TRAVEL ALARM.** Gilt trim complements novel genuine leather case, scalloped-motif bezel, raised gilt figures, hour indicators. Luminous hands, hour dots. 3-½×2-¾". Specify color: pig, red, brown alligator, blue.

755 List $14.00 ..... Retail **$ 10.95**

(BB) **COLLEGIAN**... you, too, will "cheer about" this remarkable value... excellent to give, to own **30-HOUR DESK/TRAVEL ALARM.** Neat genuine leather case with gleaming gilt trim. Raised gilt figures hour indicators. Luminous hands, hour dots. 3×2-¾". Specify color: red, brown alligator, tan, blue

130 List $10.00 ..... Retail **$ 7.95**

(CC) **WEE-MITE**... first choice... first class... in every respect. Petite **30-HOUR, 7 JEWEL DESK/TRAVEL ALARM.** Small compact genuine leather case with gilt trim. Raised luminous figures, gilt indicators, luminous hands, hour dots. Also available with full luminous figures. 2-½×2-½". Specify lizard finish: blue, tan, red, brown, also tan-pig.

64 List $13.70 ..... Retail **$ 10.95**

756 List $12.20 (not shown) Retail **$9.95**

7 jewels, 3¼x2⅞", pig, brown, red, blue

semca

for more precious hours

(FF) **GOOD SCOUT**... give yourself a "real treat"... consider this exceptional timepiece... at a modest price **30-HOUR DESK/TRAVEL ALARM.** Handsome "Wide-Look" genuine leather case with gilt trim. Full luminous figures and hands. 3-½×3". Specify color: red, brown, blue pig tan, green.

126 List $8.60 ..... Retail **$ 6.95**

(GG) **BUDDY**... a trustworthy companion... with "giftappeal"... that's sure to please **30-HOUR DESK/TRAVEL ALARM.** Smart genuine leather case with gilt trim. Full luminous figures and hands. 2-¾×2-¾". Specify color: pig, red, tan, brown, blue, green.

116 List $8.60 ..... Retail **$ 6.95**

popular favorites

to strike your fancy

HERITAGE... soft, rich, mellow bell tones strike a cheery note... day in, day out **8-DAY, 4 JEWEL STRIKE CLOCK.** Brilliantly styled for office, for mantel, for television. Hour and half-hour strike, with shut-off feature. Satin finish gilt case, handle trim. Raised gilt figures, spear-point hour indicators, distinctive hands. 9×7-¼".

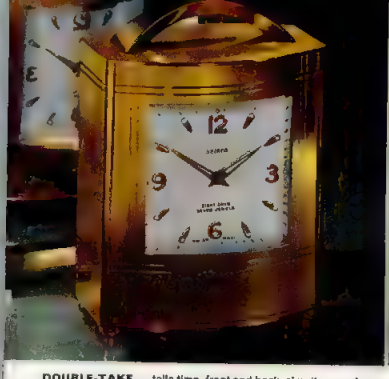
747 List $61.80 .... Retail **$ 49.50**

SOCIALITE... you'll be elated... with this timely beauty... a cherished keepsake forever. **8-DAY, 7 JEWEL DESK/BOUDOIR ALARM.** Excellent for office, home. Distinguished gilt case. Raised gilt hour indicators, dots, luminous hands, hour dots. 4-¼×3-½".

783 List $24.96 .... Retail **$ 19.95**

Prices subject to 10% federal excise tax

Copyright 1958



DOUBLE-TAKE .. tells time, front and back, simultaneously ... for one who appreciates the unusual ... at home, or office. **8-DAY, 7 JEWEL TWIN-DIAL WITH ALARM.** Attractive satin finish gilt case with polished handle trim. Raised gilt figures, hour indicators. Luminous hands, hour dots 5×3-½". **777** List $40.50 .... . Retail **$ 32.50**

TODAY'S FORECAST .. the time... the temperature ... the weather be prepared 'round the clock! **8-DAY, 7JEWEL ALARM WITH BAROMETER THERMOMETER.** Foremost in utility. Charming gilt case, handle trim, on pedestal base. Raised hour indicators, with raised luminous hour dots, hands. 6×4". **775** List $37.40 ..... Retail **$ 29.95**

PRINCE CHARMING ... marvelous for television, office, or mantel ... luxurious, indeed! Today's most outstanding **BATTERY DESK MANTEL CLOCK, WITH FOUR JEWELS.** Tested and proven .. one full year of accurate "care-free" operation, on standard flashlight batteries. Beautiful gilt case. Distinctive tapered hour markers, curved above crystal, gilt hands. 10-½×8". Dial 5" **184** List $46.80 ..... Retail **$ 37.50**

ENCHANTRESS.. captivate Milady... with this exquisite "Halo-of-Magnificence"... for the fastidious homemaker. **8-DAY WALL CLOCK** with incredible "Pull-Wind" feature that simplifies weekly winding ... right on your wall. Radiant gilt case, raised gilt figures, hour indicators, gilt hands. Diameter 15", dial 8-½" **191** List $40.50 ..... Retail **$ 32.50**

Prices subject to 10 % federal excise tax Copyright 1955

ACHIEVEMENT THAT'S . . .

★ **PEERLESS**

★ **PRICELESS**

★ **PERFECTION**

VISION IN TIME . . an inspired creation . . the "distinguished look" in any setting **8-DAY 7 JEWEL DESK/BOUDOIR ALARM.** Transparent dial combines gilt figures, "Spear-Point" hour indicators, sunburst dial motif. Lum.nous tipped hands, hour dots. Artistic scroll base gracefully complements trim satin finish gilt case. 10-¼×9".

671 List $68.60 ..... Retail $ 55.00

distinctive "Conversation Pieces" . . . unsurpassed in beauty

SWISS LANTERN . exemplifying the ultimate in loveliness . . a treasure in any home **8 DAY, 7 JEWEL WALL CLOCK.** Exquisite gilt case with incredible "Pull-Wind" feature that simplifies weekly winding . . right on your wall. Raised gilt hour indicators and hour dots; gilt hands. 14-⅛×9-⅛" Dial 5-¾".

7882 List $54.30 . . . . . Retail $ 43.50

MAGNIFIQUE. majestic beauty beyond compare particularly impressive. Today's most outstanding **BATTERY WALL CLOCK. WITH FOUR JEWELS.** Tested and proven . . . one full year of accurate "Care-Free" operation, on standard flashlight batteries. Radiant gilt case, raised Roman numerals "Spear-Point" hour indicators, distinctive gilt hands. Diameter 18-½", dial 8".

192 List $61.80 ..... Retail $ 49.50

MASTERPIECE .. charm and dignity.. highlighting a new concept in time for the most discriminating. **8 DAY, 7 JEWEL DESK/BOUDOIR ALARM.** A significant "Wedding" of glamour and fashion. Unusual gilt case. Raised gilt figures, hour indicators; luminous hands, hour dots. 7-¼×3-⅛".

672 List $31.00 . Retail **$ 25.50**

WINSOME-THREESOME .. experience a new thrill the time, the date, the weather up-to-the minute. **30-HOUR DESK ALARM WITH BAROMETER, FLIP-DATE CALENDAR.** Gilt case; adjustable tilt swivel units. Raised gilt figures, hour indicators. Luminous hands, hour dots. 7-½×3-¼".

673 List $30.60 . . Retail **$ 24.50**

for happier hours

semca

(SS) PACE SETTER.. rely on this noteworthy time .. for enjoyment beyond your expectation. **8 DAY DESK/TRAVEL ALARM.** Genuine leather case Easy to read full luminous figures, hands 3-½× 3-¼" Specify color: p g, brown alligator, red, blue, green

82 List $14.00 Retail **$ 10.95**

(TT) CELEBRITY .. acclaimed far and wide .. preferred for smartness... for service for reliability. **8-DAY, 7 JEWEL DESK/TRAVEL ALARM.** Rich genuine leather case, raised gilt figures, faceted hour indicators. Luminous hands, hour dots. 3-½×3-½". Specify color brown alligator, pig, blue, red, green

79 List $20.00 Retail **$ 15.95**

(UU) TIME 'N WEATHER .. every day, anywhere.. the ideal portable "Weather-Station" **30-HOUR DESK/TRAVEL ALARM, BAROMETER, THERMOMETER.** Compact leather case, gilt trim. Raised luminous figures, gilt indicators, luminous hands, dots. Also full luminous figure dial. 5×2-¾". Specify color: pig, brown alligator, red, blue.

170 List $36.70 Retail **$ 21.50**

(WW) PARK AVENUE leader in quality best in the "long-run" superly accurate. **8 DAY 15 JEWEL DESK/TRAVEL ALARM.** Sleek genuine leather case. Raised gilt hour indicators luminous hands, hour dots 3-½×3-⅛" Specify color: pig, red, brown alligator, blue.

159 List $28.00 Retail **$ 22.50**

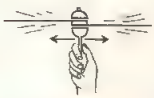
YOU'LL SELL MORE Slinky ...

Double-Header TV and Magazine Advertising

NEW! **Slinky TWIRL-A-BIRD**

No. 135 — Intriguing new Slinky Toy simulates real bird-in-flight action. Wings turning in complete circles give illusion of wing-flapping bird. Twirl-a-bird wings are made of hard, tough, durable polyethylene. Instructions included. Individually boxed, 2 doz. to carton, weight 6 lbs.

$1.00 retail



THE HELICOPTER FLAP

THE SIDEWINDER

NEW!

Slinky PLAYMOLDER

NOW WITH 2 CANS OF COLORED MOLDING DOUGH

No. 550 — Kids love to mold their own toys — trucks, horses, cowboys, children, men. They dry hard and can be colored. Comes complete with Playmolder, 2 cans of special molding, dough, molds and instructions . . . in display box. 1 doz. to carton, weight 26 lbs.

$2.00 retail

No. 555 — Special set consists of molder, and 5 sets of molds. 2 doz. to carton, weight 12 lbs.

$1.00 retail

AND *Slinky* ACTION TOYS THIS YEAR!

Campaign will Bring You BIG *Slinky* Profits in '59!

USE THESE SLINKY DISPLAYS FOR FAST IMPULSE SALES!

NEW! *Slinky* WIRE RACK
COUNTER MERCHANDISER

No. 110—Slinky Counter Rack Deal

- **The Slinky Merchandiser is given free with every order for 4 dozen or more Slinky Toys.**
- **Revolving unit holds 1 dozen Slinky Toys.**
- **Takes up less than one square foot of counter space.**
- **Promotes on-the-spot Slinky Sales.**

Here's the new SLINKY "show-tell-sell" display unit to give you faster turnover and increased impulse sales of one of America's favorite toys.

Dealers find it highly profitable to place two and three of these attractive units in good traffic spots. (Takes only a second to replace sold Slinky Toys).

Size of rack: 19" high; 10" wide; 10" deep. Shipping weight (without toys): 2½ lbs. Additional racks at $1.50 each.

Slinky $1.00 retail

NEW! *Slinky* COUNTER DISPLAY CONTAINER

- **To give you faster dollar return per counter foot.**
- **America's outstanding staple in the toy industry . . . always sells on sight.**

No. 100—ONE DOZEN Slinky DISPLAY CARTON

Each carton attractively decorated with lots of "sell," contains 12 Slinky Toys in NEW Slinky boxes — 4 each of 3 different colors.

Keep these attractive silent salesmen handy near the cash register. Remind your customers at the point of sale — THEY'LL BUY SLINKY!

Size of 1 dozen container: 6¼" x 5" x 9½". Shipping weight: 30 lbs. to 4 dozen Slinky Toys.

Slinky $1.00 retail

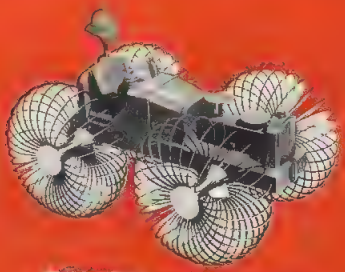
SELF-SELLING Slinky TOY MERCHANDISER

No. 115 — Slinky Poly-Bagged Toy Rack Deal

TO RETAIL UNDER 1.00

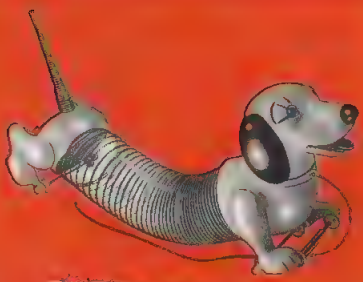
Attractive wire rack holds Slinky Seals, Worms, Eyes, Slinky Jr. and standard size Slinky Toys. Shipped upon request with any order for $35.00 or more of Slinky rack items only.

36" high. Fits into 9" x 27½" floor area.



Slinky [illegible]

No. 500 — Fascinating sound-'n-action pull toy.
Watch the valves go up and down.
See the driver bob around like crazy.
Hear the clack clack sound.
½ dozen to carton, weight 13 lbs.
$2.98 retail



Slinky [illegible]

No. 225 — One of the popular, STEADY-SELLING Slinky action pull toys. It's fun to see the rear lag behind, then catch up.
1 dozen to carton, weight 15 lbs.
$2.00 retail

Slinky HOOPS

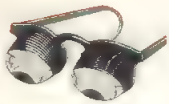
One of the first suppliers with the finest quality. Immediate shipment. Colors: red, yellow or blue. Weight 10 ozs. each. Instructions.

Slinky SEAL

No. 425 — Fresh out of the circus — always fun for small fry. Ball revolves as seal moves along. Motion display available. 2 dozen to carton in bags or boxes, weight 8 lbs.
$1.00 retail

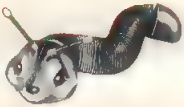
Slinky EYES

No. 275 — Ideal for parties and Halloween. Eyes pop out and back on springs, as head is moved. Motion display available.
2 dozen to carton in bags, weight 5 lbs.
4 dozen to carton in boxes, weight 10 lbs.
Boxes have tab for racking
69c retail



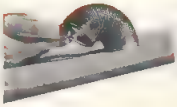
Slinky WORM

No. 250 — Her cute face and antennae make her a friendly playmate. Lively stretch spring action. 2 dozen to a carton in bags, weight 7 lbs. 4 dozen to carton in boxes, weight 16 lbs.
$1.00 retail



Slinky "JR."

No. 125 — Little brother to the BIG SLINKY, for small hands. All the action and tricks of Big Slinky. 2 dozen to carton in bags, weight 4 lbs. 4 dozen to carton in boxes, weight 8 lbs.
Boxes have tab for racking
39c retail



Also Available (not illustrated)

- **No. 200—Slinky TRAIN**
  1 doz. to carton, weight 11 lbs.
  $2.00 retail
- **No. 400—Slinky HANDCAR**
  1 doz. to carton, weight 9 lbs.
  $2.00 retail

COMMENDED BY THE CONSUMER SERVICE BUREAU OF PARENTS' MAGAZINE

JAMES INDUSTRIES, INC., PAOLI, PA.

Minimum prepaid weight 200 lbs.

REGIONAL REPRESENTATIVES

Murray Gilbert, Inc.
200 Fifth Avenue
New York 10, N. Y.

Ray D. Martineau Co.
6629 Shady Oak Drive
Jacksonville 11, Florida

Krenzien, Krenzien & Assoc.
209 S. State Street
Chicago 4, Illinois

Allan F. Wells Co.
138 Social Hall Avenue
Salt Lake City 1, Utah

MANUFACTURERS OF WORLD FAMOUS Slinky® TOY ... DOES IT AGAIN!

THIS IS "it"®

"it" ACTS ALIVE!

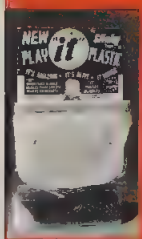
- "it" is unbreakable
- "it" stretches
- "it" bends
- "it" coils and uncoils like a snake
- "it" makes bubbles like bubble gum
- "it" pops
- "it" twirls
- "it" makes *noise*
- "it" will stretch 100 feet
- "it" will make a sheet you can see through
- "it" marbleizes by mixing two colors
- "it" feels pleasant in the hands
- "it" can be a jumping rope
- "it" will pick up print from newspapers
- "it" can be modeled into simple forms with contrasting colors
- "it" will stick to almost any surface without marring
- "it" is a superb cleaner for felt hats, suede shoes, velvet clothes by merely dabbing surface
- "it" does terrific cleaning job on typewriter type
- "it" is a great tension reliever
- "it" is NON-TOXIC
- "it" cannot dry out
- "it" weighs about 2 oz.
- "it" comes in 3 colors—red, yellow and blue
- "it" is a lifelong plaything for only 49¢ and $1.00

Amazing New Slinky® Item is NOT a Toy!

yet has more play and practical fun and will cost longer than almost any toy!

When Dick James first introduced a springy coil of wire to sell as Slinky for $1.00—no one could possibly predict that in eleven years, over 13 million Slinkies would be sold!—and it continues to sell BIG!

Now, the makers of Slinky, bring you a brand new item—so different, so unusual, that demand for "it"—even before it was packaged—almost created a riot in a Philadelphia High School.



"It" is a large chunk of "crazy" plastic that leads a hundred active lives. In the panel to the right are only a *few* things you can do with "it". Anyone play ng with "it" will discover dozens of additiona. play and practical uses

YOU CAN TAKE "IT" WITH YOU! Almost everyone will want to have "it" around all the time—and "it" is attractively packaged and priced for fast impulse selling for counter, racks and displays.

#130—"it" One color, poly bagged on illustrated card. 3 dozen to display box, 4 boxes to carton (total 1 gross units). Shipping wt. 25 lbs. 49c retail.

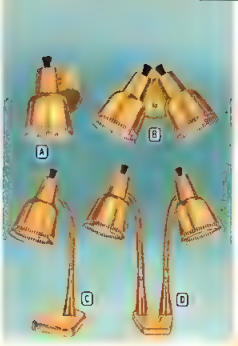
#140—"it" Same as above except 2 colors to each package. 40 lbs. per carton. $1.00 retail.

You must SEE "it"—you must FEEL "it"—you must PLAY with "it" and you won't want to be without "it".

SEE "it"®

JAMES INDUSTRIES, INC. • PAOLI, PA.

- Panel Room—3rd Floor, Hotel New Yorker
- Murray Gilbert—Room 518, 200 Fifth Ave., N. Y.10, N. Y.



Strola

Luxury Satin Brass

IN MATCHING STYLES

A to J — CO-ORDINATED LAMPS FOR SMART INTERIORS! FUNCTIONAL... DIRECT OR INDIRECT LIGHTING

All models adjust by touch to any position—focus light wherever needed—provide many different lighting effects. Light sparkles through 7" pierced metal shades. Available in choice of finish: Luxurious all-satin Brass or rich Ebony combined with Brass.

A "PIN-UP" Single wall pin-up light shade swivels every way on 3" back plate. Hangs like a picture. Wt 2½ lbs.
83E787-597 Satin Brass Retail **$8.95**
83E788-597 Ebony & Br. Retail **$8.95**

B "TWIN PIN-UP" Two-light wall pin-up. For combined direct indirect lighting etc. Individual switches. 5" back plate. Wt 3½ lbs.
83E789-930 Satin Brass Retail **$13.95**
83E790-930 Ebony & Br. Retail **$13.95**

C "SENTRY" Quality crafted popular style. Use on desk, headboard shelf or night stand. 12" flexible arm. Handy knob switch. weighted base. Ht 19". Wt 4 lbs.
83E768-797 Satin Brass. Retail **$11.95**
83E791-797 Ebony & Br. Retail **$11.95**

D "TWIN-LITE" Ideal for "His" and "Her" use on night stand, headboard shelf desks etc. 12" flexible arms each with switch. Ht 18". Wt 6 ½ lbs.
83E767-1263 Satin Brass Retail **$18.95**
83E792-1263 Ebony & Br. Ret **$18.95**

E "EXTENDER" Wall light with swivel shade extends from 10" to 22". Swings any direction on 5" hanger. Wt 3 lbs.
83E793-597 Satin Brass Retail **$8.95**
83E794-597 Ebony & Br. Retail **$8.95**

F "WAYSIDE" For close work or reading. Turned up, it is an indirect torchiere! 12" flexible arm. Heavily weighted. Ht to 60". Wt 13½ lbs.
D25E1128-1263 Satin Br. Ret **$18.95**
D25E1417-1263 Ebony & Brass **$18.95**

G "ANY-WAY" 18" flexible arms bend in all directions. For torchere and functional lighting. 3 way switch. Heavy weighted base. Ht to 65". Wt 7½ lbs.
D25E1127-1663 Satin Br. Ret **$24.95**
D25E1418-1663 Ebony & Brass **$24.95**

H "TREBLE" Three light Tree Lamp. Individual switches. Swivel any position. Ht 64". Wt 16 lbs.
D25E1419-1930 Satin Br. Ret **$28.95**
D25E1420-1930 Ebony & Brass **$28.95**

J "POLARIS" Pole light, also room divider. Individual knob switches for each adjustable light. Soft-tipped spring tension holds pole firmly between floor and ceiling. Installs immediately. Fits from 7'7" to 9 ft. ceiling. Wt 11½ lbs.
D25E1421-2100 Satin Br. Ret **$31.50**
D25E1422-2100 Ebony & Brass **$31.50**

FOR BEST QUALITY!

K "BLACKSTONE" Torchier lamp smartly adaptable to modern or traditional 16" metal reflector with starlight perforations Mogul socket 100-200-300 watt lighting Milk-glass insert provides direct light effect Satin Brass finish Ht 64" Wt 24 lbs

D25E1423-2300 Retail $34.50

L "VENETIAN" Luxury floor lamp! Gleaming square Brass column mounted on heavy 10" genuine Italian white marble base Two lights Indiv chain pulls Metal light deflector 18" x 6" shade of nubby gold-threaded fabric laminated over Fiberglas Ht 62" Wt 18 lbs

D25E1129-2663 Retail $39.95

M "TUSCANY" Elegant table lamp 6" genuine Italian white marble base Two lights Indiv chain pulls, metal light deflector 18" x 6" shade of rubby gold threaded fabric laminated over Fiberglas Ht 28" Wt 13 lbs

D25E1130-1966 Retail $29.50

N "AVON" Lounge floor lamp, combining bright Brass with polished copper trim Mogul socket 100-200-300 watt lighting 8" diffuser bowl Double-decked 18" washable Fiberglas shade Ht 58" Wt 2. lbs

D25E1424-1996 Retail $39.95

P "LEADER" Handsome floor lamp in satin Brass finish 3 way lighting Bolte harp Weighted base 10" Fiberglas shade Ht 58" Wt 17 lbs

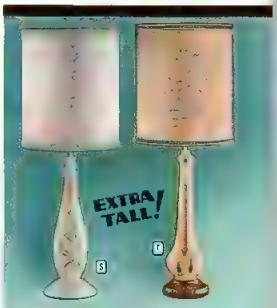
D25E1133-1330 Retail $19.95

Q "SWING-DESK" Satin Brass finish desk lamp to match Adjustable swing-arm extends to 16" Heavy base 3 way lighting Bolte harp 14" Fiberglas shade Ht 19" Wt 7 lbs.

D25E1132-1130 Retail $16.95

R "SWING-AWAY" Bridge lamp satin Brass finish Matches P and Q Adjustable swing-arm extends to 16" Heavy base 3 way lighting Bolte harp 14" Fiberglas shade Ht 58" Wt 17 lbs

D25E1131-1530 Retail $22.95



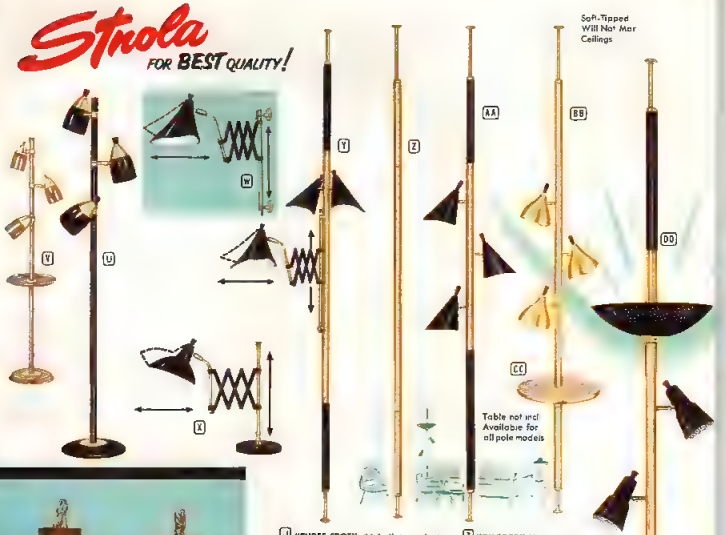
S "CLIFTON" Tall graceful table lamp—41" in tapered height 3 way lighting Off white granite finished hydrocel lamp with turquoise and gold accents 18" shade of figured white Vinyl fabric with woven braid Wt 10½ lbs

D25E1425-1930 Retail $28.95

T "TOWER" The latest trend—table lamp 42" tall! 3 way lighting Gray to finished hydrocel lamp in beige and brown with brown crackle 18" beige shade of rubby Fiberglas with hand-brushed brown and gold effects, grosgrain braid Wt 19½ lbs

D25E1426-1930 Retail $28.95

Strola FOR BEST QUALITY!



(EE) "DRIFTWOOD" Nature's beauty transformed into a picturesque graceful table lamp! Exact replica of natural driftwood molded in durable Hydrocel on dark brown base. Realistically toned to actual aged wood coloration. Push switch. 22" flared shade of hand sewn stretched celanese taffeta with contrasting braid at top and bottom. Ht 28". Choice available of either Chartreuse or Red Shade. Wt 25 lbs.

D25E1113-1663 Sa.lwood, Chartreuse Shade
Retail $24.95
D25E1114-1663 Redwood, Red Shade $24.95

(J) "THREE-SPOT" 8" bullets swive light every way. Indiv switches. Choice of finish: Ebony or Coffee with Brass. Ht 60". Wt 15 lbs.
D25E1134-1330 Ebony & Br $19.95
D25E1135-1330 Coffee & Br $19.95

(V) Same as (J), with 12" indented metal tray. Wt 10½ lbs.
D25E1427-1633 Ebony & Br $24.50
D25E1428-1633 Coffee & Br $24.50

(W) "WALL-SIZ" Versatile wall lamp. Free-swing scissors arm extends from wall 15" to 40", adjusts up or down 9". 10" metal shade pivots any way. 18" wall rack hangs easily. Choice of Ebony or White with polished Brass finish. Wt 5½ lbs.
83E795-1063 Ebony & Brass $15.95
83E796-1063 White & Brass $15.95

(X) "DESK-SIZ" Desk lamp adjusts proper light for any use! Ht 21". Wide scissors arm extends from 13" to 30", move up or down 8", swings all around. 9" metal shade swivels any way. Heavy 8" base. Ebony or White with polished Brass finish. Wt 12 lbs.
D25E1429-1330 Ebony & Br $19.95
D25E1430-1330 White & Br $19.95

(Y) "POLE-SIZ" Lighting utility and smart decorative effect. 10" swivel shade extends on free-swing scissors arm from 15" to 40", adjusts up, down. 14½". Two 8" Pixie shades swivel any way. Indiv switches. Pole fits ceilings from 8 ft. to 9½ ft. In Ebony or White with polished Brass finish. Wt 15 lbs.
D25E1431-1663 Ebony & Br $39.95
D25E1432-2663 White & Br $39.95

(Z) "DIVIDER" Use with any polelight as room divider. Wt 8 lbs. In ad. Brass, Ebony or White with polished Brass. SPECIFY FINISH.
D25E1123-1263 . . . . . Retail $16.95

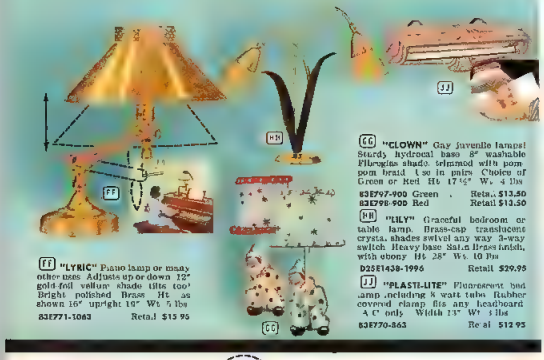
(AA) "PIXIE" Polelight with 3 adjustable 8" metal shades, indiv switches. Fits ceilings from 7' 7" to 9 ft. Wt 10 lbs. In Ebony or White, with polished Brass.
D25E1124-2330 Ebony & Br $34.95
D25E1433-2330 White & Br $34.95

(BB) "CAVALIER" Polelight, specifications same as (AA) with 7" scalloped shades. (Table not incl. Finishes as listed.
D25E1125-2330 Bright Brass $34.95
D25E1434-2330 Ebony & Br $34.95
D25E1435-2330 White & Br $34.95

(CC) "TABLE" 15" accessory fits all pole lamps. Attaches easily. Walnut, resistant-finish Brass trim. Wt. 6 lbs.
D25E1126-997 . . . . Retail $14.95

(DD) "TORCHPOLE" 15" pierced metal reflector for indirect lighting. Two 7" pin-hole shades swivel any way, indiv switches. Pole fits ceilings from 8 ft. to 9½ ft. Wt. 14½ lbs. In Ebony or White with polished Brass.
D25E1436-2330 Ebony & Br $34.95
D25E1437-2330 White & Br $34.95

FOR BEST QUALITY!



FF **"LYRIC"** Piano lamp or many other uses. Adjusts up or down 12" gold-foil vellum shade tilts too! Bright polished Brass. Ht as shown 16" up-tight 19" Wt 5 lbs

83E771-1063 Retail $13.95

GG **"CLOWN"** Gay juvenile lamps! Sturdy hydrocal base 8" washable Fiberglas shade trimmed with pom-pom braid. Use in pairs. Choice of Green or Red. Ht. 17½" Wt. 4 lbs

83E797-900 Green . Retail $13.50
83E798-900 Red Retail $13.50

HH **"LILY"** Graceful bedroom or table lamp. Brass-cap translucent crysta. shades swivel any way 3-way switch. Heavy base Satin Brass finish, with ebony Ht 28" Wt. 10 lbs

D25E1438-1996 Retail $29.95

JJ **"PLASTI-LITE"** Fluorescent bed lamp including 8 watt tube. Rubber covered clamp fits any headboard. 4 C cell only. Width 13" Wt 1 lbs

83E770-863 Retail $12.95

SS **"DOME"** 14" starlit reflector reels up/down from 24" to 47". Pierced metal glare diffuser 2 Lights switch in pull chain. Polished Brass finish. Wt. 7½ lbs

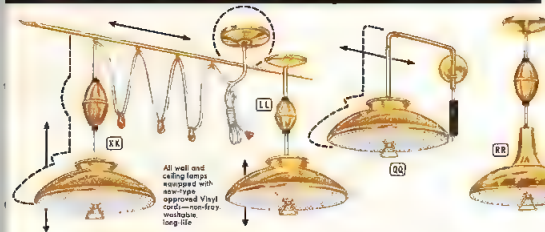
D25E1443-1330 . . . . . Retail $19.95

TT **"DOME-WALL"** 14" starlit reflector adjusts up/down on 12 ft. cord. Swinging arm extends 23". 2 lights, switch in pull ring. Pierced metal glare diffuser. Polished Brass finish. Wt. 9 lbs

D25E1446-1330. . . . . Retail $19.95

UU **"WALL-LITE"** 13" perforated metal shade moves up or down on 12 ft. cord swinging arm. 2 lights, pin-hole metal glare shield. Bright Brass finish. Wt. 11 lbs.

D25E1447-1500. . . . . Retail $22.50



All wall and ceiling lamps equipped with sew-type approved Vinyl cords—non-fray washable, long-life

KK **"GLIDE-LITE"** 15½" reflector glides on 3 ft. 4" track, reel lowers from 24" to 47". 2 lights, pin-hole metal glare shield. Installs easy—with 18' cord for wall, plug-in, also end canopy for ceiling installation. Pol. Brass finish. Wt. 12 lbs.

D25E1156-2663 . . . . Retail $39.95

LL **"DOWNWARD"** Reel raises or lowers 14" starlit pierced reflector from 24" to 47". Pin-hole metal glare diffuser, 2 lights. Polished Brass finish. Wt. 10 lbs

D25E1439-1966. . . . . Retail $29.50

MM **"COMBO"** Double wall-lamp for bedroom, library etc. 10" starlit reflectors with pierced metal glare shields. Indiv. switches. Adjusts up/down on 12 ft. cords. Swinging arms telescope from wall 18½" to 23". Pol. Brass finish. Wt. 10 lbs

D25E1440-1996 . . . . Retail $29.95

NN **"LUZON"** Reel lowers from 24" to 48". 18" shade of Philippine hemp laminated over vellum on 10" pierced bright Brass cone. Wt. 6½ lbs

D25E1441-1263 Retail $18.95

PP **"MANILA"** Wall lamp with 18" shade of Philippine hemp laminated over vellum on 10" pierced bright Brass cone. Free-swinging arm adjusts up/down on 12 ft. cord. Wt. 7 lbs.

D25E1442-1263 Retail $18.95

QQ **"WALL-DOWN"** 15½" pierced reflector adjusts up/down on 12 ft. cord. 2 lights, pin-hole metal glare shield. Swinging arm telescopes from wall 17" to 30". Pol. Brass finish. Wt. 12 ½ lbs

D25E1443-1996 . . . . . Retail $29.95

RR **"PULLETTE"** Reel lowers or raises 17" starlit perforated reflector 20" to 44". Pierced metal glare shield. 2 lights. Polished Brass finish. Wt. 8½ lbs.

D25E1444-1663 . . . . . Retail $24.95

HELLO THERE! I'm Dale Robertson. I play Jim Hardie in "Tales of Wells Fargo" on TV. I selected these gifts because they let youngsters re-live exciting frontier days.

WELLS FARGO & CO.

A Stagecoach Kit. A wonderful BIG model to assemble; handsome piece for boy's or family room. Replica of Wells Fargo coaches that made cross-country runs, carrying prospectors West, bring back gold and silver. Over 225 *finished plastic pieces* cement in place easily to build coach 27½x7½x9½ in. high. Minute detailing inside and out—baggage, racks, furnishings, lanterns, hitching shafts. Two teams *in action*—"ayrin' on a rattlesnake! Driver, shotgun rider, bandit. With glue, instrs. *Sells Nat. for $12.95. Mail.*
48 T 2431M Wt. 4 lbs. 12 oz **9.97**

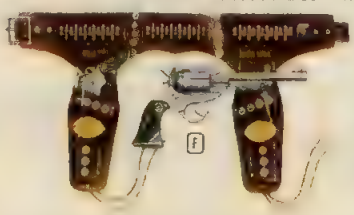
B Double-barrel Shotgun. Ward off bandits, hostile Indians. Fires caps with a "bang," and smoke puff. Wood-grained plastic stock; break action barrels. 35 in. long. Wt. 2 lbs. 6 oz.
48 T 3372 M—*Mailable* . **2.79**

C Wells Fargo Agent's Suit Like Jim Hardie wears. Well made of sturdy blue denim to withstand rugged frontier life." Pants have elastic back, zipper closing, slash pockets. Jacket has snap belt, front closing; elastic back; pockets. Sanforized, fast color. Sizes 4, 6, 8, 10, 12 (See Size Chart, Pg. 378).
48 T 1777 2-Pc. Suit.
State size. Wt. 1 lb. 8 oz. . . **4.79**
48 T 1798 —Jacket Only
State size. Ship. wt. 12 oz **1.98**

De luxe Brown Corduroy Suit (not shown). Similar to above, good quality pinwale corduroy. Washable. Wt. 1 lb. 8 oz. *State size.*
48 T 1890 —2-Pc. Suit. **5.79**

D Agent's Hat. 100% wool felt, blocked to hold shape. Sm. (20⅜ in.), Med. (20¾–21¼), Lge. (21⅞–22 in.). *State size*
48 T 1776—Ship. wt. 1 lb. . **1.95**

More Wells Fargo Gifts on following pages and Back Cover.



E Single Holster Set. You can't surprise this lawman! New shape Fast Draw "pocket" (wear it on right or left hand side). Genuine leather with conchas, bullets." Nickel-plated pistol. Adj. belt 22 to 30 in.
48 T 3371—*Cap-firing gun abt. 9½ in. long; break action. Wt. 1 lb. 12 oz. **2.88**

F De luxe Double Holster Set. A lot of "iron" in this handsome set! Top grain cowhide with saddle finish, conchas, nailheads, 18 realistic "bullets." Adj. belt (26–32 in.). Fast Draw; nickel-plated, break action pistols abt. 9½ in. long. Ship. wt. 3 lbs. 10 oz.
48 T 3373 —*Cap-firing guns. . **6.79**

G De luxe Gun Rack. Looks handsome on wall, keeps law-enforcer's gear handy for "surprise attacks." 6 metal horse-shoe hangers, 3 pegs for hats, holsters, clothing. Well-made, sturdy; Ponderosa pine with silk screened "Wells Fargo" design. 20x20 in.
48 T 3375—Wt. 3 lbs. 8 oz. . . **3.49**

*NOTE: Before buying cap-firing guns, see "Notice" on Pg. 383.

Back-yard Rangers

AUTHENTIC "BOUNTY HUNTER" GUN

(H) **Rifle-gun With Holster.** Authentic copy of one of the deadliest guns ever made—the same as the "Wanted Dead or Alive" TV version. Molded in plastic with simulated wood stock and barrel, gun has a die cast metal cap mechanism and cocking lever. Fires caps* in rapid action, ejects shells at same time. Flexible polyethylene holster adjusts to any waist, has Western engraved metal buckle, leg strap buckles around thigh. Special hook locks gun to holster but leaves it free to *swivel for hip firing.* Can be fired as rifle with both hands, or pistol with one hand.

48 T 3355—Ship. wt. 3 lbs. 10 oz. **4.49**

(J) **"Pony Boy" Single Holster Set.** There will be no more lawlessness in the block when this single gun and holster set is used. Genuine black and white leather belt and holster, decorated with three unusual Old West type conchas. Slim-style contour belt adjustable up to 28 in. Single-shot 6¼-in. nickel-plated gun.

48 T 3353—*With cap-firing gun. Ship. wt. 10 oz. **97c**

48 T 3352—With non-firing gun. Ship. wt. 10 oz. . . **.97c**

(K) **"Pony Boy" Double Holster Set.** A beautiful top-quality set of 50-shot 11¾ in. long repeater pistols for the fast-drawing Junior Marshal. Genuine black leather holster and belt decorated with open coin type conchas, 18 silver bullets, Western buckle. Contour belt adjusts to 30 in.

48 T 3399—*With cap-firing pistols. Wt. 2 lbs. 10 oz. . . **3.89**

(L) **Double Holster Set.** The best shot in town will be proud of this low-priced single shot 8½-in. pistol set. Genuine leather, coppertone color, frontier-type sunburst conchas. Contour belt adjusts to 26 in.

48 T 3317—*With cap firing pistol. Wt. 1 lb. 8 oz. **1.89**

48 T 3322—With non-firing gun. Ship. wt. 1 lb. 8 oz. . **1.89**

(M) **K-Pop-Gun Twin Holster Set.** The littlest injun or pint-size hombre is ready for backyard battles with this colorful red and white unbreakable plastic gun and holster set. Hand-tooled in fancy Western style. Belt will fit smallest buckeroo in town. Easy to shoot . . . load muzzle, squeeze trigger, and P-O-P go the harmless table tennis balls. Comes complete with two rounds of fire engine red and white "ammunition."

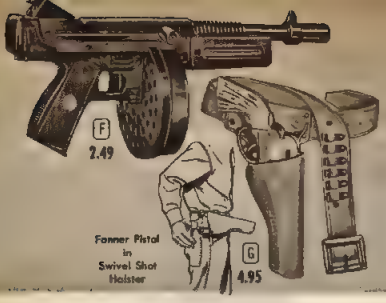
48 T 3348—Ship. wt. 14 oz. **1.79**

(N) **Toddler's Set.** Designed so the smallest member of the family can be part of the gang. Belt and holster are saddle finish, top grain cowhide, decorated in rugged Western style. Small nickel-plated guns are 4½ in. long, packed in fancy acetate Toddler container. Will make any tiny buckeroo happy.

48 T 3349 Ship. wt. 9 oz. **1.79**

***In accordance with state laws, residents of Delaware, N. J. and minors under 16 years in Ohio may order only guns that do not shoot caps.**

Swivel Holster
Gun locks into holster with hook . . . holster swivels for fast hip firing. Authentic copy of gun used in TV's famous "WANTED—DEAD OR ALIVE."
(H) $4.49
Bounty Hunter
This exciting version of sawed-off carbine ejects shells . . . fire with both hands as a rifle, or with one hand as a pistol.



Mattel Thunderburp—Biggest Noise in Guns

(F) **Sub-Machine Gun with Vibrasonic Sound Chamber**—no caps, no batteries—just pull trigger for chattering burst, vibrating action of real machine gun. *Single shots or automatic fire.* Tough plastic, metal spring mechanism. Adjustable sharpshooter sight, air-cooled muzzle.
48 T 3430—Abt. 15 in. long. Ship. wt. 1 lb. 8 oz..... 2.49

Mattel Fanner Cap Pistol-Holster Set

(G) **Rapid Fan Roll Caps, Fan or Trigger Single Shots** with 10¾-in. Mattel pistol. Cylinder revolves, barrel smokes. Plastic, stag horn handle, metal firing mechanism. Trick holster for really fast draw—push gun butt down, holster swivels, fires gun in holster. Adjustable cowhide belt, 6 play bullets in bullet loops. Secret drawstring.
48 T 3397—Ship. wt. 1 lb. 14 oz..... 4.95

Attention All Sharpshooters

(H) **Cap Carbine—Cracks, Ejects Shells, "Whi-i-i-nes."** This sound-and-action gun is one of the most exciting the playtime army's ever seen. Fires caps by trigger action, throws out shell, then voice box in stock whines like a ricocheting bullet.

Realistically Molded in High-Impact Plastic, has diecast metal cap mechanism and cocking lever. About 32¾ in. long. 8 molded plastic shells included.
48 T 3366 M—Ricochet Carbine. Ship. wt. 3 lbs. 3.49
48 T 3367—8 Extra Shells. Ship. wt. 2 oz..... 39c

(J) **Daisy Smoke Rifle.** A pull of the trigger, a loud report, a puff of smoke and another "bad man" bites the dust! Cocks, even recoils like real carbine. Wood-grained plastic stock, metal barrel.
48 T 3432 M—Smoke Rifle, 32 in. long. Wt. 3 lbs. 2.89

(K) **Double Barrel Cork Shotgun** looks like the real thing but shoots harmless corks from both barrels when young "coyote-hunters" pull the trigger. Break action cocks both triggers. Heavy gauge steel barrels, plastic stock. 6 corks incl. 31 in. long.
48 T 3374 M—Ship. wt. 2 lbs. 4 oz..... 1.79

(L) **Pump Action Shotgun** fires caps, ejects shells. What's new in guns for the playground crowd—this shotgun that bangs out with authority, ejects shells when it's pumped. Stock and easy-action pump of high-impact plastic that looks like wood, cap-loading and firing mechanism die-cast metal. 3 molded plastic shells included. About 33 in. long.
48 T 3347 M—Ship. wt. 2 lbs. 10 oz..... 2.79

(M) **Spinning Rifle** for a Trickshooter. Fire by trigger, spin in real western style, then fire like a flash by the spinning lever. Shoots caps. Molded plastic with metal cap mechanism and lever.
48 T 3383 - Abt. 25½ in. long. Ship. wt. 1 lb.... 1.89

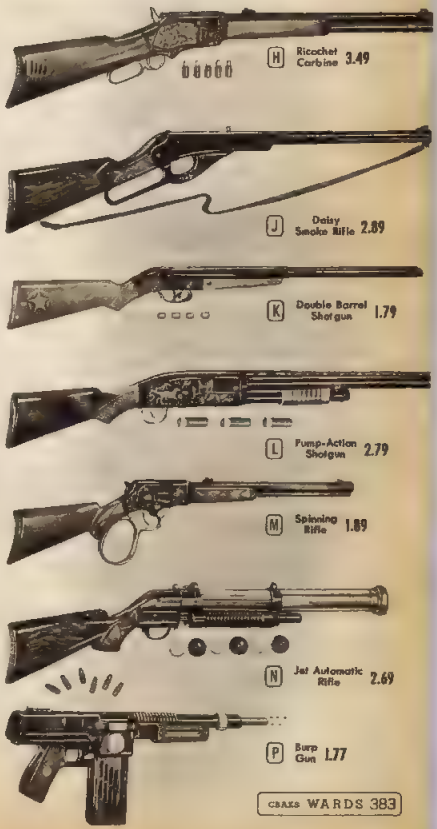
(N) **Jet Automatic Rifle**—6-shot repeater fires hollow plastic balls one after another as far as 40 feet. Plastic stock, aluminum barrel. 6 balls included.
48 T 3454 M—Abt. 29 in. long. Wt. 2 lbs. 2 oz... 2.69
48 T 3455—12 Extra balls for (N). Wt. 4 oz..... 69c

(P) **Flying Commando Burp Gun** fires single shot or explodes in continuous, long burst of shelling. Junior raiders will revel in authentic pull-back bolt action, realistic recoil, loud burp gun noise. Easy to load, cock, fire. Tough plastic with fingergrip, sight, dummy safety, fire control lever. 8 shells.
48 W 3450—Abt. 19⅜ in. long. Wt. 1 lb. 4 oz... 1.77

In Accordance with State Laws, residents of Delaware, N.J. and minors under 16 yrs. in Ohio may order only guns that do not shoot caps.

W R C Charge It! SEE PAGE 19

Also Check Wards Christmas Credit Plan on Page 269


H Ricochet Carbine 3.49
J Daisy Smoke Rifle 2.89
K Double Barrel Shotgun 1.79
L Pump-Action Shotgun 2.79
M Spinning Rifle 1.89
N Jet Automatic Rifle 2.69
P Burp Gun 1.77

They Really Shoot

SHOOTIN' SHELL GUNS

A $2.77

C 88c

B

Winchester
An Exact Reproduction
ONLY 3.99

B Saddle Gun with Blazing Rapid Fire Action. Just push the secret trigger—rapid-cocking of lever fires and ejects up to 8 all-metal play bullets automatically *without pulling trigger*. Fires bullets single-action—or 50 perforated roll caps (not included) with smoking action. Front and rear sights; blue steel barrel; handsome wood-grain plastic stock. 33 in. long.
48 W 3469 M—Ship. wt. 1 lb. 8 oz.... 3.99

Bullet Paks
For All Guns This Page

C Extra Ammunition to keep you supplied. Includes: 3 Shootin' Shell cartridges, 30 Bullet noses 8 all metal play bullets Ship. wt. 4 oz.
48 T 3320 ..... 88c

D

Outward push of stomach flips out Remington Derringer, fires Safe Shootin' Shell

Buckle Gun-Belt Set . . . Secret No-Hands Firing Only $2.77

D Authentic Replica of Remington Derringer in western buckle for tricky shootin' —see above. Safety lock prevents misfiring, gun removable for loading. Adj., tooled leather belt. 2 cartridges, 6 bullet noses.
48 T 3405 —4x2⅜-in. buckle; 3-in. pistol. Ship. wt. 12 oz.... 2.77

THE SHOWDOWN SET

The Whole Shootin' Match! 3 Safe Shootin' Shell guns—Indian Scout Rifle (A); Buckle Gun from (D), Fanner Pistol from (E) in cowhide leather belt and holster pictured above 9 cartridges, 30 bullet noses incl. Target on box.
48 T 3402M—Wt. 2 lbs. 4 oz. 3-gun Set 8.87

A Indian Scout Rifle has rolling block action; front, rear sights; bullet loader; blue steel barrel and plastic stock. 2 cartridges, 6 bullet noses incl.
48T3403M—29¼ in. long. Wt. 1 lb. 4 oz. 2.77

E

Fanner Pistol Only 2.49

Fanner Pistol-Holster Set $5.95

E Fan 'em or Trigger Single Shots 9-in. pistol, revolving barrel, stag handle, bullet loader. Fast-draw cowhide holster, bullet pouch, leg ties—adjustable to 33 in. 6 cartridges, 12 bullet-noses, 6 bullets
48 T 3407—Wt. 1 lb. 8 oz.... 5.95

48 T 3404 Pistol, 6 cartridges, 12 bullet-noses. Wt. 12 oz... 2.49

over the lake by ourselves. It was too cold and windy for other skiers, but we didn't c-c-c-care. My skier shot across the wake, then glided back again. This was too good to be true. He swooped out to the other side of the boat, raised his hands in victory and crashed face first into the water.

I cut the motor and circled to pick him up. He struggled aboard, pale and dripping. After carefully testing his limbs he decided he must be all right and should dive back in the water immediately to try the new ski again. I asked if he was sure he had recovered and as he nodded there was a gentle grinding of broken ribs.

That was a wonderful vacation; just the five of us, several yards of elastic bandage, and a winterful of tomorrows to go over "my" mistakes.

☆ ☆ ☆

ST. CLOUD MANUFACTURING

A new approach to the outboard cruiser that is how the St. Cloud Marine Manufacturing Co., P. O. Box 695, St. Cloud Fla., describes its 1959 Regal-line 18-21 Emperor. It is 18′ of boat with 21′ of utility, the company declares.

Designed by Richard C. Cole, the cabin and cockpit are extremely large for a boat of this size. Because of its sled-type bottom, the boat is claimed to be non-pounding. Motor capacity: 50 to 70 hp.

DUNPHY

The Bluewater is the flagship of the expanded line of lapstrakes offered by Dunphy Boat Corp., Oshkosh, Wis. The Bluewater measures 18′ 6″ x 84″.

The 75″ oak-reinforced transom will handle outboard installations up to 140 hp for speeds up to 42 mph.

A forward deck hatch, stern lockers and an under-the-seat sea chest are some of the convenience features. A large safety plate glass windshield in a mahogany frame provides for the top mounting.

Seven models in four hull sizes complete the Dunphy lapstrake line. The Beachcomber and Reefmaster are 13′ 2″ long; the Surf Rider and Surfmaster are 14′ 6″; and the Whitecapper and Coastliner are 16′ in length.

Major design changes have been made in Dunphy's molded mahogany models. The bow and forward sections have been softened to provide a smoother ride. All Imperial models have re-designed cockpits and the finish of molded hulls is in the new Duro Spar marine finish.

Added to the line is the Senior Ski Rider, a 16′ version of the smaller specialty ski boat.

The Blue Fin series of molded all-mahogany construction is 16′ long, the Albacore series is 14′ 6″ and the Bonito series is 14′ 2″.

A 14′ sturdily built open fishing boat rounds out the line.

PARSONS

The Lake 'n Sea division of Parsons Corp., Traverse City, Mich., presents 11 new Parsons Lake 'n Sea fiberglass boat models, retaining from its 1958 line only the 15′ Biscayne Runabout. The current line includes 12′ and 14′ fishing boats; 14′, 16′, and 18′ utilities; 14′, 16′ and 18′ runabouts; 16′ and 18′ semi-enclosed models; and an 18′ two-sleeper cruiser.

The 14′ Caribbean Runabout generally typifies the functional styling of the line. This model features a wide forward seat, self-bailing motor well, adequate flotation equipment, double bottom, and molded floor surface. Beam is 68″, depth 32″. Loading capacity is 780 pounds, and outboard power rating 45 hp.

Except for the fishing boats, all Lake 'n Sea models equipment will include curved windshield, steering controls, buoyant cushions, lights, cleats, chocks, and step pads. These boats are molded of aircraft-quality fiberglass.

BROADWATER

A sturdy outboard, the Family Utility 18, is produced by the Broadwater Boat Co. She is 17′ 3″ over all, with a 7′ 4″ beam; she is framed with mahogany and features a windshield, steering assembly, and roomy cockpit.

For complete specifications, write to D. Ritchie, Broadwater Boat Co., Shadyside, Md.

Most Beautiful . . . Most Beautifully Built 28′ Cruiser Afloat!
TROJAN
Sea Breeze 28
Luxury liner for the American family, this lovely four-berth cruiser offers more living comforts, more performance than can be found anywhere else in her class. Available with single or twin engine options, she's built to last a lifetime! Check her out and see the other breath-taking models in the '59 Trojan line at your nearest Trojan dealers or write for free brochure today

TROJAN Boat Company • Lancaster 10, Pa.

A PAST FULL OF PROGRESS • A FUTURE FULL OF PROMISE

SPAN AMERICA BOAT CO.

Sandwiched between restyled versions of the 14′ Span Jet and de luxe 15′ V.I.P. is the new 14′ family runabout, Span-Flite, with which Span America Boat Company, Inc., Fort Dodge, Iowa, greets 1959.

Oral Musick, firm president, said of the Span-Flite:

"Our scientifically designed hydrofoil hull and seat placement give a new weight distribution which results in better planing, a faster ride, sharper turns without skidding and perfect control on water."

Span America has gone in for large motor wells. The new offering features a motor well large enough to accommodate any current make or size of outboard motor—up to 70 hp. in other words. The rear transom of the 1958 Span-Jet has been replaced by a large self-draining motor well.

The new version of the V.I.P. has a larger motor well.

The glove compartment in the V.I.P., which can be locked, has been moved from the rear section to the front dash board, and a speedometer has been added as standard equipment. In addition, the V.I.P. is now available with either a removable hardtop constructed of fiberglass or a folding canvas top that can be neatly tucked out of the way.

The Fort Dodge firm also manufactures a 17′ cruiser.

INDUSTRIAL SHIPPING

The Nova, a 16′ molded plywood boat built expressly for fishing, is one of the new models of the Paceship line produced by Industrial Shipping Co., Ltd. of Mahone Bay, Nova Scotia, Canada. A cockpit well forward of the starboard fore deck, is designed to give the helmsman better visibility for spotting fish, debris, and shoals. Beam is 5′8″.

Privateer, another 16-footer, is Paceship's offering to those who want a boat handy enough to be in the runabout category but big enough to carry the family. Her safe gross load capacity is 1,249 pounds. Beam is 5′8″.

Budget boat for '59 is Industrial's Keelso, a 15′ outboard that, its manufacturer claims, performs especially brilliantly for water skiing, powered by a 35-horse.

In all, 11 models will make up the new Paceship line—from a cartop of 11′ to the two 16-footers named above. The line is constructed entirely on molded birch veneer hulls.

POLAR KRAFT

Polar Kraft, Memphis, Tenn., has announced two additions to its line of aluminum boats—the SK King 14 and 16.

Fully equipped with upholstered seats, these models also feature steering and windshield as standard equipment. The front seat is walk-through.

Heavy gauge aluminum is used throughout all Polar Kraft boats.

CUSTOM-CRAFT KITS

The kit builder now can save half the time, using the completed one-piece molded fiberglass decks introduced by Custom Craft, Buffalo, N. Y., makers of kit boats. These decks mark a new advance in this rapidly developing field.

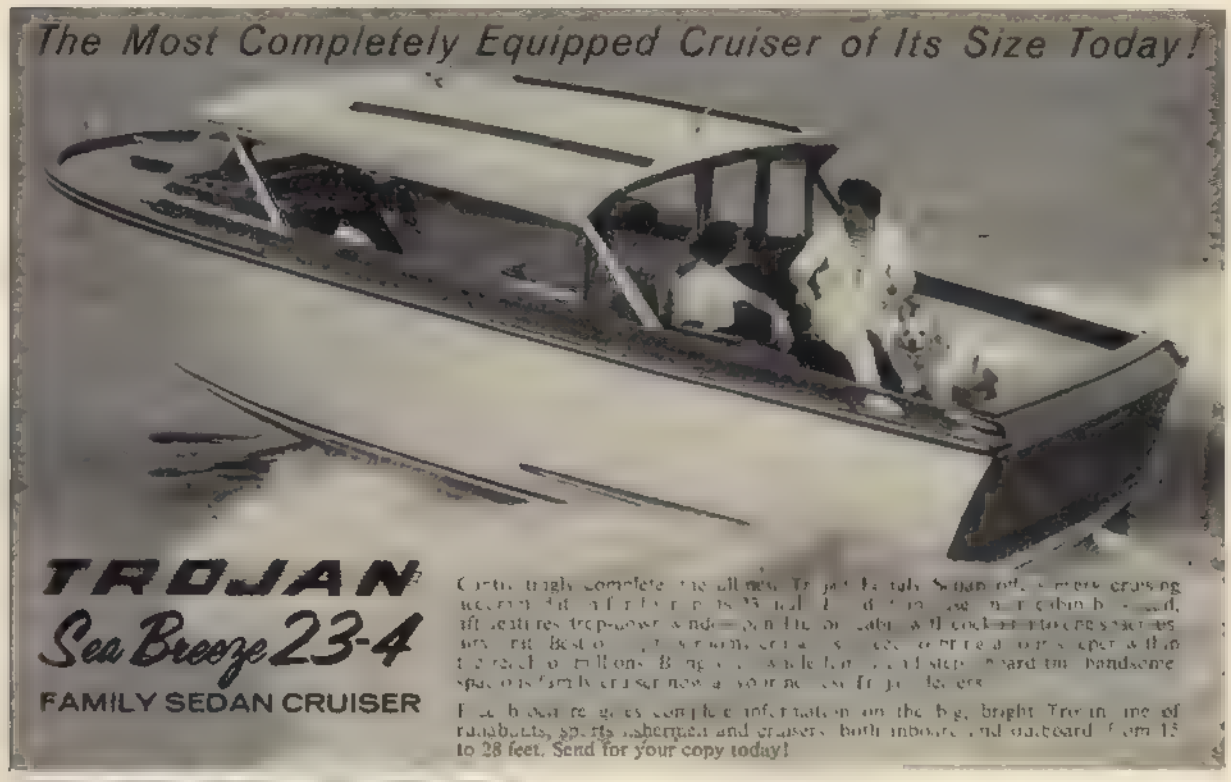
After the hull is assembled, the completed deck is placed in position, fastened into place and the job is finished. Only tasks remaining are installations of hardware, motor and controls.

Custom Craft's 1959 offering of 70 models, ranging from eight to 22′, includes the new 22′ line of Victory cruisers and runabouts, and the 20′ line of Viking cruisers. This cruiser has an 82″ beam. A 52 page catalog is available.

CLINTON STEEL BOATS

A fleet of boats, welded with heavy duty, 14-gauge, alloy steel—ranging from the 13′ Clinton duck boat to the 24′ inboard day cruiser—are offered by Persely and Riehl Mfg. Co., Port Clinton, Ohio.

The company says that the solid construction assures against warping, drying out and leakage. And there are no rivets to work loose. Included among the other models are Wave Master Deluxe for water skiing; Utility V-Bottom CUV for fishing and hunting; Utility Flat Bottom, especially useful to resort and livery operators; Skimmer for fishing and a hull into which an inboard motor can be fitted.


The Most Completely Equipped Cruiser of Its Size Today!
TROJAN
Sea Breeze 23-4
FAMILY SEDAN CRUISER
Get the big, complete story on all new Trojan Sea Breeze cruisers, including the all new 23-4 family sedan with its roomy cabin, and, all features top-power and deep-vee hulls. Each model has all cockpit accessories and full headroom. Luxurious appointments and ease of operation are typical of the record of millions. Engineered and built for years of safe, dependable operation, Trojan cruisers now at your nearest Trojan dealer.
Each boat range gives complete information on the big, bright Trojan line of runabouts, sports fishermen and cruisers, both inboard and outboard, from 15 to 28 feet. Send for your copy today!
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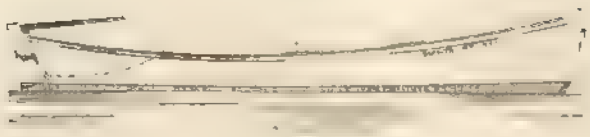
A PAST FULL OF PROGRESS • A FUTURE FULL OF PROMISE

SEA BRIGHT SKIFFS

(Continued from page 113)



Lines of the old 21-foot Sea Bright skiff mentioned in the text. Note the seagoing sheer line and the air of buoyancy so long associated with these excellent open fishing boats.

time came to install engines. The problem was to protect the propeller shaft, propeller and rudder from damage in landing when these appendages struck bottom. The shaft, obviously, could not simply pierce the flat keel. In the first engine-driven skiffs a hole was bored close to the bottom of the stern post and fitted with a stuffing box through which the shaft protruded. Then a rudder was attached to the stern with an iron outrigger, close to the transom at the deck and far enough away at the bottom to permit a propeller to swing between it and the stern post. The fault with this arrangement was that the propeller was too close to the stern with nothing over it to slow down cavitation, and it raced when the propeller was lifted out of the water in a sea. To overcome this fault new skiffs were given an over-hanging transom.

The drawing of the lines and above-water profile which I made in 1922 shows the general chacteristics of the "new look" (circa 1907) of a skiff of that era 21 feet over all; 6 feet 7 inches beam; by 1 foot 8 inches draft. The bottom of the keel is a straight line and has considerably more drag than the skiffs designed for rowing and sailing. It is to be supposed that the higher speeds of the engine-driven boats dictated this change from earlier times. The water lines are less full forward and the contour of the transom varies considerably from the accustomed shape.

In proportion to its length the box deadwood is noticeably longer and deeper than heretofore, adding displacement to the hull where, because of the weight and location of the engine, it is needed.

The buttock lines of the 21-footer show a distinct downward reverse curve as they approach the transom; this is to prevent the stern from settling. To accomplish the same thing many of the early skiffs were fitted with squat-boards. These were flat boards secured to the bottom aft near the water line. They might be anywhere from 4 feet long by 2 feet wide (sometimes projecting abaft the stern) to as little as 2 feet long by 18 inches wide. The size, shape, and angle, if any, were determined more or less by trial and error. However, these contraptions were soon abandoned, probably because speeds were increased very little; and more fuss was created in getting through the water.

The favorite marine engines in the early years of the century were single cylinder slow-turning, low-tension, make-and-break ignition, two-cycle machines. In fact, this type was the most popular and was cheap, reliable, efficient, and very long-lived; therefore of especial interest and value to workboat owners. There were many builders of these engines; including Palmer, Bridgeport, Mianus, Snectner, Lathrop, Globe, Little Giant, Hubbard, Eagle, Fay and Bowen, Lozier, Leighton, Cushman, Royal, Barker, Barbor and Knox. In those days there was a wide choice. One was as good as the other and, as I remember, all were first class. As for power, they came in a happy range 1½ to 10 hp. The revolutions of all at full power ran between 500 and 600 rpm. This involved the use of efficient large-diameter propellers coupled with generous pitch.

With the introduction of engines, dimensions of these handliners were increased in length, breadth and, to a less extent, draft. Despite these changes all the skiffs from Sandy Hook

(Continued on next page)

Setting Outboarders' Hearts Aflutter...from Coast to Coast
TROJAN
Sea Queen-17
OUTBOARD RUNABOUT
She's a Queen who captures the imaginations of all who behold her! From flaring bow to rakish stern, every regal inch of her commands attention to features like these. Front seat converts to double berth extending under forward deck! New, enclosed aft deck construction offers lots of storage space, insures extra safety from following seas or when backing down! See all the wonderful features of this 17' Sea Queen now at your nearest Trojan dealers and write for free brochure
TROJAN BOAT COMPANY, Lancaster 10, Pennsylvania
A PAST FULL OF PROGRESS A FUTURE FULL OF PROMISE

to Cape May retained characteristics of the first one built by its originator, Isaac Seaman, more than 100 years ago.

The skiff on the sand-dolly shown in the photograph is typical of those in use today. Propeller, rudder and shaft are protected against damage with a cast metal shoe; the two-cycle engines have given way to multi-cylinder four-cycle types, some of these being automotive units with a minimum of conversion. Others are powered with present day high-speed marine engines, very different pieces of machinery from the old two-cyclers. The boats do well with the new engines, but because of greater power naturally cost more to operate and maintain

The fisherman-owner of the skiff illustrated is Chris Nelson of Sea Bright. He has been "working" the beach since 1896 and at the time the photograph was taken was 77 years old He estimates that, accompanied by a shipmate, he has caught between 10,000 and 30,000 pounds of fish every year for the last 5[illegible] years, an impressive figure by any measure. Fish along the Jersey shore are scarcer each year. Fewer fish mean fewer fishermen and Mr. Nelson's skiff (or, as he terms her, surf-boat) is the last one up on the shore at Sea Bright. A few linger at Galilee and Monmouth. Thus ends, after a hundred years, an era—but not its memories

Exceptional Ability in Rough Going

On and off during the last twenty years I have designed Sea Bright skiffs of V bottom form, retaining as much as possible the features which make this type outstanding. It is renowned for its exceptional ability in rough going and the ease with which it passes through the water, to say nothing about its handiness to move when on shore. No special cradle is needed to transport it by truck; the little lady sits on her flat keel and needs only a poppet each side to keep her upright against swaying.

The drawings of the lines herewith show a V bottom Sea Bright skiff, the original "We're Here" which my son John and I designed for our use about ten years ago. She is 25′ 8″ in overall length; 23′ 6″ on the water line; 5′ 11½″ in breadth; and draws 1′ 9″. Like all Sea Bright skiffs she has the flat double-ended keel which distinguishes her kind.

The introduction of hard chines was incorporated to improve performance and obtain higher speeds as dictated by my earlier experiments with this innovation. She maintains the same straight keel, in elevation, but is without the bold sheer of the round bilge models. In We're Here the topsides are molded. Forward sections have flare and flam, those abaft amidship well rounded and not unlike those of the original skiffs.

Below the corners of the chines all sections are made up from straight lines extending from the keel to the top of the box deadwood, and from the top of the "box" to the corners of the chines. Because the frames are sawn the seam in this part of the construction can be more easily made both watertight and strong. In a round bilge boat built from steam-bent frames this part of the construction is difficult to build, to keep watertight, and to make long-lasting.

We're Here is lapstrake-planked on her topsides; carvel-planked on her bottom. The seams in the bottom are caulked. Both the side and bottom frames are set on 23½″ centers; however, between them along the bottom are intercostals made from ⅝″ by 1¼″ oak fastened from the inside to the planking with screws. This makes easy construction and there is no necessity for a steam box, a worthwhile consideration if the little packet is amateur-built.

I suppose it is most unusual to have an old-fashioned engine in a new fashioned skiff. Nevertheless, that is the odd combination we have in the V bottom design shown in these pages. Borrowing from the common sense practice of the past we decided to install a single cylinder 5 hp Lathrop two-cycle engine. Where to get one? A classified advertisement in MoToR BoatinG brought in by mail a number of replies.

(Continued on next page)

For "Blue-Water" Fishermen . . . Big, Safe, Comfortable
Bimini-23
SPORTS FISHERMAN
Popular lapstrake construction, tough, white oak framing and a Trojan "ocean tested" Bimini bottom are combined for fishing fun and comfort in the new 1959 Bimini-23. A big, comfortable party boat, the 23' Bimini offers plenty of cockpit space for fishing chairs, tackle, water skis, ice chests, picnic gear . . . and your friends! Under the shelter cabin are two full length berths and private toilet compartment forward. The Bimini-23 is available with power options from 109 to 170 H. P. See her at your Trojan dealer's or write for free brochure showing the truly complete line of Trojan Boats for '59.
TROJAN BOAT COMPANY, Lancaster 10, Pennsylvania
A PAST FULL OF PROGRESS . . . A FUTURE FULL OF PROMISE

NEW PROFITS...NEW EXCITEMENT...NEW BEAUTY...

IN DOLL BODIES'

GREAT LINE FOR '59!

6" to 20" dolls

- UNDRESSED
- DRESSED
- BOXED
- CELLO-PACKED FOR SELF-SERVICE

Most advertised and publicized doll bodies in America!

DOLL BODIES COMPANY

Room 218, 200 Fifth Avenue, New York 10, N. Y.
ALgonquin 5-7206

Doll Bodies on Parade
at the TOY FAIR
FIFTH AVENUE BUILDING
Room #218

Creators of the Doll Body Beautiful

JO-ANN AND MARY LOU DOLL AND WARDROBE

MARY LOU AND HER COMPLETE WARDROBE KIT
No. 470

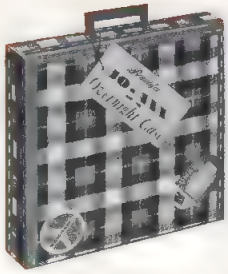
7½" doll with head that turns, arms that move and big blue eyes that blink, eyelashes and genuine mohair wig. Dressed in her own bra and panty set. Mary Lou comes with 5 complete outfits, including some of the following pieces:

- Blouse changes
- Halters
- Bermuda shorts
- Nightgown
- Pedal pushers
- Rain cape
- TV Lounging pajamas
- Party dresses and other ensembles
- Removable bra and panty set

Packaged in smart plaid luggage box 11½" x 1⅝" x 8¼" with 6 authentic travel stickers and luggage handle. Packed 3 doz. to carton.

Suggested retail **$2.00**

#570 — Also available in a Deluxe set at $3.98 retail. Comprised of a slim 12" teen-age doll dressed in a colorful leotard, Dynel wig, earrings, high heel shoes and 6 complete outfits.



#57 [illegible] acetate, with moving eyes [illegible]. Packed in cellophane bag. [illegible] to carton.

#75 [illegible] eyes open with moving eyes, head and arms, complete with a hand-made [illegible] for your child, niece or friend. [illegible] envelope. Packed 1-3-6 or 12 dozen to carton.

#80 [illegible] wig, moving eyes, genuine mohair wig. Molded of acetate. Durable, spring grip plastic doll stand [illegible] Packed in [illegible] envelope. 3-6 doz. to carton.

#200 [illegible] moving eyes, genuine mohair wig with [illegible] bra and panty set. Molded in [illegible] envelope. 1-3-6 doz. to carton.

BEAUTIFUL JO-ANN AND HER OVERNIGHT CASE
No. 370

7½" doll with movable arms, legs, sleeping eyes and genuine mohair wig. Removable bra and panty set and her formal dress and raincape. Packed in smart plaid luggage box, 8¼" x 8¼" x 1½", with 6 authentic travel stickers and luggage handle. Packed 3 doz. to carton.

Suggested retail $1.00

#50 8" high hee... moving eye... Mohair wig... Removable... and panty set and her formal dress and raincape. Packed in a heat sealed cello-glane envelope. Packed 1 3 & 12 doz. to carton.

#1120 11" tall, do... with moving eyes, ... lashes, ... genuine mohair wig, ... and set. Movable head, arms and legs. Body and legs are jointed at hip and ankle. Packed in a heat sealed cello-glane envelope. 2-4 doz. to carton. Durable plastic display stand provided.

#270 Beautiful 12" ... with moving eyes, ... lashes, ... genuine mohair wig, ... and set. Movable head, arms and legs. Body and legs are jointed at hip and ankle. Packed in a heat sealed cello-glane envelope. 2-4 doz. to carton. Durable plastic display stand provided.

#68 — 7½" tall with moving eyes and genuine mohair wig. Molded in acetate. Two easy-to-sew patterns included with a complete 16-page colored booklet of simple sewing instructions. Packed 3-6 doz. to carton.

#28 – Patented adjustable doll stand molded in durable virgin plastic. Designed to fit any 7 inch to 14 inch doll. Individually carded for self service or packed 2 dozen in display counter merchandiser. Packed 3-6-12 doz. assorted colors.

#2082 – THE DOLL BODY OF THE YEAR! Beautiful, slim 20" walker with vinyl rooted head, painted toenails and finger nails, has knee action, can sit, stand and walk. Latest style high-heeled doll shoes. Also available in 18" size with flat-heeled shoes, with vinyl rooted head and plastic arms. Packed 1 dozen to carton.

PAINT-A-DOLL KIT

32 DOLLS OF FARAWAY LANDS — ready to paint.

Includes:

- 32 dolls
- 24 stands
- 6 jars of paint
- brush
- glue

#725 – Each doll is molded in durable plastic to show all the minute details of the native costumes. It's different! — It's exciting! It's fun! — for Girls and Boys. They'll love creating and painting the colors for the native costumes. An educational instructive kit for the young and adult hobbyist. Colorful plastic bases are included for mounting the painted dolls. Boxed in beautiful, full color box, 1 doz. to carton, shipping weight 23 lbs.

Suggested retail **$2.98**

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WALTHAM

SHOCK PROTECTED BY INCABLOC

- With RESEVOIL Reserve Jewels
- Gift Boxed
- Unbreakable Mainsprings
- Fully Guaranteed!

- **Bracelet Design**

Lydia: Highly styled bracelet type watch. Sculptured case of 10K rolled gold plate, non-corrosive back. Matching gold-filled combination expansion bracelet. 17 jewel movement. Unbreakable mainspring, Incabloc protected.

15 K 0201 TC2485 (Yellow) Retail $71.50
15 K 0202 TC2485 (White) Retail $71.50

- **Petite Dress Watch**

Coronet: 21 Jewels. Modern chic styling. 10K rolled gold plate case, non-corrosive back. Matching gold-filled expansion bracelet. Dot-figure dial, hi-domed crystal. Unbreakable mainspring, Incabloc.

15 K 0203 TC2795 (Yellow) Retail $90.00
15 K 0204 TC2795 (White) Retail $90.00

- **14K Gold Case**

Goudy: 25 Jewels. Solid 14K gold case designed with authentic modern styling. Matching gold-filled expansion bracelet. Smart stick figure dial, hi-domed crystal. Unbreakable mainspring, Incabloc protected.

15 K 0205 TC3185 (Yellow) Retail $100.00
15 K 0206 TC3185 (White) Retail $100.00

53 JEWEL Rototron®

SELF-WINDING

- **Waterproof***

Rototron 53 Jewel self-winding waterproof* watch, most efficient watch ever made! 10K yellow rolled gold plate case with stainless steel back. Marching gold filled expansion band with leather inserts. Sweep second hand, luminous dial. Unbreakable mainspring. With Incabloc.

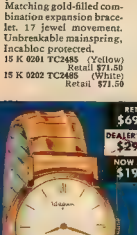
15 K 0207 TC5400 $165.00

- **Waterproof***

Ship'n Shore: Rototron 53 Jewel self-winding waterproof* all-purpose watch. Case has chrome top and stainless back. Marching stainless steel expansion band with leather insets. Sweep second hand, luminous dial can be read in the dark. Unbreakable mainspring and Incabloc.

15 K 0268 TC4925 $150.00

Retail Prices include Federal Excise Tax; Dealer's Prices do not.
***GUARANTEED WATERPROOF as long as case, crown and crystal are intact.**



- **Wafer-thin Dress Watch**

Garamond: Strikingly handsome dress watch for men. Ultra-thin styling. Yellow rolled gold plate case has non-corrosive back. Matching gold-filled expansion band. Modern stick figure dial. 17 Jewels. Unbreakable mainspring, Incabloc protection.

15 K 0209 TC1940 . Retail $69.50

- **Water-Resist,* Luminous**

Futura: Wafer-thin styling. Chrome Plated case, non-corrosive back with matching Stainless expansion band, Sweep second hand, unbreakable mainspring, Incabloc.

15 K 0211 TC2490 . Retail $79.50

As above with gold-color case.

15 K 0210 TC2860 . . Retail $85 00

- **Self-winding Waterproof***

Romany: Distinctive black dial contrasts with 10K yellow rolled gold plate case. Stainless back Marching gold-filled combination expansion bracelet. 25 Jewel automatic movement with unbreakable mainspring and Incabloc shock-protection. Sweep second hand.

15 K 0212 TC3010 Retail $115.00

- **Self-winding Waterproof***

Corsair: Most handsome thin-styled waterproof* watch ever made! Yellow 10K rolled gold plate case with non-corrosive back. Marching combination expansion bracelet with lizard skin insets. 17 Jewels. Unbreakable mainspring, Incabloc protected.

15 K 0213 TC3030 Retail $110.00

Helbros ... Special Price Reductions!

Make spectacular savings on these world renowned Helbros watches . . . unmatched in style, lifetime accuracy . . .

A ALASKA. Never before at this low price. Superbly styled, gleaming yellow top case has a stainless steel back . . . a smart matching leather inlaid expansion bracelet. Luminous hands and dial; convenient sweep second hand. Water resistant*, anti magnetic, shock-protected. Dependable 17 Lifetime Jewel movement. Attractively gift boxed
15 K 0877 TC1795 . . . . . Retail $49.75

B ALASKA "W." As above, but with chrome top, stainless steel back case, bracelet with black leather inserts
15 K 0876 TC1595 . . . Retail $45.00

C POLARIS. A watch he'll wear with pride! Now at this amazing low price! Self winding! Water-resistant*, anti-magnetic, shock-protected. 25 Lifetime Jewels! Chrome top case has stainless steel back matching combination expansion bracelet with leather inserts. Luminous hands and dial, sweep second hand
15 K 0839 TC2195 . . . . . Retail $95.00

D SUNSET. Regal beauty at real savings! Petite, romantically designed yellow top case, with stainless steel back, with an adorable matching expansion bracelet Smart numeral and marker dial. 17 Lifetime Jewels
15 K 0891 TC1925 . . . . . Retail $49.75
SUNSET "W." As above, with white top, steel back case.
15 K 0892 TC1925 . . . . . Retail $49.75

America's Award-Winning Helbros Watches

- ★ World-famous for beauty and split-second accuracy
- ★ Lifetime Jewel Movements
- ★ Guaranteed Unbreakable Mainsprings
- ★ Electronically timed and precision engineered
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*Water-resistant when opened and closed by a competent watchmaker

E BLANCHE. Beauty and accuracy at a budget price! Glamorous lines of the dainty yellow top case, with stainless steel back, flow artistically into the slender matching expansion bracelet. Chic skip-figure dial. 7 Jewels.
X15 K 0888 TC1385 . . . . . Retail $29.75
BLANCHE "W." As above, in white top case, steel back.
X15 K 0889 TC1385 . . . . . Retail $29.75

F BAMBI "W." Favorite of nurses, carerists, and sports women! Water-resistant*, shock-protected, anti-magnetic! Gleaming chrome top case has stainless steel back. Luminous hands and dial, sweep second hand. Leather strap. 7 jewels
X15 K 0816 TC1468 . . . . . Retail $29.75

G CAMPBELL. Tops in smart masculine design and precision timekeeping! Elegantly executed 10K yellow rolled gold plate case has stainless steel back. Handsome matching expansion bracelet with genuine leather inserts. Modern numeral and marker dial; convenient second hand. 17 Lifetime Jewels
X15 K 0882 TC2235 Retail $47.50

H MARSHALL "W." Winds itself as you wear it! Water-resistant*, antimagnetic, shock protected! Sparkling chrome top, stainless steel back case. Matching leather inlaid expansion bracelet. Luminous hands, dial. 17 Lifetime Jewels
X15 K 0853 TC2655 Retail $65.00
MARSHALL. Yellow top case steel back
X15 K 0854 TC2935 Retail $71.50

J DUANE "W." Distinctive masculine design! Chrome top case, stainless steel back matching leather inlaid expansion bracelet. Water-resistant*, anti-magnetic, shock protected. Luminous hands, dial, sweep second 7 Jewels
X15 K 0885 TC1245 Retail $27.50
DUANE. Yellow top case, steel back
X15 K 0886 TC1385 Retail $29.75

K BAIRD "W." Winds itself with every wrist movement! Water-resistant*, anti-magnetic, shock protected. 7rim chrome top, stainless steel back case combination leather expansion bracelet Luminous hands, dial 9 Jewels.
X15 K 0883 TC1790 Retail $42.50
BAIRD. Yellow top case, steel back
X15 K 0884 TC1895 Retail $47.50

SUBJECT TO 10% FEDERAL EXCISE TAX

ALL AWARD WINNERS! THESE ARE...

AMERICA'S

20 MOST POPULAR WATCH STYLES

*Water-resistant when opened and closed by a competent watchmaker

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- ★ Award-winning watches
- ★ Nationally acclaimed for precision and styling
- ★ Lifetime Jewel Movements
- ★ Guaranteed Unbreakable Mainsprings
- ★ Beautifully gift boxed

A ALMANAC. Prized for beauty and accuracy! 49 Lifetime Jewels! Self-winding! Calendar window automatically shows day of the month! Water-resistant*, shock-protected, anti magnetic. Handsome 10K yellow RGP case, stainless steel back. Combination leather expansion bracelet Luminous hands, dial; sweep second.
X15 K 6837 TC5645 . . Retail **$150.00**

B CHEYENNE "B." Self winding! 30 Jewels! Water resistant*, anti-magnetic, shock-protected 10K yellow RGP case, stainless steel back; black dial. Combination leather expansion bracelet
X15 K 0838 TC4775 Retail **$125.00**

SULTAN. As above, in chrome top case, stainless steel back, with white dial.
X15 K 6661 TC4155 Retail **$110.00**

C TULANE. 21 Lifetime Jewels! Distinctive 10K yellow RGP case, stainless steel back . . matching leather inlaid expanson bracelet. Water-resistant*, shock-protected, anti-magnetic
X15 K 0840 TC3355 Retail **$87 50**

ROVER. Same as above, but with chrome top case, stainless steel back
X15 K 0852 TC2935 Retail **$62.50**

D ATLANTA "W." Water resistant*, shock-protected, anti magnetic! Gleaming all steel case and expansion bracelet, with leather inserts. Luminous hands and dial, sweep second. 17 jewels
X15 K 0841 1C2515 . Retail **$62 50**

ATLANTA. Same as above, but with 10K yellow RGP case stainless steel back
X15 K 0842 TC3075 Retail **$69.75**

E BURNETT "B." Distinguished timepiece for dress or sport wear! Black dial contrasts brilliantly with the sleek 10K yellow rolled gold plate case, stainless steel back Combination leather expansion bracelet. 17 Lifetime Jewels
X15 K 0848 TC2655 Retail **$62 50**

BURNETT. As above, with white dial
15 K 0893 TC2855 Retail **$62.50**

F BEAUTY "W." Breathtaking creation crowned with 6 flashing diamonds . . starred on a 10K white rolled gold plate case; stainless steel back Matching expansion bracelet 25 Lifetime Jewels
X15 K 6845 TC4545 $100.00

BEAUTY. As above, in 10K yellow RGP case, steel back.
X15 K 0846 TC4545 $106.00

G BEVERLY. Beauty on a tailored note! Charmingly contoured 10K yellow rolled gold plate case, with stainless steel back . . combined with a lovely matching expansion bracelet. 21 Lifetime Jewels.
X15 K 0836 TC3215 $71.50

BEVERLY "W." As above. 10K white RGP case, steel back.
15 K 0890 TC3215 $71.50

H SCARLET. Sophisticated beauty! Exquisite end pieces, set with 2 brilliant diamonds, highlight the stunning 10K yellow RGP case, stainless steel back. Matching expansion bracelet. 17 Lifetime Jewels
X15 K 0857 TC2935 $71.50

SCARLET "W". As above, in 10K white RGP case, steel back
X15 K 0858 TC2935 $71.50

J DENISE. Marvelously petite 10K yellow rolled gold plate case, stainless steel back, combined with an adorable matching expansion bracelet Neat numeral and marker dial 17 Lifetime Jewel movement
X15 K 0870 TC2955 $67.50

DENISE "W". As above, in 10K white RGP case steel back
X15 K 0871 TC2855 $67.50

K JANICE. Irresistible loveliness coupled with split second accuracy! Classically carved case of 10K yellow rolled gold plate; stainless steel back . . slender matching expansion bracelet 17 Lifetime Jewels
X15 K 0880 TC2355 $49.75

JANICE "W". As above, in 10K white RGP case, steel back.
X15 K 0881 TC2355 $49.75

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Hallmark

17, 21, 25 and 30 Jewel Watches

Save 25% to 40%

RETAIL $195.00
DEALER'S PRICE $63.85
NOW ONLY $47.75

30 jewels

- **Self-winding Waterproof***
- **Luminous hands and dial**

Brigadier: Superb masterpiece of stately styling. 30 jewel self-winding movement in a waterproof* case of yellow rolled gold plate with non-corrosive back. Matching gold-filled combination expansion band with leather trim. Red sweep second hand. Unbreakable mainspring, Incabloc.
15 K 0701 TC4775 ... . Retail $195 00

RETAIL $115.00
DEALER'S PRICE $38.45
NOW ONLY $28.85

25 jewels

- **14K Gold Case**

First Lady: Case of 14K yellow gold-filled expansion bracelet. Unbreakable main spring, Incabloc.
15 K 0702 TC2885
Retail $115.00
With 14K white gold
15 K 0703 TC2888
Retail $115 00

RETAIL $125.00
DEALER'S PRICE $42.00
NOW ONLY $31.70

25 jewels

- **Self-winding Waterproof***

Commodore: A keepsake watch with practical features! Smart modern styling. Gleaming chrome top waterproof* case has stainless steel back. Matching stainless combination expansion bracelet, leather trim. Luminous stick figure dial can be read in the dark; red sweep second hand. Accurate 25 jewel self-winding movement has unbreakable mainspring, Incabloc shock-protection.
15 K 0707 TC3170 Retail $125 00

RETAIL $105.00
DEALER'S PRICE $34.10
NOW ONLY $25.60

Self-Winding

- **Self-winding Water-Resist***

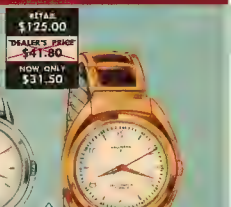
Ivy League: Elegantly simple design. Chrome top case with non-corrosive back. Matching stainless combination expansion band, leather trim. Textured luminous dial can be read in dark; red sweep second hand. 17 jewel self-winding movement with unbreakable mainspring and Incabloc shock-protection
15 K 0704 TC2860 ... $105.00

RETAIL $85.00
DEALER'S PRICE $28.75
NOW ONLY $17.35

21 jewels

- **Water-Resistant***

Nautilaire: A sportsman's watch that can be worn for any dress occasion. Case has chrome steel top, stainless back. Matching stainless steel combination expansion bracelet with leather inset. Red sweep second hand, luminous dial. 21 jewel movement, unbreakable mainspring and Incabloc shock-protection.
15 K 0705 TC1735 .... $85.00



RETAIL $125.00
DEALER'S PRICE $41.80
NOW ONLY $31.50

Self-Winding

- **Self-winding Waterproof***

Seafarer: A watch he'll wear for work, dress or sports. Has masculine style yellow gold color case, non-corrosive back. Combination gold-filled expansion band to match. Luminous dial can be read in dark; red sweep second hand. 17 jewel self-winding movement with unbreakable mainspring, Incabloc protected.
15 K 0706 TC3150 $125.00

RETAIL $110.00
DEALER'S PRICE $37.00
NOW ONLY $27.80

21 jewels

- **2 Genuine Diamonds**

Magnet: Exquisitely engraved case set with 2 flashing diamonds. White rolled gold plate with non-corrosive back, matching gold-filled expansion bracelet. 21 Jewels. Unbreakable mainspring, Incabloc shock protected.
15 K 0709 TC2780 . . $110.00
As above. Yellow RGP case
15 K 0709 TC2780 $110.00

RETAIL $75.00
DEALER'S PRICE $25.60
NOW ONLY $19.20

17 jewels

- **Stunning Dress Watch**

Lombardine: Classic design in yellow rolled gold plate case with non-corrosive back. Gold-filled expansion bracelet to match. All arabic numeral dial. 17 jewel movement. Unbreakable mainspring and Incabloc shock-protection.
15 K 0710 TC1920 . . $75.00
As above. White RGP case.
15 K 0711 TC1920 . . $75.00

RETAIL $87.50
DEALER'S PRICE $29.05
NOW ONLY $21.80

Water-Resist*

- **Water-Resistant***

Mary Ann: styled for career women! Yellow gold color case with non-corrosive back. Combination expansion bracelet to match. Luminous dial, sweep second hand. 17 Jewels. Unbreakable mainspring. Incabloc shock protected.
15 K 0712 TC2180 . . $57.50
As above. Chrome steel case.
15 K 0713 TC1965 ... $50.00

Every watch gift boxed.

Retail Prices Include Federal Excise Tax; Dealer's prices do not.
***GUARANTEED WATERPROOF as long as case, crown and crystal are intact. Watches illustrated are ¾ actual size.**

WALTHAM WATCHES

Timing The Nation Since 1850

Fully Guaranteed

Guarantee

All Waltham watches are made by expert craftsmen and are guaranteed to be free of original defects when they are shipped from our factory.

Shock Protected by **INCABLOC**

INCABLOC safeguards the vital moving parts of a watch, maintaining its accuracy and extending its life. It keeps costly repairs to a minimum. It is a guarantee of quality, accuracy and dependability of the movement of your watch.

First in America!

53 Functional **JEWELS** Self Winding

ROTOTRON "53": Newest, finest development in self-winding watches. Every movement of wrist is instantly transformed into energy to keep watch running accurately, dependably. Built-in shock absorbers assure maximum precision and service. Waterproof** gold-filled case with non-corrosive back. Gold-filled expansion bracelet. Champagne dial, luminous hands and figures. **Incabloc** protected. **Unbreakable mainspring.** 53 Jewels.

10-597 V6325 . . . . . Retail **$175.00**

A Abigail Adams: All-time choice of smart women! 10K white rolled gold case with non-corrosive back and matching gold-filled expansion band. Easy-to-read raised figure dial and flat top crystal. **Unbreakable mainspring.** 17 Jewels. Shock protected by **Incabloc.**

10-598 V2395 . . Retail **$59.50**

B Martha Washington: Petitely styled with 10K yellow rolled gold plate case, non-corrosive back. Marching gold-filled expansion bracelet. Has very legible dial with raised flat top crystal. 17 Jewels. **Unbreakable mainspring.** Shock protected by **Incabloc.**

10-599 V2395 . Retail **$59.50**

C The Lady Nancy. 21* Jewels. 14K yellow gold case with matching gold filled expansion bracelet. Parisian styled in the modern fashion. Domed crystal over a raised figure dial. Unbreakable mainspring. Movement is shock protected by **Incabloc.**

10-600 V3615 Retail **$90.00**

D Lady Helen: 25* Jewels. Dainty design for the style-conscious lady! 10K yellow rolled gold plate case with stainless back. Gold-filled combination expansion bracelet. With **Incabloc.**

10-601 V3035

Retail **$79.50**

Jean LaFitte: 21* Jewels. Debonair dress watch for men. Black dial with gold color hands, figures. 10K yellow rolled gold plate case artfully sculptured. Stainless back. Matching gold-filled combination expansion band, leather insets. With **Incabloc. Non-breakable mainspring.**

10-602 V2875 . . . . . Retail **$75.00**

E Stuart: Waterproof** watch with ultra-thin styling. Chrome top case, non-corrosive back, stainless steel combination band. Sweep hand. 17 Jewels **Incabloc.**

10-603 V2365 . . . . . Retail **$59.50**

F Cushing: Waterproof** dress watch. Ultra-thin. Case is color of yellow gold, non-corrosive back, gold-filled combination band. Sweep hand. 17 Jewels. **Incabloc.**

10-604 V2740 . . . . . Retail **$71.50**

Presentation Model Watch

Maurice: Classic design to dignify the wrist of any man! Impressive 10K yellow rolled gold plate case has non-corrosive back. Matching gold-filled expansion bracelet. Modern raised skip-figures and high crystal. 17 Jewel movement has **unbreakable mainspring.** Shock protected with **Incabloc.**

10-605 V2425 . Retail **$62.50**

Watches illustrated are ⅔ actual size. *Includes RESEVOIL oil reserve jewels.
Retail Prices Include Federal Excise Tax.
**GUARANTEED WATERPROOF as long as case, crown and crystal remain intact.

WALTHAM

Self-Winding Watches

Waterproof**. Unbreakable Mainsprings

30 Jewels Self-Winding Waterproof**

Farmington: 30 Jewels . . Self-winding and waterproof**! Sports watch with dress styling. 10K yellow rolled gold plate case with non-corrosive back. Matching gold-filled combination expansion band with leather inserts. Shock protected with famous **Incabloc. Unbreakable mainspring.**

10-606 V3295 . . . . . Retail $135.00

Northampton: 25 Jwls. self-winding and waterproof.** Sturdy but dressy. Yellow gold-filled case, stainless back. Matching combination expansion band with leather inserts. Sweep second hand, luminous hands and hour dots. **Incabloc. Non-break mainspring.**

10-607 V4500 Ret. $120.00

Southby: 25 Jewels. Self-winding and waterproof.** Military style watch with chrome top, non-corrosive back case. Matching all-steel combination mesh expansion bracelet. Luminous figures and hour dots, red sweep second hand. **Incabloc. Non-break mainspring.**

10-608 V3750 Ret. $92.50

Albany: Self winding and waterproof.** A leader in men's styling. 10K yellow rolled gold plate case, non-corrosive back. Matching gold-filled combination expansion bracelet. Luminous hands, hour dots. Sweep second hand. 17 Jwls. With **Incabloc. Non-break mainspring.**

10-609 V3745 Ret. $92.50

G Pavlova: Lady's self-winding and waterproof** watch. Case is yellow gold color with non-corrosive back. Matching gold-filled combination expansion bracelet. Luminous hands, figures. 17 Jewels With **Incabloc. Unbreakable mainspring.**

10-610 V3975 Retail $95.00

H Salome: Self-winding, waterproof** watch. Chrome top case, non corrosive back. All steel combination expansion bracelet. Luminous hands and figures, red sweep second hand. 17 Jewels. **Unbreakable mainspring.** With **Incabloc.**

10-611 V3735 Retail $90.00

J Claudia: Stunningly styled waterproof** and self-winding watch. Case is of all 10K yellow gold filled, matching expansion bracelet. Gilt figures and hands on black dial. Shock-protected with **Incabloc.** 17 Jewels. **Unbreakable mainspring.**

10-612 V4595 Retail $120.00

K Bernice: Lady's self-winding waterproof** watch. Fashion styled, built for service. Sculptured case is yellow rolled gold plate with non-corrosive back. Matching gold-filled expansion bracelet. 17 Jewels **Incabloc, non-break mainspring.**

10-613 V3950 Retail $95.00

Ultra-thin

L Pinckney: Dashingly genteel design in a self-winding, waterproof** watch for men. Ultra-thin style. 10K yellow rolled gold plate case with non-corrosive back. Gold-filled expansion bracelet with leather insets. Luminous hands and hour dots. 17 Jewels. With **Incabloc, non-break mainspring.**

10-614 V3845 Retail $92.50

M Sumpter: Self-winding and waterproof.** Chrome top case has non-corrosive back; matching all-steel combination expansion bracelet with leather insets. Striking stick figure dial has luminous hands that can be read in the dark. Red sweep second hand. 17 Jewels. With **Incabloc. Has unbreakable mainspring.**

10-615 V3375 . . . . . Retail $85.00

*Includes RESEVOIL oil reserve jewels.

**GUARANTEED WATERPROOF As long as case, crown and crystal remain intact.

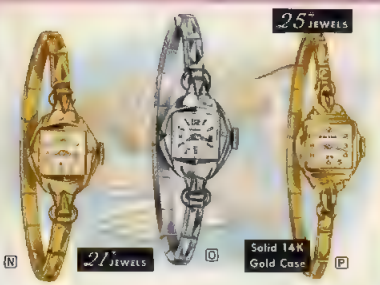
Watches illustrated are ½ actual size.

Retail prices include Federal Excise Tax.

LIFE

•Unbreakable Mainsprings

WALTHAM



N Amy: 21* Jewels. 10K yellow rolled gold plate case with non-corrosive back, matching gold-filled expansion bracelet. Shock protected with **Incabloc. Unbreakable mainspring.**
10-616 V2855 . . . . . Retail **$72.50**

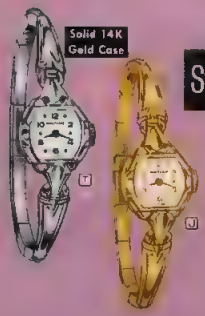
O Katherine: Same as above. White RGP case.
10-617 V2855 . . . . . Retail **$72.50**

P Madeline: 25* Jewels. Exciting splendor of carved 14K yellow case, matching gold-filled expansion bracelet. Shock protected with **Incabloc. Unbreakable mainspring.**
10-618 V4025 . . . . . Retail **$100.00**

R Julia: 25* Jewels. Breath-takingly magnificent with a sculptured case of solid 14K white gold. Matching gold-filled "Queen" expansion bracelet. Easy-to-read dial with raised crystal. Shock protected with **Incabloc. Unbreakable mainspring.**
10-619 V4025 . . . . . Retail **$100.00**

S Suffield: 25* Jewels. Solid 14K yellow gold case reflects the ultimate in good taste. Gold-filled combination basket-weave and expansion bracelet. Ultra-thin styling. Modern stick figure dial. Shock protected with **Incabloc. Unbreakable mainspring.**
10-620 V5200 . . . . . Retail **$135.00**

Retail prices include Federal Excise Tax.



T Windswept: Gorgeously modeled case of 14K white gold with matching gold-filled SPEIDEL "Windswept" combination expansion bracelet. Raised crystal, easy-to-read skip figure dial. Dependable 17 Jewel movement is shock-protected with **Incabloc.** Has **unbreakable mainspring.**
10-621 V3350 Retail **$85.00**

U Windswept Yellow: Same as above. Solid 14K yellow gold case, matching gold-filled "Windswept" combination expansion bracelet
10-622 V3350 . . . . . Retail **$85.00**

***Includes RESEVOIL (U. S. Pat. No. 2478865) oil reserve jewels that add extra jewels to the customary friction bearing jewels to assure better service and longer wear.**

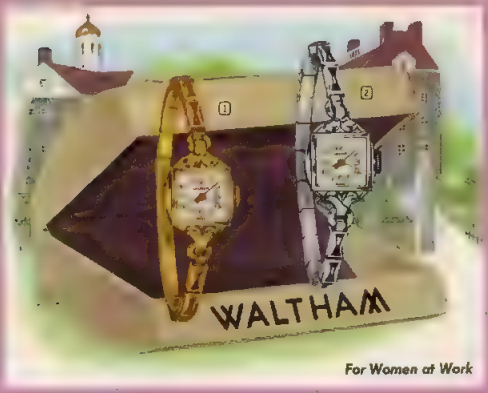
Styled with Nationally Advertised SPEIDEL bracelets

Calypso Ebony: 23* Jwls. Waterresist** chrome top case with non-corrosive back SPEIDEL stainless steel "Calypso Ebony" combination expansion band. Luminous hands, hour dots. With **Incabloc. Non-break mainspring.**
10-623 V2985 Ret. **$75.00**

Maraca: 23* Jwls. Waterproof.** 10K yellow rolled gold plate case, stainless back. SPEIDEL gold filled combination expansion bracelet, leather insets. Luminous dial. With **Incabloc, and unbreakable mainspring.**
10-624 V3635 Ret. **$87.50**

Calypso: 25* Jewel dress watch with sophisticated styling. Case is yellow rolled gold plate, non-corrosive back. SPEIDEL gold-filled combination expansion bracelet, leather insets. **Incabloc. Non-break mainspring.**
10-625 V3400 Ret. **$85.00**

Each watch gift boxed. **GUARANTEED WATERPROOF As long as case, crown and crystal remain intact.



WALTHAM

53 Functional JEWELS Self Winding

First Time Ever Offered

Rototron Chrome: Dependable automatic waterproof** watch! Chrome top, steel back case, stainless expansion band. Luminous figures and hands. **Unbreakable mainspring.** Shock protected with **Incabloc.** 53 Jewels.

10-628 V5295 Retail $135.00

*Includes RESEVOIL oil reserve jewels.

(1) **Lady Elizabeth: Designed to fill the needs of women at work . . . nurses, laboratory technicians, career women, homemakers!** Dust-protected case is delightfully styled of 10K yellow rolled gold plate with non-corrosive back. Matching gold-filled expansion bracelet with red leather insert. The easy-to-read dial has a red sweep second hand and raised crystal. 17 Jewel movement has an **unbreakable mainspring . . .** shock protected by **Incabloc.**

10-626 V2720 Retail $71.50

(2) **Lady Theresa:** Same as above. White rolled gold plate case.

10-627 V2720 . . . . . Retail $71.50

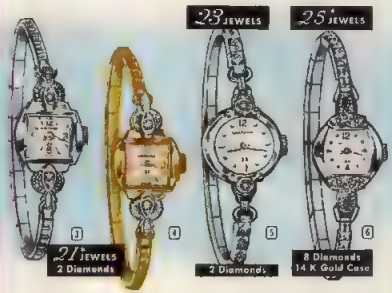
Royal Crest: 25* Jewel movement, 22 brilliant genuine diamonds in solid 14K white gold case. Matching gold filled expansion bracelet. **Unbreakable mainspring. Incabloc.**

10-629 V11800 Retail $300.00

SKINDIVER . . . sportsmen's watch
Guaranteed 100% waterproof**
Turning bezel shows elapsed time

Designed for skindivers and cave explorers, but ideal for fishing and other sports requiring waterproof** watch. Luminous hands and figures can be read in total absence of light. Turning bezel indicates elapsed time of dive at a glance. Chrome top case with a non-corrosive back and a plastic waterproof band. Sweep second hand. 17 Jewels. **Non-break mainspring.** With **Incabloc.**

10-634 V3375 Retail $85.00



(3) **Consuela:** 21* Jewels: 2 genuine diamonds in a lovely case of 10K white rolled gold plate. Non-corrosive back. Matching expansion bracelet. **Non-break mainspring.** Shock protected by **Incabloc.**

10-630 V3400 Retail $85.00

(4) **Patricia:** 21* Jewels. 2 brilliant diamonds. Exquisite case of 10K yellow rolled gold plate. Stainless back. Matching gold-filled expansion bracelet. **Unbreakable mainspring. Incabloc** protected.

10-631 V3400 Retail $85.00

(5) **Sylvia:** 23 Jewels, self wind. Two diamonds in a waterproof** case of white rolled gold plate. Non-corrosive back, matching gold-filled expansion bracelet. Shock protected by **Incabloc.**

10-632 V5225 Retail $135.00

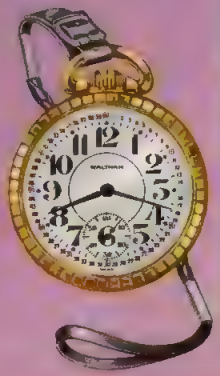
(6) **Eugenie:** 25* Jewels. 8 fiery diamonds in a vogue-styled case of solid 14K white gold. Ultra-smart end pieces. Matching gold-filled expansion bracelet. **Unbreakable mainspring.** With **Incabloc.**

10-633 V6250 Retail $150.00

Transportation and Railroad Style Watch

Heavy duty pocket watch makes fine timepiece for drivers, farmers, mechanics, sportsmen and others who can't wear a wrist watch. Milled case is of 10K yellow rolled gold plate. Large black enamel figures on white dial. Completely numbered minute track makes it exceptionally easy to read time. 17 Jewels. With **Incabloc, unbreakable mainspring.** Black leather fob is included without extra cost.

10-635 V2745 Retail $71.50



Retail Prices Include Federal Excise Tax.

**GUARANTEED WATERPROOF as long as case, crown and crystal remain intact.

WALTHAM WATCHES

Timing The Nation Since 1850

Fully Guaranteed

Guarantee

All Waltham watches are made by expert craftsmen and are guaranteed to be free of original defects when they are shipped from our factory

Shock Protected by **INCABLOC**

INCABLOC safeguards the vital moving parts of a watch, maintaining its accuracy and extending its life. It keeps costly repairs to a minimum. It is a guarantee of quality, accuracy and dependability of the movement of your watch.

First In America

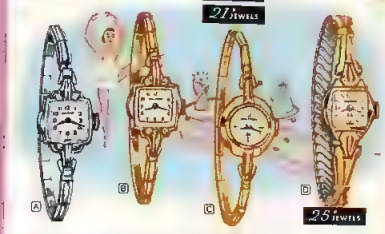
53 Functional JEWELS Self Winding

ROTOTRON "53". Newest, finest development in self-winding watches. Every movement of wrist is instantly transformed into energy to keep watch running accurately, dependably. Built-in shock absorbers assure max mum precision and service. Waterproof** gold-filled case with non-corros ve back. Gold-filled expansion bracelet. Champagne dial, luminous hands and figures. Incabloc protected. Unbreakable mainspring. 53 Jewels.

33W4300-6325 ... Retail $175.00

14K Gold Case

21 JEWELS



A Abigail Adams. All-time choice of smart women! 10K white rolled gold case with non-corrosive back and matching gold filled expansion band. Easy-to-read raised figure dial and flat top crystal. Unbreakable mainspring. 17 Jewels. Shock protected by Incabloc.

33W4301-2395 Retail $59.80

B Martha Washington. Perfectly styled with 10K yellow rolled gold plate case, non-corrosive back. Matching gold-filled expansion bracelet. Has very legible dial with raised flat top crystal. 17 Jewels. Unbreakable mainspring. Shock protected by Incabloc.

33W4302-2395 Retail $59.50

C The Lady Nancy. 21* Jewels 14K yellow gold case with matching gold filled expansion bracelet. Parisian styled in the modern fashion. Domed crystal over a raised figure dial. Unbreakable mainspring. Movement is shock protected by Incabloc.

33W4303-3615 Retail $90.00

D Lady Helen: 25* Jewels. Dainty design for the style-conscious lady! 10K yellow rolled gold plate case with stainless back. Gold filled combination expansion bracelet. With Incabloc.

33W4304-3035 Retail $79.50

Joan Lo.lie. 21* Jewels. Debonair dress watch for men. Black dial with gold color hands, figures. 10K yellow rolled gold plate case artfully sculptured. Stainless back. Matching gold-filled combination expansion band and leather inserts. With Incabloc. Unbreakable mainspring.

33W4305-2875 Retail $75.00

E Stuart: Waterproof** watch with ultra-thin styling. Chrome top case, non-corrosive back, stainless steel combination band. Sweep hand. 17 Jewels. Incabloc.

33W4306-2365 ... Retail $59.50

F Cushing. Waterproof** dress watch. Ultra-thin. Case is color of yellow gold, non-corrosive back, gold-filled combination band. Sweep hand. 17 Jewels. Incabloc.

33W4307 2740 Retail $71.50

Presentation Model Watch

Moultrie: Classic design to dignify the wrist of any man! Impressive 10K yellow rolled gold plate case has non-corrosive back. Matching gold filled expansion bracelet. Modern raised skip-figures and high crystal. 17 Jewel movement has unbreakable mainspring. Shock protected with Incabloc.

33W4308 2425 ... Retail $62.50

Watches illustrated are ¾ actual size *Includes RESEVOIR of reserve jewels.

Retail Prices Include Federal Excise Tax

**GUARANTEED WATERPROOF as long as case, crown and crystal remain intact.

WALTHAM

Self-Winding Watches

Waterproof**. Unbreakable Mainsprings

30 Jewels Self-Winding Waterproof**

Farmington: 30 Jewels . . . Self-winding and waterproof(**) Sports watch with dress styling. 10K yellow rolled gold plate case with non-corrosive back. Matching gold-filled combination expansion band with leather insets. Shock protected with famous **Incabloc. Unbreakable mainspring.**

33W4309-5295 Retail **$135.00**

Northampton: 25 Jwls. self-winding and water proof.** Sturdy but dressy Yellow gold-filled case, stainless back. Matching combination expansion band with leather insets. Sweep second hand, luminous hands and hour dots. **Incabloc. Non-break mainspring.**

33W4310-4500 Ret **$120.00**

Southby: 25 Jewels. Self winding and water proof.** Military style watch with chrome top, non-corrosive back case. Matching all steel combination mesh expansion bracelet. Luminous figures and hour dots, red sweep second hand. **Incabloc. Non-break mainspring.**

33W4311-3750 Ret **$92.50**

Albany: Self-winding and waterproof** A leader in men's styling. 10K yellow rolled gold plate case, non-corrosive back. Matching gold-filled combination expansion bracelet. Luminous hands, hour dots. Sweep second hand. 17 Jwls. With **Incabloc. Non-break mainspring.**

33W4312-3745 Ret **$92.50**

G Pavlova: Lady's self winding and waterproof** watch. Case is yellow gold color with non-corrosive back. Matching gold-filled combination expansion bracelet. Luminous hands, figures. 17 Jewels. With **Incabloc. Unbreakable mainspring.**

33W4313-3975 Retail **$95.00**

H Salome: Self-winding, waterproof** watch. Chrome top case, non-corrosive back. All steel combination expansion bracelet. Luminous hands and figures, red sweep second hand. 17 Jewels. **Unbreakable mainspring.** With **Incabloc.**

33W4314-3735 Retail **$90.00**

J Claudia: Stunningly styled waterproof** and self-winding watch. Case is of all 10K yellow gold filled, matching expansion bracelet. Gilt figures and hands on black dial. Shock-protected with **Incabloc.** 17 Jewels. **Unbreakable mainspring.**

33W4315-4595 Retail **$120.00**

K Bernice: Lady's self winding waterproof** watch. Fashion styled built for service. Sculptured case is yellow rolled gold plate with non-corrosive back. Matching gold-filled expansion bracelet. 17 Jewels. **Incabloc, non-break mainspring.**

33W4316-3950 Retail **$95.00**

L Pinckney: Dashingly genteel design in a self-winding, waterproof** watch for men. Ultra-thin style. 10K yellow rolled gold plate case with non corrosive back. Gold-filled expansion bracelet with leather insets. Luminous hands and hour dots. 17 Jewels. With **Incabloc, non-break mainspring.**

33W4317 3845 Retail **$92.50**

M Sumpter: Self-winding and waterproof** Chrome top case has non-corrosive back; matching all-steel combination expansion bracelet with leather insets. Striking stick figure dial has luminous hands that can be read in the dark. Red sweep second hand. 17 Jewels With **Incabloc. Non unbreakable mainspring.**

33W4318-3375 Retail **$85.00**

Watches illustrated are ¾ actual size.

Retail prices include Federal Excise Tax.

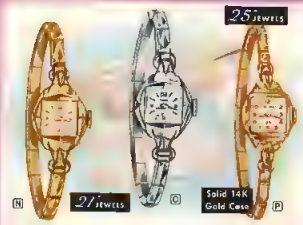
*Includes RESEVOIR all reserve jewels.

GUARANTEED WATERPROOF As long as case, crown and crystal remain intact.

ADVERTISED IN LIFE

•Unbreakable Mainsprings

WALTHAM



N Amy: 21* Jewels. 10K yellow rolled gold plate case with non-corrosive back, matching gold filled expansion bracelet. Shock protected with **Incabloc. Unbreakable mainspring.**
33W4319-2855 Retail $72.50

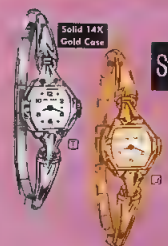
O Katherine: Same as above. White RGP case.
33W4320-2855 Retail $72.50

P Madeline: 25* Jewels. Exciting splendor of carved 14K yellow case, matching gold-filled expansion bracelet. Shock protected with **Incabloc. Unbreakable mainspring.**
33W4321-4025 Retail $100.00

R Julie: 25* Jewels. Breath-takingly magnificent with a sculptured case of solid 14K white gold. Matching gold-filled "Queen" expansion bracelet. Easy-to-read dial with raised crystal. Shock protected with **Incabloc. Unbreakable mainspring.**
33W4322-4025 Retail $100.00

S Suffield: 25* Jewels. Solid 14K yellow gold case reflects the ultimate in good taste. Gold-filled combination basket-weave and expansion bracelet. Ultra-thin styling. Modern stick figure dial. Shock protected with **Incabloc. Unbreakable mainspring.**
33W4323-5200 Retail $135.00

Retail prices include Federal Excise Tax.



T Windswept: Gorgeously modeled case of 14K white gold with matching gold-filled SPEIDEL "Windswept" combination expansion bracelet. Raised crystal, easy-to-read skip figure dial. Dependable 17 Jewel movement is shock-protected with **Incabloc.** Has **unbreakable mainspring.**
33W4324-3350 Retail $85.00

U Windswept Yellow: Same as above. Solid 14K yellow gold case, matching gold-filled "Windswept" combination expansion bracelet.
33W4325-3350 Retail $85.00

*Includes RESEVOIL (U. S. Pat. No. 2478845) oil reserve jewels that add extra jewels to the customary friction bearing jewels to assure better service and longer wear.

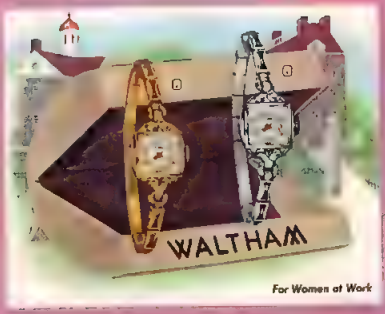
Styled with Nationally Advertised SPEIDEL bracelets

Calypso Ebony 23* Jwls. Watrresist** chrome top case with non-corrosive back. SPEIDEL stainless steel "Calypso Ebony" combination expansion band. Luminous hands, hour dots. With **Incabloc. Non-break mainspring.**
33W4326-2985 Ret. $75.00

Maraca: 23* Jwls. Waterproof ** 10K yellow rolled gold plate case, stainless back. SPEIDEL gold-filled combination expansion bracelet, sea thermsets. Luminous dial. With **Incabloc, and unbreakable mainspring.**
33W4327-3635 Ret. $87.50

Calypso 25* Jewel dress watch with sophisticated styling. Case is yellow rolled gold plate, non-corros ve back. SPEIDEL gold-filled combination expansion bracelet, leather insets. **Incabloc. Non-break mainspring.**
33W4328-3400 Ret. $85.00

Each watch gift boxed. **GUARANTEED WATERPROOF As long as case, crown and crystal remain intact.



WALTHAM

53 Functional JEWELS Self Winding

First Time Ever Offered

Rotairon Chrome: Dependable automatic waterproof** watch! Chrome top, steel back case; stainless expansion band. Luminous figures and hands. **Unbreakable mainspring.** Shock protected with **Incabloc.** 53 Jewels.
33W4331-5295 Retail $135.00

*Includes REEVEOIL all reserve jewels.

Waterproof**

① **Lady Elizabeth:** Designed to fill the needs of women of work — nurses, laboratory technicians, career women, homemakers! Dust-protected case is delightfully styled of 10K yellow rolled gold plate with non-corrosive back. Matching gold-filled expansion bracelet with red leather inserts. The easy-to-read dial has a red sweep second hand and raised crystal. 17 Jewel movement has an **unbreakable mainspring** . . . shock protected by **Incabloc.**
33W4329-2720 Retail $71.50

② **Lady Theresa:** Same as above. White rolled gold plate case.
33W4330-2720 Reta . $71.50

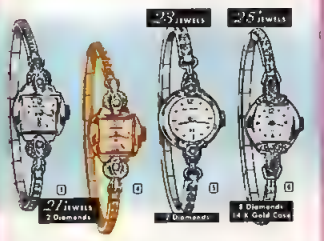
SKINDIVER . . . sportsmen's watch
Guaranteed 100% waterproof**
Turning bezel shows elapsed time

Designed for skindivers and cave explorers, but ideal for fishing and other sports requiring waterproof** watch. Luminous hands and figures can be read in total absence of light. Turning bezel indicates elapsed time of dive at a glance. Chrome top case with a non-corrosive back and a plastic waterproof band. Sweep second hand. 17 Jewels. **Non-break mainspring.** With **Incabloc.**
33W4337-3375 Retail $85.00

Transportation and Railroad Style Watch

Heavy duty pocket watch makes fine timepiece for drivers, farmers, mechanics, sportsmen and others who can't wear a wrist watch. Milled case is of 10K yellow rolled gold plate. Large black enamel figures on white dial. Completely numbered minute track makes it exceptionally easy to read time. 17 Jewels. With **Incabloc, unbreakable mainspring.** Black leather fob is included without extra cost.
33W4338 2745 Retail $71.50

Royal Crest: 25* Jewel movement, 22 brilliant diamonds in 14K white gold case. Matching gold filled expansion bracelet. **Unbreakable mainspring. Incabloc.**
33W4332-11800 Retail $300.00



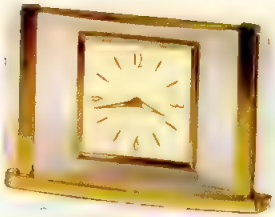
① **Consuelo** 21* Jewels. 2 genuine diamonds in 4 bezels. Case of 10K white rolled gold plate. Non-corrosive back. Matching expansion bracelet. **Non-break mainspring.** Shock protected by **Incabloc.**
33W4333-2400 Retail $85.00

② **Patricia** 21* Jewels. 2 brilliant diamonds. Exquisite case of 10K yellow rolled gold plate. Stainless back. Matching gold-filled expansion bracelet. **Unbreakable mainspring. Incabloc** protected.
33W4334-2400 Retail $85.00

③ **Sylvia** 23 Jewels, self wind. Two diamonds in a waterproof** case of white rolled gold plate. Non-corrosive back, matching gold-filled expansion bracelet. Shock protected by **Incabloc.**
33W4335-5225 Retail $135.00

④ **Eugenie:** 25* Jewels. 8 fiery diamonds in a vogue styled case of solid 14K white gold. Ultra-smart end pieces. Matching gold-filled expansion bracelet. **Unbreakable mainspring.** With **Incabloc.**
33W4336-6250 Retail $150.00

Retail Prices Include Federal Excise Tax.
**GUARANTEED WATERPROOF as long as case, crown and crystal remain intact.



CLOCK OF TOMORROW. Chime alarm, quiet tick, single key winds both time and alarm, single set knob for both. Luminous dial, sweep alarm indicator, dust resistant metal case, cushioned base, 5¼" high

No. 500 *White and Gold Color*
No. 501 *Black and Gold Color*
$9.95 (E 1330)

LELAND OCCASIONAL CLOCK. A sales sensation! Slim gold color case with two clear lucite arches, white textured luminous dial. Diamond cut and embossed numerals—double fan shaped to catch light from almost any angle. Quiet tick. Bell alarm, 3¾" high; crush oned base.

No. 460 *Luminous* **$12.95** (E 1660)

AMERICA. New low-priced, dependable 40-hour alarm. Modern metal case, 4½" high, 3 popular decorator colors, with satin-finished metal trim.

No. 23 *Ivory* **No. 24** *Pink*
No. 25 *Blue* **$3.50** (E 490)

FAWN. Tiny, attractive...and now the popular plain dial model has a twin—new Fawn luminous! Modern metal case, 3½" high Bell alarm. Two decorator colors, sparkling trim.

No. 340 *Ivory Plain* **No. 341** *Pink Plain* **$3.50** (E 490)
No. 350 *Ivory Luminous* **No. 351** *Pink Luminous* **$4.25** (E 594)

LA SALLITA. Only 3" high Dainty and graceful in dust-resistant metal case. Quiet tick, rubber mounted movement, bell alarm Gold color bezel and ring.

No. 380 *Ivory Plain* **No. 381** *Pink Plain* **$4.50** (E 630)
No. 390 *Ivory Luminous* **No. 391** *Pink Luminous* **$5.50** (E 766)

LOOKOUT PORTABLE TIMER. Handy reminder for everything from cooking to sunbathing. Exclusive, easy-to-set dial. Metal case 3⅛" high. Mounts on wall or stands

No. 140 *White* **No. 141** *Red* **No. 145** *Copper* **$3.85** (E 544)

Prices shown in **bold face** type are suggested retail or Fair Trade prices, do not include taxes and are subject to change without notice

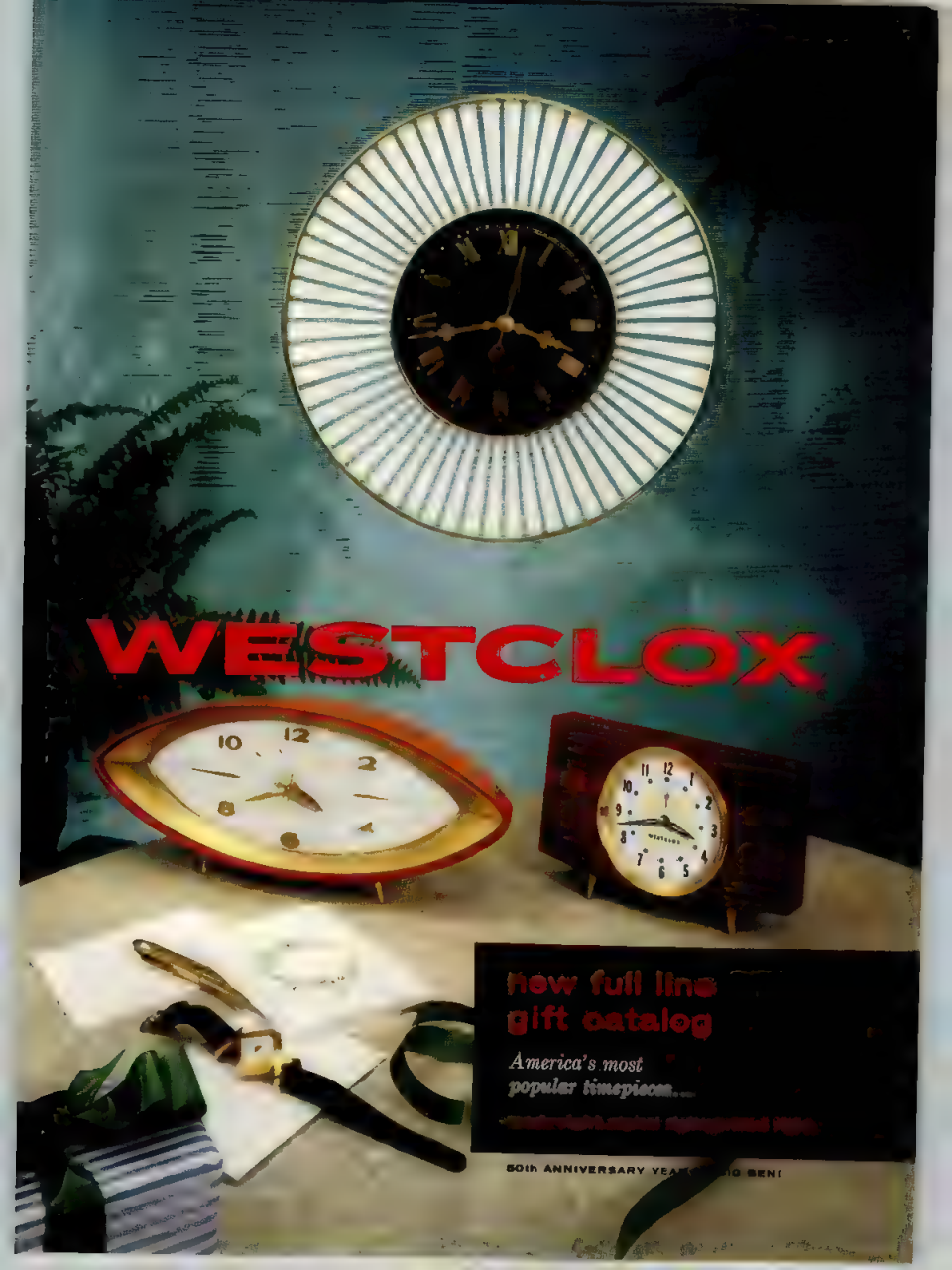
HUSTLER Terrific value in a dependable keywound alarm. Sturdy streamlined metal case with rich ivory finish, bright nickel trim. 4½" high.

No. 11 $2.98 (E 418)

modern keywound alarm clocks by

WESTCLOX

...take their place among the loveliest of new clocks for the home, for gifts


WESTCLOX
new full line
gift catalog
America's most
popular timepieces...
50th ANNIVERSARY YEA
10 SEN

sell on sight with these exciting ***full-color*** *Westclox merchandisers*

WESTCLOX®

FOUR BEN ASSORTMENT NO. 275
includes
1 **No. 336** *Baby Ben Pink Luminous*
1 **No. 334** *Baby Ben White Plain*
1 **No. 201** *Big Ben Black Plain*
1 **No. 215** *Big Ben White Luminous*

Plus sales-making new factory packed display-shipper FREE

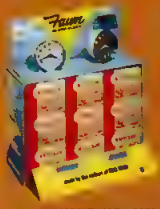
Retail **$29.90** (E 4168)

TRAVELER ASSORTMENT NO. 445—Includes 6 clocks: 3 Travalarms with new nonbreakable high-impact case (2 Ivory, 1 Black), and 3 Travette folding leather travel clocks (2 Tan, 1 Red). . .plus attention-getting FREE DISPLAY.

Retail **$50.10** (E 7008)

AMERICA ASSORTMENT NO. 2949 -12
America alarms—4 of each color—in a terrific, easy to set up display-shipper! Opened shipper becomes a sales-attracting merchandiser in seconds. . .stores complete assortment of clocks. Gives you a volume-boosting display FREE.

Retail **$42.00** (E 5800)



FAWN ASSORTMENT NO. 2852-A—Includes 6 clocks: 3 Ivory Plain, 2 Pink Plain, 2 Ivory Luminous, 2 Pink Luminous—with colorful FREE DISPLAY SHIPPER. Just open it, fold flaps and you have a smart merchandiser! Stores complete assortment of packaged clocks, displays two or three.

Retail **$34.50** (E 4826)

NEW! CHILDREN'S CLOCKS BY WESTCLOX

CALICO HORSE ASSORTMENT NO. 530—Includes 6 clocks: 2 red, 2 yellow, 2 blue, plus colorful free counter display merchandiser. . . and specially designed GIFT BOXES to make children extra-happy at receiving clocks for their very own!

Retail **$23.88** (E 3124)

CALICO HORSE A winner! Plastic wall clock in brilliant colors with white spots, mane and tail. As clock goes "tick-tock," sunflower-decorated pendulum swings to and fro. Red-centered sunflower is repeated at top of dial. 6½" high.

No. 515 *Red* **No. 518** *Yellow*
No 517 *Blue* **$3.00** (E 5[illegible]

SAILOR ASSORTMENT NO. 505—Includes 6 clocks—2 Red, 2 Cocoa, 2 Blue, plus eye-attracting FREE display for counter or window. . . and fancy gift boxes to delight the kids even more with their own "personal" clock

Retail **$23.88** (E 3124)

SAILOR "Ship a Wheel" wall clock in polished plastic 6½" in diameter. With every tick, anchor-design pendulum swings to and fro. . . animating the little sailboat, which rocks realistically on wave-patterned dial.

No. 525 *Red* **No. 526** *Cocoa*
No. 527 *Blue* **$3.88** (E [illegible]

WESTCLOX

PENTHOUSE. Top news in timepieces—a moderately priced wood cased keywound alarm! Beautifully styled in solid Walnut with brass feet, luminous dial and hands, gold color trim. Quiet tick; bell alarm. 3⅞" high.

No. 465 *Walnut Luminous* **$7.95** (E 1112)

BIG BEN KEYWOUND ALARM. New dial has easy-to-read vertica numerals. Dust-resistant metal case, cushioned base, smart cone shaped shatter-proof crystal. Quiet tick. Alarm adjusts to loud or soft. Single key winds both time and alarm. 4¾" high.

No. 201 *Black and Nickel Color Plain*
No. 205 *White and Gold Color Plain*
$6.95 (E 972)

No. 211 *Black and Nickel Color Luminous*
No. 215 *White and Gold Color Luminous*
$7.85 (E 1112)

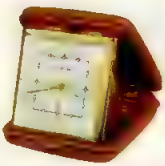
BABY BEN KEYWOUND ALARM. New dial with easy-to-read vertical numerals. Dust resistant metal case, cushioned base. Quiet tick, alarm adjustable to loud or soft. 3¾" high.

No. 321 *Black and Gold Color Plain*
No. 324 *White and Gold Color Plain*
$6.95 (E 972)

No. 331 *Black and Gold Color Luminous*
No. 334 *White and Gold Color Luminous*
No. 335 *Pink and Gold Color Luminous*
$7.95 (E 1112)

NEW SPUR LUMINOUS. Fresh styling in modern metal case; smart antique white or gold bronze finish. Heavily coated luminous dial and hands give exceptional night time visibility. Dependable alarm. 4⅝" high.

No. 20 *Antique White* **No. 21** *Gold Bronze*
$4.50 (E 630)



TRAVETTE. Compact folding leather travel clock only 3" square, 1⅞" high when closed. Genuine leather case. Gold color raised numerals, luminous dial, shatter-proof crystal.

No. 455 *Tan Leather* **No. 456** *Red Leather*
$8.75 (E 1224)

BABY BEN SEQUIN. Brand new attraction for gift shoppers! Here's Baby Ben with beautiful sparkling bezel, cone shaped crystal, luminous dial... in pink or turquoise finish. Quiet tick, alarm adjustable to loud or soft.

No. 354 *Pink Luminous*
No. 355 *Turquoise Luminous*
$8.95 (E 1330)

TRAVALARM
New high impact nonbreakable case won't crack, chip or peel. Sliding shutter front and easel back closes like a clam for traveling. Luminous dial, shatter-proof crystal. One key winds both time and alarm. 3½" high.

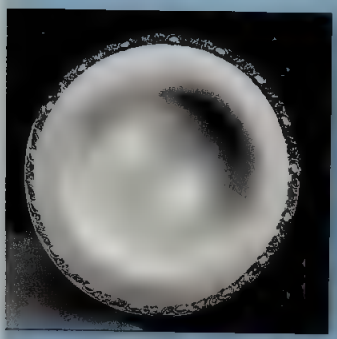
No. 450 *Black with nickel trim*
No. 451 *Ivory with gold color trim*
$7.95 (E 1112)

Victorian Rose

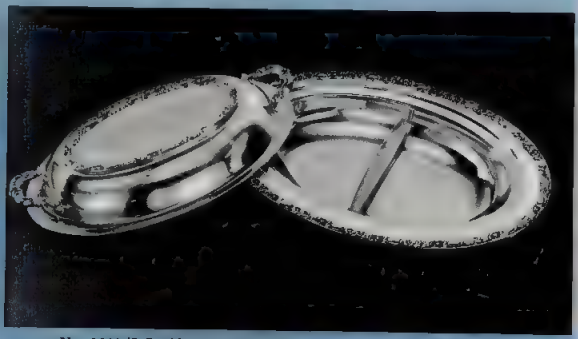
WM. ROGERS & SON

		Retail	List
No. 1900/4	*Victorian Rose* Tea and Coffee Service, 4 pieces	$60.00	$72.00
Consisting of:	No. 1901 Coffee Pot, Capacity 9 Cups, Height 10 inches	20.00	24.00
	No. 1902 Tea Pot, Capacity 6 Cups, Height 9 inches	20.00	24.00
	No. 1903 Sugar Bowl, Covered	10.00	12.00
	No. 1904 Cream Pitcher, Gold Lined	10.00	12.00
No. 1981	Waiter, Chased, Length 20 inches	25.00	30.00

Retail Prices subject to Federal Tax.



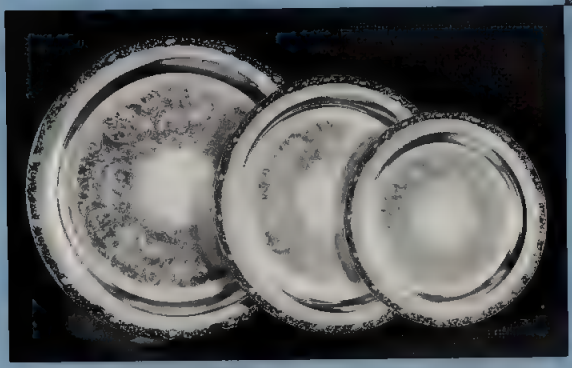
No. 1921 Sandwich Tray — Retail, $9.00
Diameter, 11 inches — List, $10.80



No. 1912/S Double Vegetable Dish with Partition — Retail, $18.00
Length, 12 inches — List, $21.60

	Retail	List
No. 1957 Dinner Dish, Length 22 in. .	$27.50	$33.00
No. 1957C Dinner Dish with Covers .	32.50	51.00

No. 1916 Candelabrum, Retail, each $25.00 **List $30.00**
Spread, 12⅝ inches; Height, 12½ inches
arm is removable

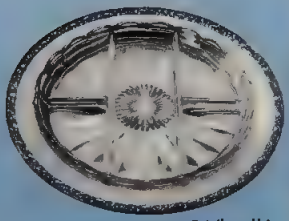


ROUND TRAYS, CHASED

	Retail	List
No. 1970 Diam. 11 in.	$ 9.00	$10.80
No. 1971 Diam. 13 in.	12.50	15.00
No. 1972 Diam. 15 in.	15.00	18.00

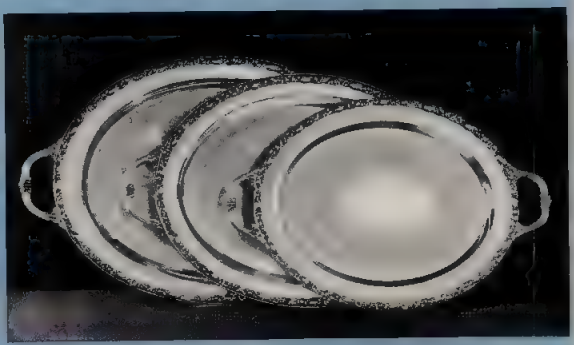
No. 1915 Candlestick **Retail List,**
Height, 9 inches . pair, $18.00 **$21.60**

Retail Prices subject to Federal Tax.



	Retail	List
No. 1911 Relish Dish	$12.50	$15.00

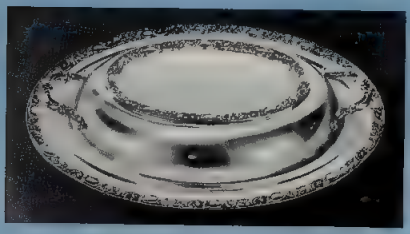
Diameter, 13 inches
(Five compartment Glass Lining)



No. 1980 Oval Waiter, Chased, Length 17 in.	Retail, $17 50	**List, $21.00**
No. 1981 Oval Waiter, Chased, Length 20 in.	Retail, 25.00	**List, 30.00**
No. 1982 Oval Waiter, Chased, Length 22 in.	Retail, 30.00	**List, 36.00**

No. 1990 Oblong Waiter, Chased, Length 18 inches .Retail, $25.00 **List, $30.00**
No. 1991 Oblong Waiter, Chased, Length 21 inches Retail, 30.00 **List, 36.00**
No. 1992 Oblong Waiter, Chased, Length 23 inches . ..Retail, 35.00 **List, 42.00**

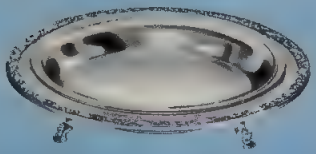
No. 1917 Water Pitcher With Ice Guard
Retail, $22.50 **List, $27.00**
Capacity, 2 quarts



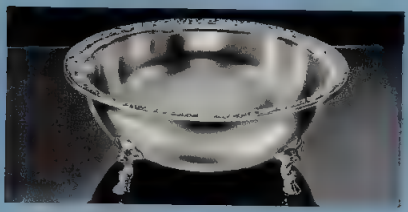
No. 1912 Double Vegetable Dish ..... Retail, $15.00
Length, 12 inches **List, $18.00**

No. 1975 Chafing Dish .. .. Retail, $45.00 **List, $54.00**
Height, 9½ inches, Diameter 10½ inches
Capacity, 1¾ quarts. Alcohol burner,
Polished wood Handle

No. 1962 Casserole . .... Retail, $15.00 **List, $18.00**
Diameter, 11¼ inches; 1½ quart Pyrex lining



No. 1960 Pie Plate . ..... Retail, $12.50; **List, $15.00**
Diameter, 11¼ inches; 9½ inch Pyrex lining

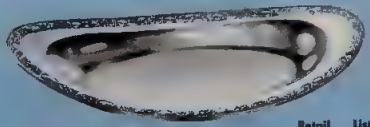


No. 1935 Center Bowl Retail, $15.00 **List, $18.00**
Diameter, 10½ inches

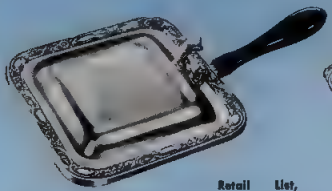
No. 1913 Gravy Boat with Attached Tray, Retail, $10.00
Capacity, 8 ounces **List, $12.00**

PLAIN MEAT DISHES

No. 1909/16 Length, 16 inches Retail, $12.50 **List, $15.00**
No. 1909/18 Length, 18 inches . Retail, $15.00 **List, $18.00**
No. 1909/20 Length, 20 inches Retail, $17.50 **List, $21.00**
No. 1909/22 Length, 22 inches ... Retail, $22.50 **List, $27.00**

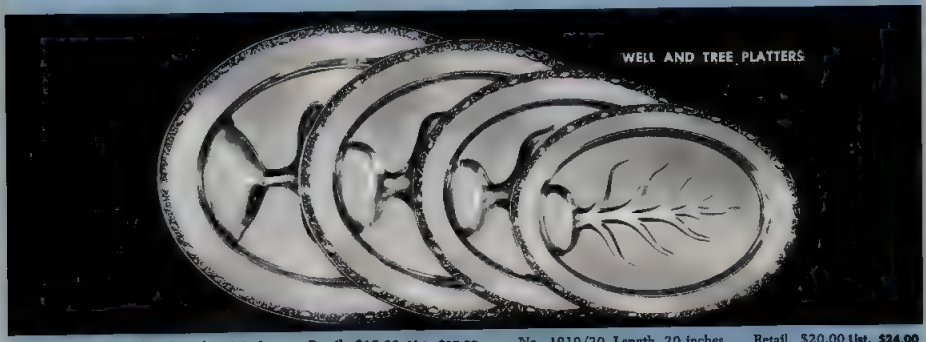


No 1919 Bread or Roll Tray ..... Length, 13½ inches — **Retail** $ 9.00 **List,** $10.80



No. 1923 Silent Butler ..... 6 x 6 inches — **Retail** $12.50 **List,** $15.00

No. 1900/3 Coffee Service, 3 pieces ..... Retail, $40.00; **List, $48.00**
No. 1980 Waiter, Chased, Length 17 inches Retail, $17.50; **List, $21.00**

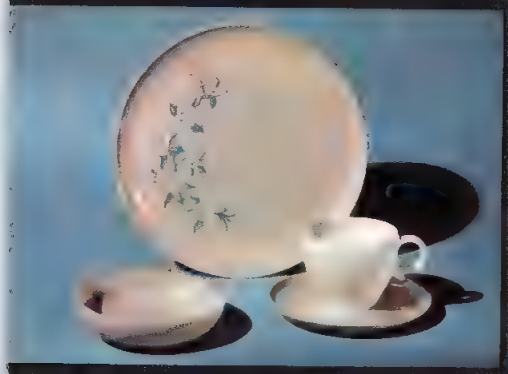


No. 1910/16 Length, 16 inches Retail, $15.00 **List, $18.00**
No. 1910/18 Length, 18 inches .. Retail, $17.50 **List, $21.00**
No. 1910/20 Length, 20 inches Retail, $20.00 **List, $24.00**
No. 1910/22 Length, 22 inches Retail, $25.00 **List, $30.00**

SWEET TALK—Fresh beauty and charming simplicity, in a dainty spring garden design! Delicate Bermuda blue, coral and beige blossoms on a glowing white background. The lovely look of gracious living is captured in every exquisite piece, the graceful dinner plate, the slender, tapered cup, the saucer, fruit dish and other smartly styled pieces. Mist-soft muted colors make it an ideal pattern for casual use or formal party-giving.

16 pc. set $19.95
45 pc. set $59.95

NEW DESIGNER GROUP



BY

BRANCHELL

LADY FAIR—Subtle, gay and handsomely keyed to today's smart interiors! A graceful branch motif in snow white, Bermuda blue and black tracery against a spice beige background. The chaste white tapered cup echoing the gleaming white of the blossom gives the whole setting a high-style contemporary look. A subtle reflection of a gracious way of life.

16 pc. set $19.95
45 pc. set $59.95

MODERN TREND MELAMINE DINNERWARE CREATED FOR TODAY'S MARKET!

At last, here is beautiful break-resistant Melmac® dinnerware designed with the flair and good taste that smart young customers demand today.

Patterns and shapes are keyed to today's new pastels, and forward-design interiors. Colors are proved to be fastest-moving, most wanted by today's forward-looking homemakers. Designs and shapes are market-tested to be most versatile for all occasions in modern well-styled homes—from a breakfast or buffet—to a banquet! Best of all this dinnerware can be used in a dishwasher with never a worry about cracks, chips, or breakage.

LADY FAIR PATTERN (shown above)			
16 pc service for four	5L9356	$19 95	211978 set
45 pc service for eight	5L9365	59 95	435978 set
SWEET TALK PATTERN (shown above)			
16 pc service for four	5L9354	$19 95	211978 set
45 pc service for eight	5L9363	59 95	435978 set

See the following page

for information on OPEN STOCK,

COMPOSITION OF SETS and ASSORTMENTS

TIP TOP—A charming French Provencial motif with delicate spring tracery gives this pattern the grace and joy of springtime—and a true look of gracious living. The glow of the Bermuda blue design against the delicate white background is echoed in the fruit dish and saucer. Versatile, gay and so perfect for casual dining.

16 pc service for four	5L9352	$19 95	211978 set
45 pc service for eight	5L9361	59 95	435978 set

STARBRIGHT—A dramatic design of golden stars with Bermuda blue centers against a gleaming white background, gives this lovely pattern a fresh modern look. The artistically shaped white cup and a warm blue shade of the contrasting saucer and fruit dish make this design versatile enough to blend with any mood—any occasion.

16 pc service for four	5L9353	$19 95	211978 set
45 pc service for eight	5L9362	59 95	435978 set

SKYLINER—The sky's the limit in color combination choices with this dramatic new "Skyliner" assortment, featuring luscious shades of shell pink, Bermuda blue, glowing yellow, spice beige and snow white. The gracefully shaped snow white cup with the delicately curved handle, is just one of the beautiful features of "Skyliner", the new Melmac® "mix 'n match" pattern by Branchell.

16 pc service for four	5L9357	$16 95	210179 set
45 pc service for eight	5L9366	49 95	329978 set

BERMUDA BLUE AND SNOW WHITE—Soft, pure white and the cool Bermuda blue of a sunny day combine to give this set a fresh restful appearance, one that will enhance any table setting, any decor. The delicately curved cup with its graceful handle adds to the elegantly simple styling of this pattern. Any dinner hour will be an "extra special" hour with this lovely two-tone blue and white service

16 pc service for four	5L9358	$16 95	210179 set
45 pc service for eight	5L9367	49 95	329978 set

SHELL PINK AND SNOW WHITE—The clean, gleaming white of cumulus clouds in summer, and the soft shell pink of precious tropical coral make this modern two-hue setting smart and fresh as tomorrow's sunrise! The enchanting new shell pink and snow white motif is stunning with smart contemporary interiors, perfect with white or pastel linens and place mats. Simple elegance at its loveliest, for the casual life, or a gracious formal feeling

16 pc service for four	5L9359	$16 95	210179 set
45 pc service for eight	5L9368	49 95	329978 set

See the following page for information on OPEN STOCK, COMPOSITION OF SETS and ASSORTMENTS.

Melamine dinnerware for "Look ahead" young moderns

In BRANCHELL

NEWLY STYLED AND EXPERTLY DESIGNED BREAK-RESISTANT MELMAC® DINNERWARE IN SOFT FASHION-RIGHT COLORS IN A WIDE VARIETY OF PATTERNS.

COMPOSITION OF SETS

All sets, decorated and undecorated, are available in 16-piece services for four as illustrated and 45-piece services for eight.

16-piece Service for Four Consists of:

4 Dinner Plates	4 Saucers
4 Cups	4 Fruit Dishes

		Retail Price
Decorated	211978	**$19.95**
Undecorated	210179	**16.95**

45-piece Service for Eight Consists of:

8 Dinner Plates	1 Sugar
8 Bread & Butter Plates	1 Sugar Lid
8 Cups	1 Creamer
8 Saucers	1 Serving Bowl
8 Soup-Cereal Bowls	1 Platter, large 14"

		Retail Price
Decorated	435978	**$59.95**
Undecorated	329978	**49.95**

(See ASSORTMENTS, at right, for color and decoration.)

OPEN STOCK—DECORATED

The following shapes are available in all patterns: Tip Top, Star Bright, Sweet Talk, Blue Moon, Lady Fair, Golden Harvest.

Item	S & M No. Specify Pattern	Open Stock List	
Dinner Plate	5L9371	$3.25	21957 ea
Salad Plate	5L9372	2.50	21503 ea
Bread & Butter Plate	5L9373	1.75	21156 ea

Specify pattern when ordering decorated open stock.

OPEN STOCK—UNDECORATED

The following shapes are available in six colors: Snow White, Soft Ivory, Bermuda Blue, Glowing Yellow, Shell Pink, Spice Beige.

Item	S & M No. Specify Color	Open Stock List	
Dinner Plate	5L9374	$2.25	21358 ea.
Salad Plate	5L9375	1.75	21056 ea
Bread & Butter Plate	5L9376	1.25	8757 ea
Cups*	5L9383	1.50	9905 ea
Saucers	5L9377	1.10	7668 ea
Fruit Dish**	5L9378	1.25	8756 ea.
Soup-Cereal	5L9379	1.90	21145 ea
Tumbler large*	5L9384	1.25	8757 ea
Sugar with Lid*	5L9385	3.25	2195/ ea.
Creamer*	5L9386	2.25	21357 ea
Serving Bowl	5L9380	3.75	32256 ea.
Platter, large 14"	5L9381	4.95	32978 ea
Div. Vegetable Bowl	5L9382	4.95	32978 ea
Salt and Pepper*	5L9387	2.50	21503 ea.

Specify color when ordering undecorated open stock.

*Available in Snow White or Ivory only.

**Available in Snow White, Soft Ivory and Four Colors

ASSORTMENTS BY COLOR AND DECORATION

These assortments proved to have greatest consumer acceptance. They also have the advantage of easy stock control and minimum inventories.

Golden Harvest Pattern Assortment: Dinner plates, salad plates, and bread and butter plates are decorated. All other pieces are in soft ivory.

All Other Pattern Assortments: Illustrated pieces in sets and open stock available only in color and decoration as shown. Salad and bread and butter plates are also decorated. Soup-cereals, serving bowls, platters and divided vegetable bowls are the same color as illustrated fruit dishes. Sugar, cream, tumbler, salt and pepper are snow white.

Skyliner Assortment: Illustrated pieces in sets and open stock are available only in the color combination shown. In sets and open stock, salad, bread and butter plates and soup-cereals are assorted equally in the four colors. Sugar, creamer, serving bowl, divided vegetable bowl, platter, tumbler, and salt and pepper are snow white.

Bermuda Blue and Snow White, and Shell Pink and White Assortments: Illustrated pieces in sets and open stock available only in color combinations shown. For pieces not shown—salad, bread and butter plate, soup-cereals, serving bowl, platter, divided vegetable bowl are in matching accent color; while sugar, creamer, tumbler, salt and pepper are snow white.

Guaranteed by Good Housekeeping

FULLY GUARANTEED* FOR ONE YEAR!
***Pieces replaced free by Branchell. Postage and handling charge, 25¢**

BRANCHELL

BRANCHELL, OLEATHA AVE., ST. LOUIS 16, MO.

MODERN MELAMINE

WITH THE

"Look of Tomorrow"

In

BRANCHELL

BLUE MOON—A symphony in glowing white and delicate Bermuda blue, the elegant pure white of the scroll and formal starflower is echoed in the slender, white tapered cup with its inward curving lip and graceful handle. Such elegant symmetry and subtle color is rarely found on any but the finest dinnerware.

16 pc service for four	5L9355	$19.95	211978 set
45 pc service for eight	5L9364	59.95	435978 set

GOLDEN HARVEST—Delicate, gleaming golden and white accents against a soft ivory background. Never before such glowing beauty in break-resistant dinnerware. The design of the slender tapered cup, graceful saucer, fruit dish and dinner plate has true elegance and high-style. Perfect for everyday living—or formal occasion.

16 pc service for four	5L9360	$19.95	211978 set
45 pc service for eight	5L9369	59.95	435978 set

ON SMART MODERN TABLES MORNING, NOON AND NIGHT!

"New Designer Group" of Melamine Dinnerware
In BRANCHELL

Here's why smart women buy! So be sure to keep a full supply . . . of this Melmac® break-resistant dinnerware!

- It's fashion-right, smart, fresh, young
- practical, economical, easy to handle, use, care for
- stays bright and lustrous, not affected by boiling water
- guaranteed not to chip, crack or break for one full year
- perfect for every day living, also formal or special entertaining
- ideal for gifts for all occasions

See reverse side for information on OPEN STOCK, COMPOSITION OF SETS and ASSORTMENTS.

Citation Monarch . . . 17 jewel movement. Sculptured detailing adds elegance to this new extra slim case in the color of natural gold. Anti-magnetic, unbreakable mainspring. Modern tapered expansion bracelet is leather-inlaid for luxury appearance. A fine precision timepiece that is guaranteed accurate In presentation box.
7M1800 . . . . . List 92.50
439905 Ea.

Citation Monarch "Z" . . . *As above with black dial.*
7M1801 . . . . . List 92.50
439905 Ea.

The Fine Watch of Guaranteed Accuracy

BENRUS

Whether you choose a BENRUS watch for yourself, or as a fine gift, you make the smart choice. For, every BENRUS watch, regardless of price, is the finest precision timepiece that skilled craftsmen can make...the last word in fashion. Yes, BENRUS, the fine watch of guaranteed accuracy is truly your best watch buy!

The Most Beautiful Watch In The World!

BENRUS Citation

- Elegant hand-polished Citation cases
- Custom-crafted Citation harmonizing dials—so modern, so beautiful!
- Deluxe Citation movements, timed and tested for guaranteed accuracy!
- Citation-finest product of Benrus watchmanship!

Citation Pride "Z" "21" . . 21 jewels. Striking black dial contrasts smartly with 10K yellow gold-filled case Shock-absorbing, anti-magnetic . . . black suede strap Unbreakable mainspring Guaranteed accurate.
7M1802 List 75.00 . . . 436908 Ea.

Citation Pride "21" . . *Same as above with white dial.*
7M1803 . List 75.00 . . 436908 Ea.

Citation Link . . . 17 jewel ultra-precise movement in magnificent ultra-flat, all yellow case Anti-magnetic, unbreakable mainspring Leather inlaid expansion band Presentation box Guaranteed.
7M1804 . . . List 92.50 . . . 439903 Ea.

Citation Link "Z" . . . *Same as above with black dial.*
7M1805 . . . List 92.50 . . . 439903 Ea.

Citation Shane "21" . . . 21 jewels. Perfection in an ultra-slim luxury case of precious 14K yellow gold Shock absorbing Unbreakable mainspring, genuine leather strap
7M1806. List 135.00 . . . 665008 Ea.

Citation Clifford "21" . . . *As above in 10K yellow rolled gold plate.*
7M1807 . . List 75.00 . . . 436905 Ea.

Citation Cheer "21" . . . 21 jewel Benrus movement in a case a-glow with the color of natural gold, both top and back. Unbreakable mainspring, dustproof. Matching expansion bracelet.
7M1808 . . . List 75.00
432902 Ea.

Citation Cheer "W" "21" . . . *As above in white.*
7M1809 . . . . . List 75.00
432902 Ea.

Citation Golden Connie "21" . . . 21 jewels, luxurious 14K yellow gold case. Full figure dial for easy reading. Unbreakable mainspring, matching expansion bracelet.
7M1810 . . . . . List 92.50
439704 Ea.

Citation Golden Connie "W" "21" . . . *As above, in 14K white gold case.*
7M1811 . . . . List 92.50
439704 Ea

Citation Golden Crown "21" . . . 21 jewels, exquisite 14k yellow gold case Guaranteed accurate movement has unbreakable mainspring, matching expansion bracelet
7M1812 . . . . List 100.00
543607 Ea.

Citation Golden Crown "W" "21" . . . *As above, in 14K white gold case*
7M1813 . . . . List 100.00
543607 Ea.

Prices do not include Federal Excise Tax.

Citation Golden Carole "21" . . . 21 jewel guaranteed accurate watch in 14K yellow gold case of lifetime elegance. Adjustable expansion bracelet harmonizes with case in beautiful fashion styling. Lifetime unbreakable mainspring Beautifully gift boxed. Guaranteed accurate.
7M1814. List 110 00 549756 Ea

Citation Golden Carole "W" "21" . . . *As above in 14K white gold.*
7M1815. List 110.00. 549758 Ea.

Sea Champ . . . 17 jewel guaranteed waterproof* watch lives up to its name Stainless steel case is dustproof, guaranteed accurate movement is shock-absorbing, anti-magnetic, has unbreakable mainspring. Luminous, full figure dial. Sweep second hand. Inlaid expansion band. Truly, a winner in value!
7M1816 . . . . . **List 49.50 324805 Ea.**

BENRUS

GUARANTEED *Waterproof**

NOT A DROP OF WATER, NOT A SPECK OF DUST CAN EVER GET IN!

"TOWED 'ROUND THE WORLD UNDER-WATER—the Benrus self-winding waterproof* kept perfect time. Historic underwater tests prove that the Benrus waterproof is the finest waterproof watch you can buy!"

SEAL OF WATERPROOF* PROTECTION! This seal guarantees that no water, moisture or dust can harm your Benrus waterproof watch. Insist on a Benrus . . . finest waterproof watch you can wear

Sea Exec "Z" . . . 17 jewels. Guaranteed waterproof*. Yellow top, stainless steel back. Luminous black dial, sweep second hand. Shock-absorbing movement. Expansion band. Unbreakable mainspring. Guaranteed accurate.
7M1932 List 65.00 430505 Ea.
Sea Exec . . . *Same as above, with white dial*
7M1933 . List 65.00. 430505 Ea.

Sea View "21" . . . 21 jewels give peak precision. Modern chrome-top case is guaranteed waterproof*. Stainless steel back. Anti-magnetic. Luminous dial, sweep second hand. Inlaid expansion band. Shock absorbing. Unbreakable mainspring.
7M1817. .List 65.00 . .430758 Ea.
Sea View "Z" "21" . . . *Same as above in black luminous dial*
7M1818 List 65.00. . 430758 Ea.

Sea Atlas . . . 17 jewels, guaranteed waterproof*, with magnificent ultra-flat yellow top case. Shock-absorbing movement. Unbreakable mainspring. Sweep second hand. Stainless steel back. Luminous dial. Leather inlaid expansion band
7M1819 .List 75.00 432405 Ea.
Sea Atlas "Z" . . . *Same as above with striking black luminous dial.*
7M1820. .List 75.00. 432405 Ea.

Dial-O-Rama Consort . . . 17 jewels, *flashes* the exact hour and minute! Guaranteed waterproof* case has yellow top, stainless steel back. Unbreakable mainspring. Shock-absorbing movement. Leather inlaid expansion band. Gift boxed.
7M1821 List 92.50 . 541405 Ea.
Dial-O-Rama Viking . . . *As above in chrome top, stainless steel back.*
7M1822 List 79.50 .437203 Ea.

DISTINGUISHED NEW

BENRUS

LUXURY WATCHES

- Classically beautiful Benrus watches . . . elegant expansion bracelets.
- Guaranteed accurate Benrus 17 jewel movements, electronically timed and tested. Unbreakable mainspring—lasting dependability!
- Beautifully made, beautifully packaged in distinguished presentation cases. Truly a beautiful gift!

Senior Exec . . . 17 jewels. A truly executive watch in 10K yellow rolled gold plate top, stainless steel back, for dress-up elegance. Guaranteed accurate, shock-absorbing movement for rugged, everyday duty. Luxury expansion band, easy-to-read full figure dial, stainless steel back. Unbreakable mainspring. Beautifully Gift boxed.
7M1823 List 49.50 324905 Ea.

Kingsman . . . 17 jewel regal-looking watch you'll wear or give proudly. Modern masculine case has deluxe 10K yellow rolled gold plate top, with stainless steel back to withstand years of rugged wear. Shock-absorbing movement, unbreakable mainspring. Expansion band inlaid with genuine leather for ultra luxury. Gift packaged. Guaranteed.
7M1824 List 59.50 328506 Ea.

Paramount "Z" . . . 17 jewels. Jet black dial contrasts smartly with 10K yellow rolled gold plate top, stainless steel back. Shock absorbing movement. Matching leather-inlaid expansion band. Unbreakable mainspring. Gift-boxed
7M1826. List 65.00. 430858 Ea.
Paramount . . . *Same as above with white dial*
7M1825 .List 65.00 .430858 Ea.

S & M COMPANY

BENRUS

Self Winding

WATERPROOF *

REMINDS ITSELF TO WIND ITSELF . . . AUTOMATICALLY!

Always perfectly wound, always perfectly accurate, the Benrus Self-Winding watch is the finest you can wear. It combines every wanted automatic watch feature—convenience, accuracy, and dependability. All Benrus Self-Winding watches are shock-resistant, anti-magnetic . . . with an unbreakable mainspring. Truly—the newest, most modern watch in the world!

Golden Regent "25" . . . 25 jewel automatic movement for marvelous precision *without* winding! Magnificent 14K gold case is guaranteed waterproof* New ultra-flat shape, new hidden-crown! Shock-absorbing movement, anti magnetic, unbreakable mainspring. Luminous dial, sweep second hand Tapered expansion band inlaid with genuine leather.
7M1827 List 195.00 985005 Ea

Golden Regent "Y" "25" . . . *Same as above in 10K yellow gold filled.*
7M1828 List 125.00 656607 Ea

Sky Prince . . . 17 jewels, self-winding – slightest wrist motion winds it as you wear it! Guaranteed waterproof* stainless steel case. Shock-absorbing movement, anti-magnetic, unbreakable mainspring. Luminous dial, sweep second hand. Inlaid expansion band. The ideal watch for the active man. Guaranteed accurate. Gift boxed.
7M1829. List 71.50 .433405 Ea.

Sky Jet . . . 17 jewel self-winding movement, always wound, always accurate. Guaranteed waterproof* case has rich yellow top, stainless steel back. Shock-absorbing movement, unbreakable mainspring. Luminous dial, sweep second hand. Leather inlaid expansion band.
7M1830 List 85.00 439905 Ea.
Sky Jet "Z" . . . *In black dial.*
7M1831 List 85.00 439905 Ea

Sky Ace "25" . . . Micro-accurate 25 jewel automatic movement reminds itself to wind itself! Stainless steel case is guaranteed waterproof*. Shock-absorbing movement, anti-magnetic, luminous dial, sweep second hand. Masculine inlaid expansion band. Unbreakable mainspring. A masterpiece of watchmaking skill. In presentation box.
7M1832 . . List 85.00 .542906 Ea.

Sky Atom "25" . . . Ultimate in automatic time-keeping—25 jewels. Guaranteed waterproof* case in rich yellow top, stainless steel back. Sweep second hand, shock-absorbing movement, anti-magnetic. Luminous full-figure dial. Leather inlaid expansion band.
7M1833 List 95.00 547456 Ea
Sky Atom "Z" "25" . . . *In black dial.*
7M1834 List 95.00. 547456 Ea.

Belle . . 17 jewels Glamorous and exciting, case has 10K yellow rolled gold plate top, stainless steel back. Easy-view full-figure dial. Matching expansion band. Unbreakable mainspring.
7M1835 . . . . . List 49.50 324903 Ea.

Belle "W" . . . *Same as above in white.*
7M1836 . . . . . List 49.50 324903 Ea

Sheree . . 17 jewels. A delicately styled case of 10K yellow rolled gold plate top, stainless steel back Expansion bracelet blends to perfection with exquisite case. Unbreakable mainspring Gift packaged. Guaranteed.
7M1905 . . . . . List 59.50 329957 Ea.

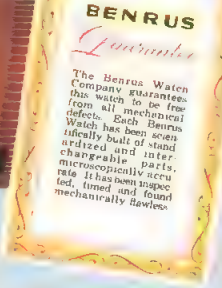
Sheree "W" . . *In white.*
7M1906 . . . List 59.50 329957 Ea.

Joyce . . 17 jewels. So petite and dainty it will pass through a ring! Distinctive 10K yellow rolled gold plate top, stainless steel back. Expansion bracelet. Unbreakable mainspring. Beautifully gift boxed.
7M1902 . . . . List 67.50 432156 Ea.

Joyce "W" . . . *In white.*
7M1903 . . . . . List 67.50 432156 Ea.

Playmate . . . 17 jewel ideal watch for every occasion. Top of case is the regal color of natural gold, stainless steel back Sweep second hand! Expansion bracelet. Unbreakable mainspring
7M1837 List 71.50 432805 Ea.

Playmate "S" . . . *As above with black suede strap.*
7M1838 . . . List 59.50 329956 Ea


BENRUS
Guarantee
The Benrus Watch Company guarantees this watch to be free from all mechanical defects. Each Benrus Watch has been scientifically built of standardized and interchangeable parts, microscopically accurate It has been inspected, timed and found mechanically flawless

Prices do not include Federal Excise Tax.
*If crystal, case and crown remain intact.

Gorgeous Diamond Watches BY BENRUS

SUPERB
BENRUS
QUALITY

Each magnificent model set with genuine diamonds of fiery brilliance!

- A lifetime investment in precious jewelry, priced for exceptional value.
- Deluxe Benrus 21 jewel movements of guaranteed accuracy!
- A nationally-famous Benrus . . . your wisest choice in a fine diamond watch

A—Diamond Paree "21" . . . 21 jewels, the gleam of 2 genuine 8 facet diamonds. 10K white rolled gold plate top, stainless steel back. Full figure dial. Expansion band. Unbreakable mainspring

7M1839 List 75.00
541456 Ea

Diamond Paree "I" "21" . . . *As above in yellow.*

7M1840 List 75.00
541456 Ea.

B—Diamond Abby "21" . . . 21 jewel movement, plus the breathtaking brilliance of two sparkling diamonds! Stunning 14K white gold case. Expansion bracelet Unbreakable mainspring.

7M1841 List 115.00
549803 Ea.

Diamond Abby "G" "21" . . . *Same as above in yellow*

7M1842 . . . . . List 115.00
549803 Ea.

C—Diamond Anne "21" . . . 21 jewels. 2 genuine diamonds set in a splendid 14K white gold case. Matching expansion bracelet accented with stunning rhinestones. Unbreakable mainspring

7M1843 List 135.00
655758 Ea.

Diamond Anne "G" "21" . . . *In 14K yellow gold.*

7M1844 . . . . . List 135.00
655758 Ea.

D—Diamond Summit "21" . . . 21 jewels. 6 genuine diamonds dance with fire in a quality case of 14K white gold. Faceted crystal. Matching expansion band enhances the twinkling beauty

7M1845 List 150.00
764003 Ea

Diamond Summit "G" "21" . . . *As above in yellow.*

7M1846 List 150.00
764003 Ea.

E—Diamond Victoria "21" . . . 21 jewel movement and the star-bright radiance of 10 genuine diamonds in a 14K white gold case. Glamorous matching double snake chain bracelet with safety chain clasp. Unbreakable mainspring Always dependable, guaranteed accurate.

7M1947 List 195.00
983557 Ea.

SMARTEST WAY TO A WOMAN'S HEART

The famous, the original, the one and only
BENRUS
Embraceable®

- Opens to fit the wrist, closes to circle the wrist with beauty!
- Accurate watch and stunning bracelet combined.

Embraceable Val . . . 17 jewels. Striking watch and stunning bracelet combined! Full figure dial. Magnificently designed case in 10K yellow rolled gold plate top, stainless steel back. Unbreakable mainspring Safety chain Guaranteed accurate!

7M1847 . . . . List 65.00
329904 Ea.

Embraceable Val "W" . . . *As above in white.*

7M1848 . . . . List 65.00
329904 Ea.

Embraceable Susan "21" . . . 21 jewel movement heightens the value of this entrancing bracelet watch combination Modern dome crystal, 10K yellow rolled gold plate top, stainless steel back. Safety chain. Unbreakable mainspring. Gift packaged

7M1849 . . . . . List 71.50
436857 Ea.

Embraceable Susan "W" "21" . . . *In white*

7M1850 . . . List 71.50
436857 Ea.

Embraceable Ellen . . . 17 jewels. Circles the wrist with glamour in the most fitting way A stunning bracelet and watch in one! Stylish 10K yellow gold-filled case Safety chain. Unbreakable mainspring. Guaranteed accurate movement Gift packaged

7M1851 . . . List 85.00
542989 Ea.

Embraceable Ellen "W" . . . *As above in white.*

7M1852 . . . . . List 85.00
542989 Ea.

Embraceable Diamond Liz "W" 17jewels. Twothery diamonds impart radiant beauty to this fabulous bracelet watch combination 10K white rolled gold plate top, stainless steel back Safety chain. Gift boxed. Guaranteed.

7M1853 . . . . . List 89.50
543756 Ea

Embraceable Diamond Liz . . . *In yellow*

7M1854 . . . . . List 89.50
543756 Ea

Prices do not include Federal Excise Tax

S & M COMPANY

FAMOUS NAME SINCE 1878

HAMPDEN

DISTINGUISHED NAME ON FINE WATCHES SINCE 1878

GUARANTEED FOR LIFE*

ALL MOVEMENT PARTS GUARANTEED AGAINST BREAKAGE

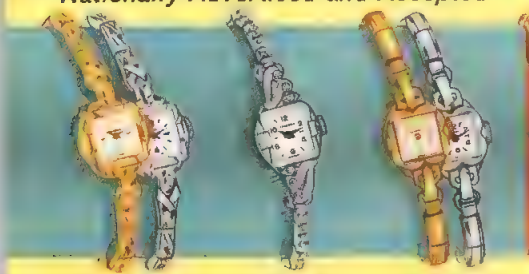
STARDUST. 2 DIAMONDS matched for loveliness, one at each end of dauntily feminine 14K YELLOW SOLID GOLD case. Has 10K gold filled expansion bracelet GUARANTEED FOR LIFE* 25 JEWEL shock-protected movement.

7M2910 List 95.00 **437658 ea.**

As above, in 14K WHITE SOLID GOLD

7M2911 List 95.00 **437658 ea.**

Nationally Advertised and Accepted



25 JEWEL TREASURES

PATRICIA. Refreshingly new the charming end design and side motif of this striking 10K yellow gold plate case with steel back 10K gold filled matching expansion bracelet 25 JEWEL shock-protected movement. GUARANTEED FOR LIFE*

7M2912 List 71.50 **326457 ea.**

As above in 10K White Gold plate case.

7M2913 List 71.50 **326457 ea.**

LOTUS Beauty flashes in this 14K WHITE SOLID GOLD case set with 6 DIAMONDS 10K gold filled expansion bracelet harmonizes with case design Clear reading dial is set off by high raised crystal Accurate and dependable 25 JEWEL shock-protected movement GUARANTEED FOR LIFE*

7M2914 List 150.00 **658957 ea.**

GRACE. Fashionable style in 14K YELLOW SOLID GOLD case with high raised crystal Fitted with a matching 10K gold filled expansion bracelet Dependable 25 JEWEL shock protected movement, GUARANTEED FOR LIFE*

7M2915 List 79.50 **431503 ea.**

As above, 14K WHITE SOLID GOLD case

7M2916 List 79.50 **431503 ea.**

FELICIA. Beautiful lines in a modern 14K YELLOW SOLID GOLD case Conforming expansion bracelet is 10K gold filled Accurate 21 JEWEL shock protected movement GUARANTEED FOR LIFE*

7M2917 List 75.00 **328503 ea.**

As above, 14K WHITE SOLID GOLD case.

7M2918 List 75.00 **328503 ea.**

SEABURY. Yellow case color of natural gold with new facet design, steel back. WATER-RESIST* Matching expansion bracelets with handsome facets and insets Unbreakable crystal Has 21 JEWEL shock-protected movement GUARANTEED FOR LIFE*

7M2919 List 71.50 **326558 ea.**

*All Hampden WATER RESIST and SHOCK PROTECTED watches, when manufactured conform to the specifications of the Federal Trade Commission "To remain Water-resistant crystal and crown must be intact, if opened, the case must be closed by a competent watchmaker to remain WATER RESISTANT" Retail Prices INCLUDE Federal Excise Tax. Prices subject to change without notice. All watches are illustrated 7/8 actual size

AUTOMATIC WATER RESISTANT

SEND SEPARATE ORDERS FOR PARCEL POST SHIPMENTS TO: S & M COMPANY, MINNEAPOLIS 3, MINN.

3M* Watch numbers sent from Minneapolis Stock

7M* Watch numbers sent from Chicago Stock

[A] NAUTILUS. AUTOMATIC-WATER-RESIST* Winds with the movement of the wrist Faceted case in Chrome top and steel back Sweep second hand Sunburst dial of modern design Expansion bracelet 17 JEWEL shock protected movement, GUARANTEED FOR LIFE*.

7M2920 List 77.50 **430506 ea.**

[B] AQUAMATE. World's tiniest AUTOMATIC watch, and so moderately priced! WATER RESIST* 10K Yellow Gold Plate case with sleek expansion bracelet in 10K gold filled Shock-protected 17 JEWEL movement, GUARANTEED FOR LIFE*.

7M2921 List 100.00 **438507 ea.**

As above, in 10K White Gold Plate case

7M2922 List 100.00 **438507 ea.**

[C] AQUAMATIC. The ultimate in a fine AUTOMATIC watch All stainless steel case and matching expansion bracelet with inset links WATER RESISTANT*, radium dial and hands Accurate GUARANTEED FOR LIFE*, 17 JEWEL shock protected movement.

7M2923 List 79.50 **431503 ea.**

25 JEWELS AUTOMATIC

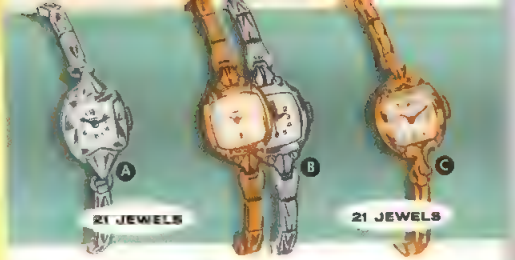
ULTRA THIN

ELDORADO Self-winding AUTOMATIC. WATER RESIST* case in yellow gold plate with stainless steel back. Modern radium dial and hands. Sweep Second Hand. Unbreakable crystal. Matching gold filled expansion bracelet with up-to-date insets. GUARANTEED FOR LIFE* 25 JEWEL shock protected movement.

7M2935 List 95.00 437505 ea.

ARISTOCRAT. To be worn with pride. The sleek handsome lines of this modern yellow gold plate case with steel back and matching expansion bracelet will win praise. The ultra-thin design of the case and band is the "new look" in fine watches of today. Famous 17 JEWEL shock-protected movement GUARANTEED FOR LIFE*.

7M2936 List 71.50 326508 ea.



[A] **GLORIA.** To the new sculptured effect of this lovely case in 10K white gold plate with steel back to its matching sleek expansion bracelet, makes a beautiful possession. Raised figure dial with fashionable domed crystal. Famous for accuracy, 21 JEWEL shock-protected movement. GUARANTEED FOR LIFE*

7M2937 List 65.00 324705 ea.

[B] **CHARLOTTE.** A delight to own, this watch in 10K yellow gold plate case with steel back. Beautiful matching 10K gold filled expansion bracelet. Sweep Second Hand. 17 JEWEL GUARANTEED FOR LIFE* shock-protected movement

7M2938 List 71.50 326504 ea.

As above, in 10K WHITE gold plate case

7M2939 List 71.50 326504 ea.

[C] **LYRIC.** Stunning fashion over modern dial. Dainty case in color of natural gold with steel back. The matchng bracelet becomes part of the graceful ends of this lovely case. Gleaming contoured crystal and raised figured dial. Dependable 21 JEWEL shock-protected movement GUARANTEED FOR LIFE*

7M2940 List 59.50 323958 ea.

HAMPDEN

DISTINGUISHED NAME ON FINE WATCHES SINCE 1870

- Precision Timed and Adjusted in U.S.A.
- Dust-Protected throughout • Anti-Magnetic
- Parmaflex Hairspring assures accuracy
- Fully Shock-Protected • Presentation Gift Box with each watch

GUARANTEED FOR LIFE*

Nationally Advertised and Accepted

*All movement parts, including mainspring and balance staff, are Guaranteed For Life against breakage. Defective or broken parts will be replaced without charge for material or labor, by Hampden Watch Company

ENVOY. WATERPROOF* in the ever popular round style. Chrome top case and steel back. Unbreakable crystal, radium dial and hands. Sweep Second Hand. Handsome steel expansion bracelet with insets. 17 JEWEL shock-protected movement GUARANTEED FOR LIFE*

7M2941 List 47.50 217657 ea.

AQUA-QUEEN Ladies' WATERPROOF* Lovely case in Chrome top with steel back. Unbreakable crystal, luminous dial and hands. Sweep Second Hand. Steel expansion bracelet with insets. Famous 17 JEWEL shock-protected movement GUARANTEED FOR LIFE*

7M2942 List 75.00 327503 ea.

KENT. AUTOMATIC—and WATERPROOF*. Case in the color of natural gold with steel back. Modern expansion bracelet with insets of newest design. Luminous dial and hands. SWEEP SECOND HAND. Unbreakable crystal. 17 JEWEL shock-protected movement. GUARANTEED FOR LIFE*

7M2943 List 75.00 328257 ea.

FRANKLIN. Self-winding AUTOMATIC. case of 10K Yellow Rolled gold plate, steel back. Sweep Second Hand. Dome crystal. Gold filled expansion bracelet. which spells "class". 17 JEWEL shock-protected movement GUARANTEED FOR LIFE*

7M2944 List 85.00 434503 ea.

As above, case in 10K yellow gold filled

7M2945 List 125.00 545903 ea.

SEND SEPARATE ORDERS FOR PARCEL POST SHIPMENTS TO:
S & M COMPANY, MINNEAPOLIS 3, MINNESOTA
7M Watch numbers sent from Minneapolis Stock
7H Watch numbers sent from Chicago Stock

HAMPDEN

DISTINGUISHED NAME SINCE 1878

- Precision Timed and Adjusted in U.S.A.
- Dust-Protected throughout • Anti-Magnetic
- Permaflex Hairspring assures accuracy
- Fully Shock-Protected • Presentation Gift Box with each watch

GUARANTEED FOR LIFE*

ALL MOVEMENT PARTS GUARANTEED AGAINST BREAKAGE

HAMPDEN'S GUARANTEE AGAINST LOSS OF DIAMONDS

All Hampden diamond-set watches are guaranteed against accidental loss of diamonds from the settings for one year from date of purchase. Any diamonds so lost will be replaced free.

[A] JULIET. Gift of elegance, lovely 2 DIAMOND watch in a mirror-polished 14K WHITE SOLID GOLD CASE. Fully dust protected. Gracefully designed flattering bracelet in 10K white gold filled. Superb 21 JEWEL shock-protected movement GUARANTEED FOR LIFE*

7PM2900 List 115.00 **540503 ea.**

[B] SONATA. Magnificently styled 14K WHITE SOLID GOLD case, framed by 24 DIAMONDS that sparkle with fiery radiance. 10K gold filled bracelet. 21 JEWEL shock-protected movement GUARANTEED FOR LIFE*

7PM2901 List 375.00 **2143106 ea.**

[C] RADIANT. Like twinkling stars—10 DIAMONDS ablaze with dazzling radiance set in this 14K WHITE SOLID GOLD mirror-polished case, tapered expansion bracelet. 21 JEWEL movement GUARANTEED FOR LIFE*

7PM2902 List 250.00 **992103 ea.**

Nationally Advertised and Accepted

[D] OLYMPIAD. A Masterpiece. shock-protected SELF-WINDING 25 JEWEL movement GUARANTEED FOR LIFE* Water resist 10K yellow gold filled top case, steel back. Inlaid leather expansion bracelet

7M2903 List 115.00 **540756 ea.**

As above, 14K GOLD case

7PM2904 List 165.00 **767705 ea.**

[E] AQUATITE. This handsomely styled AUTOMATIC-WATER RESIST case has a lapped faceted Chrome top and steel back. Sweep Second hand. Matching stainless steel expansion bracelet with inserts. GUARANTEED FOR LIFE* 25 JEWEL shock-protected movement

7M2905 List 85.00 **434504 ea.**

[F] CLASSIC. Symmetry gets a touch of genius in this slim BANGLE watch. Case is 10K yellow gold filled. Encircling bracelet has safety chain. Shock-protected 17 JEWEL movement. GUARANTEED FOR LIFE*

7M2906 List 85.00 **435305 ea.**

[G] LADYSHIP. The smallest AUTOMATIC ever! And how these 6 DIAMONDS sparkle in their 14K white gold settings. WATER-RESIST* 10K yellow gold filled case. Expansion bracelet. Luminous dots and hands. GUARANTEED FOR LIFE* 17 JEWEL shock protected movement

7PM2907 List 165.00 **768107 ea.**

[H] COLUMBIA. WATERPROOF* watch case in the color of natural gold with matching inset expansion bracelet. Unbreakable crystal, radium dial and hands. Sweep Second hand. Distinctive dial treatment. JET BLACK sunburst effect. 17 JEWEL shock-protected movement GUARANTEED FOR LIFE*

7M2908 List 55.00 **321956 ea.**

Same as above, but with WHITE DIAL

7M2909 List 55.00 **321956 ea.**

SEND SEPARATE ORDERS FOR PARCEL POST SHIPMENTS TO:
S & M COMPANY, MINNEAPOLIS 3, MINNESOTA
7M—Watch numbers sent from Minneapolis Stock

30 JEWELS
AUTOMATIC
WATER RESISTANT

IMPERIAL. AUTOMATIC, SELF-WINDING 30 JEWEL shock protected movement in an aristocratic case of 10K yellow rolled gold plate with steel back. Smart new design of the inset expansion bracelets spells class. Radium dial and hands. WATER-RESIST* Masculine, in every way . . . GUARANTEED FOR LIFE*, dependable movement.

7M2924 List 125.00 **543258 ea.**

[A] DIANA. Modern 10K yellow gold plate case, steel back. 10K gold filled expansion bracelet matches case. Domed crystal. 21 JEWEL GUARANTEED FOR LIFE* shock-protected movement

7M2925 List 65.00 **324756 ea.**

As above in White Gold Plate case

7M2926 List 65.00 **324756 ea.**

[B] ALICIA. NURSE'S watch, case in 14K YELLOW SOLID GOLD. Expansion bracelet inset with leather, 10K gold filled. Sweep Second Hand. GUARANTEED FOR LIFE* 17 JEWEL shock-protected movement.

7M2927 List 95.00 **437958 ea.**

As above, in 10K Yellow gold filled case.

7M2928 List 77.50 **329957 ea.**

[C] LORETTA. Exquisite styling in a detailed very dainty case of natural gold color. Contoured dome crystal and raised figure dial. Chic 10K gold filled expansion bracelet. 21 JEWEL shock protected movement, GUARANTEED FOR LIFE*.

7M2929 List 59.50 **323405 ea.**

[D] SHIPMATE. Modern faceted Chrome top case WATER-RESIST* with steel back. Matching steel expansion bracelet with insets. Sweep Second Hand. Radium dial and hands. 21 JEWEL dependable shock-protected movement, GUARANTEED FOR LIFE*

7M2932 List 59.50 **323958 ea.**

[E] SPARTAN. Handsome case in 10K Yellow Gold Plate with steel back. WATER-RESIST*. Matching expansion bracelet with inset of modern design. AUTOMATIC—17 JEWEL shock-protected movement, GUARANTEED FOR LIFE*.

7M2933 List 85.00 **435657 ea.**

[F] MARINER. For the active man this rugged WATERPROOF* in a stainless steel case. Sweep Second Hand. Matching expansion bracelet with insets. Radium dial and hands. GUARANTEED FOR LIFE* accurate 17 JEWEL shock-protected movement.

7M2934 List 55.00 **322356 ea.**

SEND SEPARATE ORDERS FOR PARCEL POST SHIPMENTS TO:
S & M COMPANY, MINNEAPOLIS 3, MINN.
"7M" Watch numbers sent from Minneapolis Store
7PM Watch numbers sent from Chicago Store

WATERPROOF STREAMLINE

EMBASSY. Masculine Chrome top, steel back case. Sweep Second Hand. Radium dial and hands. Matching inset expansion bracelet of newest design. Shock-protected 17 JEWEL movement, GUARANTEED FOR LIFE*.

7M2930 List 52.50 **218258 ea.**

THIN AS A COIN

DIPLOMAT. Elegant in a 14K YELLOW SOLID GOLD case. Its slimness bring admiring expressions. Raised figure dial with smart black suede strap. GUARANTEED FOR LIFE* 17 JEWEL shock protected movement.

7M2931 List 140.00 **650407 ea.**

HAMPDEN

DISTINGUISHED NAME ON FINE WATCHES SINCE 1878

- Precision Timed and Adjusted in U.S.A.
- Shock-Protected
- Dust-Protected
- Anti-Magnetic
- Attractive Gift Box with each watch

GUARANTEED FOR LIFE*

*All movement parts, including mainspring and balance staff, are Guaranteed for life against breakage. Defective or broken parts will be replaced without charge for material or labor by Hampden Watch Company.

Every Hampden watch is equipped with fully Jeweled Lever Escapement for accuracy. A feature found only in fine quality timepieces.

1959 OUTBOARD MOTORS

MERCURY

The new Mercury outboard line for 1959 offers the industry's highest horsepower, two new power classifications, and quieter operation. Produced by the Kiekhaefer Corporation, Fond du Lac, Wisconsin, the nine models will be led by the 70-hp Mark 78A with 66 cubic inches displacement, and range from the two-cylinder 6-hp fishing outboard to the six-cylinder Mark 78A cruising motor.

Mercury's two new horsepower classes are 15 and 35 hp. The two-cylinder Mark 15A offers four engines in the fishing class with 6, 10, 15, and 22 hp. The four-cylinder Mark 35A appears in five models with 35, 40, 45, 60, and 70 hp.

All 1959 Mercurys of 35 hp and over are available as electric starting models with built-in generator. Five models will have single-lever control, and three hydraulic safety Dyna-Shock absorbers as optional equipment. Propeller slip clutches are standard on all models.

The two six-cylinder models offer counter-rotating propellers for twin engine installations. Both are available with either left or right hand propeller rotation.

Three models are rated at one or more hp per cubic inch of displacement, with the Mark 78A at 1.06 hp per cubic inch. This model and the 60 hp Mark 75A also offer a weight ratio of less than 2.5 pounds per horsepower.

Quieter operation in 1959 is given by a sealed cowl enclosure with a rear air intake. The Merconomizer, a fuel-saving device, is offered in five models and yields up to 60 per cent greater fuel mileage at cruising speeds in the four- and six-cylinder Mercurys.

The new Mark 15A with 15 hp incorporates under-water exhaust, glide-angle design, and automatic transmission with single lever control of forward, neutral, reverse, and throttle. Designed for fishermen with its 1 mph trolling speed, the motor is also capable of pulling water skiers at 30 mph.

A four-cylinder in-line engine, the new 35-hp Mark 35A, is also presented this year.

Automotive-type fixed-jet carburetors are standard on the Marks 28A, 58A, and 78A. They eliminate the need for adjustable high speed needle valves and assure a correct fuel-air mixture for intermediate, cruising, and full load operation.

The Mark 78A features increased torque through a wide range of engine speeds. The Mark 75A, rated at 60 hp, is an improved higher torque version of the Mark 75, which last year set a world's endurance record of 50,000 miles for motorboats. The competition version of this motor, the Mark 75H, shattered the world's outboard speed record this year when Hubert Entrop of Seattle drove it 107.90 mph on his home-built hydroplane.

The single-lever remote control will be a major feature of the 78A and 75A. In place of the two conventional levers for speed and shifting, the operator has forward, reverse, stop, start, speed, and choke all in the single lever.

Mercury's propeller selection has been expanded. Motors from 35 hp up will be shipped without propeller so that dealers can tailor the motor to the buyer's boat.

Dyna-Shock absorbers, designed to restrain the kick-up and rebound resulting from impact of the lower unit with an underwater obstacle, will be optional on the Mark 28A, the Mark 58A, and the Mark 78A. Upon impact, a Safety-Tilt switch momentarily shuts off the ignition and slows down the propeller to prevent the violent thrust surge which would occur.

GALE BUCCANEER

The Sovereign, a streamlined, 35-hp outboard, heads the 1959 line of Gale-Buccaneer outboard motors, unveiled by newly franchised Miami area dealers of the Gale Products Division of Outboard Marine Corp., Galesburg, Ill.

The Gale-Sovereign is a combination of vigorous power and smart design.

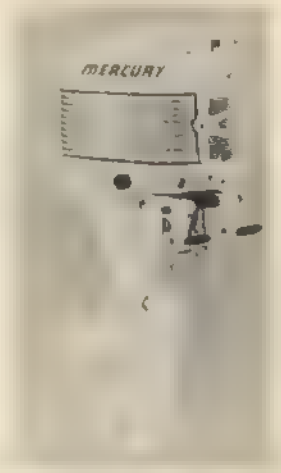
Surrounding the Sovereign, Gale Products offers a line ranging from 3 to 35 hp. Included are six models of Gale-Buccaneer in Sea Mist Green and Surf White. The line boasts refinements designed to satisfy the consumer demand for greater power and quieter, more dependable performance. The 25 hp deluxe electric model features automatic key starting and may be adapted to convenient remote controls as can the 12 hp and 35 hp deluxe Buccaneer models.

The 35-hp Gale-Sovereign has concealed controls and numerous engineering improvements. Sovereign features include easy maneuverability; operational ease and convenience; automatic key switch starting; and forward, neutral, and reverse gears. Its silencing system and vibration-free mountings assure quiet operation.

Gale Products also offers a complete line of Buccaneer accessories.

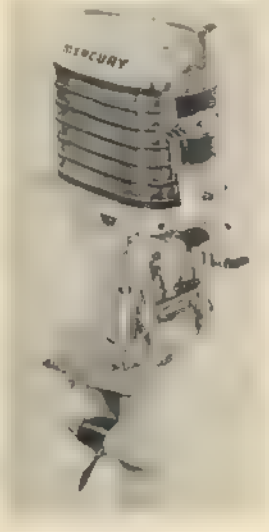
The 35 hp Sovereign heads the Gale-Buccaneer line. It has forward, neutral and reverse gears adaptable for use with remote controls.

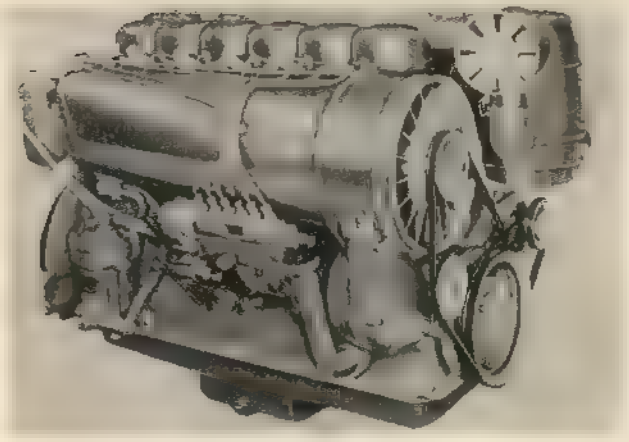
The 3 hp Gale-Buccaneer has an automatic lock which prevents tilting when in reverse. The motor weighs only 32 lbs.



Mercury enters the 35 hp class with the Mark 35A. It features Merconomizer, a fuel saving device, offering up to 60 per cent more miles to the gallon.

Heading the Mercury line is the powerful 70 hp Mercury Mark 78A with new styling and quieter action.





One of the three new Deutz models is this air-cooled diesel F6L 712, distributed in America by Diesel Energy Corporation.

Lister-Blackstone introduces an intermediate model. It is a compact, air-cooled, four stroke diesel engine.

DEUTZ DIESEL

Three new models of Deutz air-cooled diesel engines have been added to the existing line, it was announced by the Diesel Energy Corporation of 82 Beaver St., New York City, U. S. representative of Kloeckner-Humboldt-Deutz A. G.

The models are the F3L 712, F4L 712 and F6L 712, representing 3, 4 and 6 cylinders, vertical in-line engines, with a bore and stroke of 3¾" x 4¾". These new models are an extension of the "small engine family" F1/2L 612 respectively 712 Deutz engines, whereas the "larger family" of air-cooled engines (bore and stroke 4⅜ x 5½" model 514/614) range is from 2- to V-12 cylinders.

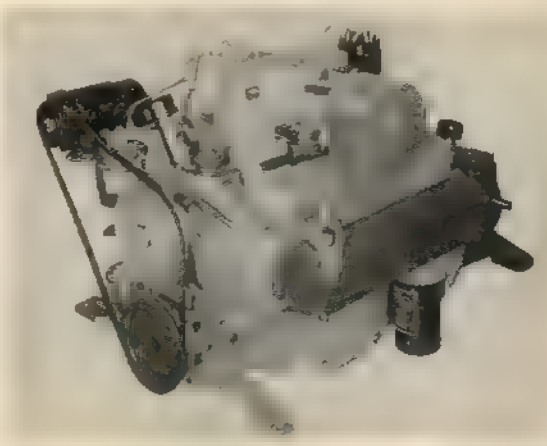
On all five 712 models (F1L 712, F2L 712, F3L 712, F4L 712 and F6L 712) the majority of wearing parts (cylinders, cylinder heads, pistons, connecting rods, valves, rocker arms, bearing inserts, etc.) are all completely interchangeable between all models. By standardizing of cylinder units maximum usage of interchangeable parts is made, simplifying maintenance.

For sales and spare parts services a network of distributors and dealers is at the customer's disposal throughout the United States.

BARR MARINE

Barr Marine Products Co. of Philadelphia, Pa. are ready with the 1959 conversions of the Buick, Cadillac, Chevrolet, Chrysler, DeSoto, Dodge, Edsel, Ford, Lincoln, Mercury, Oldsmobile, Plymouth and Pontiac engines. Also available are conversions for many of these engines from 1937. Barr gives boat owners a wide selection of dependable, economical, compact, marine engines.

A new trend has been observed this year—the use of hydraulic reduction and reverse gears such as the Borg-Warner Velvet Drive for which Barr manufactures adaptations to most of the automotive engines of today. For those who prefer mechanically operated gears, Barr has a line of reverse and reduction gears.



This 315 hp Chevrolet fuel injection engine has been converted to marine use with conversion equipment of Federal Marine Motors Co., 9011-13 Cottage Grove Ave., Chicago 19, Ill. The company announces hydraulic marine transmissions for most of the V-8 engines.

During the past year, the first conversions of the Edsel and Chevrolet Impala were marketed by Barr.

A catalog of their complete line is available from Barr Marine Products Co., 2701 E. Castor Ave., Philadelphia 34, Pa.

LISTER-BLACKSTONE

A new series of air-cooled marine engines is offered by Lister-Blackstone, Inc., of Long Island City, N. Y. These four-stroke diesel engines are compact, comparatively lightweight, and economical in operation.

Adequate cooling is effected by an impeller integral with the flywheel which circulates cooling air through deep fins on each cylinder. This permits the engine to operate in ambient temperatures up to 130 degrees without loss of power.

The engines can be hand-started easily, even in low temperatures without pre-heating. A rotary pump, situated below the oil level, supplies oil under pressure to all crankshaft bearings, the gear train, and valve rocker gear. Shell-type main and big end bearings are fitted for ease of maintenance and replacement.

An intermediate model, SL3MGR, has also been introduced with a rating of 12 hp at 1800 rpm, completing a comprehensive range from 3 to 30 hp in air-cooled diesels.

(Engines continue on page 205)

A Chevrolet 348 Impala fully converted with Barr Marine Conversion kit. The engine has been equipped with Borg-Warner Velvet Drive hydraulic transmission and reverse.

JOHNSON SEA-HORSE

A form-fitting silhouette, described by Johnson Motors as "dynautical design," will highlight the new line of Sea-Horse out boards.

The 50-hp, V-4 Sea-Horse, queen of the fleet, will zip through the water with a faster propeller. The screw's diameter is trimmed to 12⅜". Its pitch is increased to 14". This faster turn and deeper "bite" will mean several more miles an hour for most boats. An aluminum alloy adds strength and greater ductility allowing the propeller to be easily straightened.

A white finish—a fashionable compliment to boats of any decor—covers both the powerhead and lower unit of all Johnson models. Trim is gold or chrome with accents of gray and red.

The cover of each model, except the 3 hp, is molded from lightweight, non-corroding fiberglass.

A water system thermostat-regulator, introduced in the V-50 and Super 35 models has been adapted to the 18, 10 and 5½ hp 1959 Sea-Horse to keep jacket water temperature between 130 and 150 degrees.

With a 70.7 cubic inch piston displacement, the V-50 has a three-inch bore and a 2½ inch stroke. Mounted in V formation the pistons' firing impulses occur every 90 degrees giving a smooth flow of power to the crankshaft. The motor is balanced at engine speed.

The power unit of the 50, 35 deluxe and 35 hp manual starting motors, including the exhaust pipe, is mounted flexibly within the hood, which extends to the water. With the exception of a small air intake opening at its base, the hood is completely sealed to form a large air-intake silencer.

Soft rubber mounts which isolate the engine from the hood and prevent the cover from transmitting noise, have been incorporated into the 18 and 10 hp models. The covers of these motors, and of the 5½ hp model, are completely sealed.

Holding its place beside the V-50 is the Sea-Horse 35, a two-cylinder, alternate-firing outboard with a 40.5 cubic inch piston displacement.

The eight Sea-Horse models are: Super 35, the 35, the 18, 10, 5½ and the Super 35, the 35, the 18, 10, 5½ and the 3 hp. (A kit to equip the manual-starting 18-hp motor for electric-starting will be sold as an accessory.)

An improved electric starter for the V-50 and 35 hp models delivers more power but draws less current from the battery.

With the exception of models in two horsepower categories, prices of the 1959 engines will remain unchanged from last year.

West Bend's 40 hp Golden Shark, styled in gold and white, has a one-lever Synchro-Drive remote control

WEST BEND

Now, with a ten-model line, ranging from 2 to 40 hp, West Bend outboards can handle boating needs at popular prices.

Big news of the line, the 40 hp Golden Shark is now styled in Arctic White with Pirate Gold trim. The Golden Shark and the new "400" series feature a single-lever Synchro-Drive remote control. One lever, located near the wheel, shifts forward, neutral, reverse or throttles down to idle and on through all intermediate speeds. One key starts, stops, locks and electrically chokes the motor. The smooth synchronization of this control is similar to the automatic transmission in a car.

All 40 hp electric-starting models are equipped with a 20 amp. generator that can completely recharge a dead battery in three hours, while powering a boat with power left over for electrical accessories. Safety-engineered features include: positive locks and controls to prevent starting and shifting at excessive speeds; shock mounted propellers, dash lights and reserve power.

The 16 hp model (above) is new to the West Bend line, as is the 12 hp motor, offered for all-around family use.

Two other newcomers are the 40 hp manual model and the 16 hp, which offers dashboard conveniences and even the water-ski thrills of the bigger members of the family.

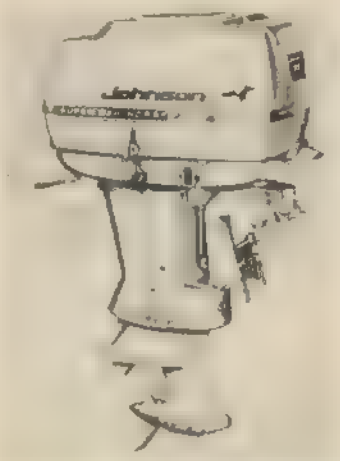
The new 12 hp takes the load off the budget. Thanks to new engineering efficiency, it will be offered as an all-around family motor at a low price.

Popular with fisherman for their compactness and light weight, the 6 and 8 hp models will again be offered as dependable motors for outboarders who don't own boats.

The 2 hp Shrimp will again take its place as a children's motor or as auxiliary power for small boats. It weighs 28 pounds and is air-cooled; not affected by salt, silt or sandy water.

Other features include: a Vari-Twist speed selector, easy-action cover releases and bright color combinations.

Part of West Bend's 1959 policy will be a full one-year warranty.



Above: Johnson's Super Sea-Horse 35 conforms to the Dynautical Design styling for 1959.

Right: Chris-Craft's Cavalier carries plenty of power—and gets it from Johnson's Super Sea-Horse 50.

Left: Evinrude's Starflite has new high torque starter. Below, Fastwin is started manually, can be converted to automatic

EVINRUDE MOTORS

Evinrude Motors, Milwaukee, marks its Golden Anniversary by displaying nine new models ranging from three to 50 hp. Major advance is the introduction of a thermostatically-controlled cooling system into motors ranging from 5.5 to 18 hp. Designed to give better trolling ability, added efficiency and improved engine performance, the new cooling is similar to that pioneered by Evinrude in larger models last year.

All models feature engineering refinments and mark continuation of the company's four-cylinder 50 hp Vs, introduced last year for higher power in cruisers, large runabouts, work boats and utilities.

All models incorporate Evinrude's principles of "bottling" sound by floating the powerhead on a series of rubber mountings, rubber sealing the covers, and completely sealing the exhaust tube and powerhead in a silencing nacelle. Addition of the thermostat to cooling systems gives a fuel saving, longer spark plug life and better lubrication.

To insure dependability, all production models are subjected to a standard 1000-hour running test; all are equipped with trouble-free magneto ignition; and all are equipped with rubber slip-clutch propellers, eliminating shear pins.

For durability, the new motors are formfitted with fiberglass covers which snap-lock into rubber-sealed position and can be easily removed by releasing the latch and lifting the cover up and off. Styling is predominantly in fathom blue, surf white and anniversary gold, with deluxe models in sharkskin gray and white with trim featuring anodized gold lurium and the jeweled effect of vacuum-plated gold. Styling is by industrial designer Brooks Stevens.

Leaders of the line are two 50 hp four-cylinder V motors, the Starflite, equipped with a new high-torque starter motor for prolonged battery life and a newly-designed three-blade propeller for added efficiency; and the Four-Fifty, the standard rope-starting version of the Starflite.

Twin-cylinder motors are headed by the 35 hp Lark, which has all the engineering refinements of the Starflite.

A refined 35 hp Big Twin includes the economy of rope-starting with all major features of the deluxe models. Silencing features of the Lark and Starflite have been extended to the Big Twin; the motor's cylinder head is fitted with a compression relief system which permits easier starting. The 18 hp Fastwin is designed to be easily equipped with a simple electric-starting conversion kit. Evinrude's 10 hp Sportwin is re-engineered with thermostatic-cooling system. The multi-purpose 5.5 hp Fisherman is newly-engineered with "whispering power" and thermostat.

The two bantam-weights of the line, Lightwin and Ducktwin, are equipped with Evinrude's weedless lower unit and integral gas tank.

FIRESTONE

Five models, ranging from an electric starting 38-hp unit suitable for cruisers or fast runabouts down to a 3.6-hp lightweight for rowboats, canoes or dinghies, make up Firestone's line of outboard motors. Other models in the line are 5, 10, and 16-hp.

The motors, sold nationally through Firestone dealers and stores, reflect the trend in design with swept-stream styling—twin-fin hoods on the 38- and 10-hp models—and include numerous features for easy, quiet and reliable operation.

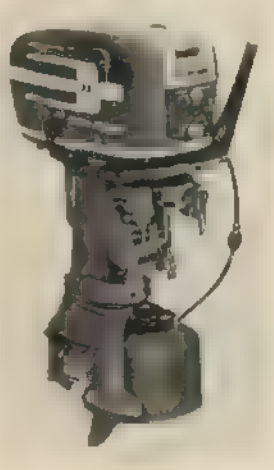
Among these aids are electric or drop-catch recoil starters for easier starting; automatic fuel pumps and separate fuel tanks; full forward, neutral and reverse gear shifts; built-in remote control connections; Dynaspring flexible mounts, sound-deadening hoods and Sonoshutter underwater exhaust for quiet operation; vibration-free steering and twist-grip speed controls; snap-off shrouds for easy access to the powerhead; and, on the 5, 10 and 16-hp models, Firestone's Knotmeter speedometer that gives boat speed in knots and mph and also aids in adjusting gas mixture with precision.

SEA KING

Montgomery Ward & Co. offers eight Sea King outboard motors including three electric-starting models. This selection ranges from the 32-pound 3-hp model through 5, 12, 25, and 35-hp models, the last at 134 pounds which delivers speeds up to 33 mph. A choice of electric-starting or manual-starting models is offered.

The two-cylinder engine delivers 35 hp at 4500 rpm. Piston displacement is 40.5 cu. in. Featured, are automatic fuel-saver, slip-clutch propeller, and adjustable co-pilot control steering with forward, neutral, and reverse gear drive. Speed, steering, and drive are all adaptable to remote control. A safety lock allows shifting only at safe speeds, and a safety tilt lock secures the motor for easier trailing and launching.

In addition, Montgomery Ward is exhibiting four Sea King outboard hulls ranging from 14' to 16' and one Sea King trailer.



Above: Montgomery Ward has added a 35 hp model to its Sea King line bringing total to 8.

Firestone's 38 hp unit is suitable for cruisers or fast runabouts. It is one of a line of five new models

OLIVER

Engineering refinements inspired by boating-public demand, plus new marine colors, are among the features of the 1959 line of Oliver outboard motors. New 6 16 and 35 hp models were introduced at a meeting of 125 Oliver distributors at Battle Creek, Mich., in October.

Among the modifications made on the 1959 Oliver models are an improved ignition system, incorporation of nylon bearings on all external throttle controls and refinement of basic castings for extreme rough-water boating.

Each of the 1959 motors has its individual color of baked, high-gloss metallic paint: the 35, gold and beach white, the 16, copper and beach white; and the 6, green and beach white

The paint used, Oliver engineers state, was given extensive fresh- and salt-water tests.

The demand for dependability under the most adverse operating conditions has been responsible for a new Bendix-Scintilla ignition system on the 35 Olympus motor. The refined system will produce 18 KV at full throttle and as much as 25 KV at trolling speeds. This output guarantees a sufficient amount of spark under all conditions. The Bendix-Scintilla system is the result of extensive testing under a variety of loads and conditions by both Oliver and Bendix-Scintilla engineers.

To provide a type of material that would stand up in salt water use, Oliver chose nylon for bearings in all external throttle controls.

Their tests indicated it to be among the most practical non-corrosive substances found for such use.

Despite higher labor and materials cost, the 1959 line of Olivers will be marketed at substantially the same price as were the 1958 models.

Above: Oliver's 6 hp model has new color styles. Right: The 16 hp features salt water corrosion resistant nylon bearings on all the external throttle controls

SCOTT-ATWATER

Colorful new styling, stepped-up performance and numerous engineering improvements for easier, quieter and safer operation are features of the new Scott outboard motors built by the Marine Products Division of the McCulloch Corporation (formerly Scott-Atwater Manufacturing Co.). The Scott line for 1959 includes eight models.

All models, except the smallest, feature the exclusive Bail-a-Matic power bailer, that keeps the boat dry and safe without hand bailing. It operates independently of the motor's cooling system and removes up to 300 gallons an hour.

These models also have rubber cushion mounts to insulate the boat against motor vibration, and exhaust and air-intake baffles for quieter operation. They also have new slim lower units with new low, under-water pumps to insure efficient cooling under all conditions. Propellers are protected by cushion hubs. Long shaft lower units are available for all models except the 3.6 hp.

The snap-off hoods on most Scott models are molded in one piece of tough, wear and corrosion resistant fiberglass that helps to deaden motor noise. These interchangeable hoods are offered in a choice of six brilliant colors—white, black, yellow, red, coral and blue—to match or complement the colors of the boat. Other features that simplify the operation of the motors are full forward, neutral and reverse gear shifts, separate large-capacity fuel tanks and built-in connections for remote controls.

The 25-, 40- and 60-hp models start electrically at the turn of a key in the dash panel. Generators that keep the battery charged for instant starts and to power lights and other accessories are standard equipment on all electric-starting models.

A new Scott single-lever remote shift and throttle control is available as an accessory for use with all models except the 3.6-hp. One lever, instead of the conventional two, shifts from neutral to forward or reverse, increasing the speed as the lever is advanced. It greatly simplifies maneuvering, especially in close places

The Scott line for 1959 is headed by the 60-hp Flying Scott and includes the luxurious 40-hp Royal Scott, manual and electric-starting 40-hp and 25-hp models, and a full range of smaller motors in 10-, 7½-, 5- and 3.6-hp.

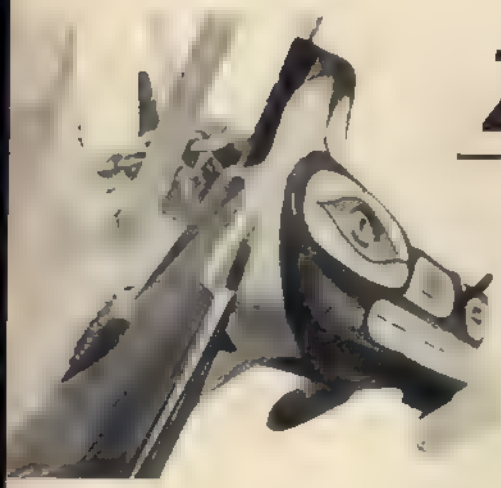
The 60 hp Flying Scott utilizes the 3-cylinder in-line design that has been so successful in Europe It enhances freedom from vibration. The 40 hp Royal Scott has tilted V-type reed assembly and block for faster, smoother pick-up The Scott 40 is the motor that has been used in the firm's endurance races.

Both models of the Scott 25 have increased piston displacement and new double-V reed assemblies.

A new safety feature on the manual starting model is a push-button on the power head that stops the motor instantly in an emergency.

The 10 and 5 hp Scotts speed fishermen to distant waters, yet trolls like small motors. The light Scott 5 is a take-along motor. The sturdy midget, the 3.6 hp Scott will run for hours on one filling of its small integral tank.

Above: McCulloch's (ex Scott-Atwater) 25 hp model. Below: Sturdy 3.6 hp model



ZIA

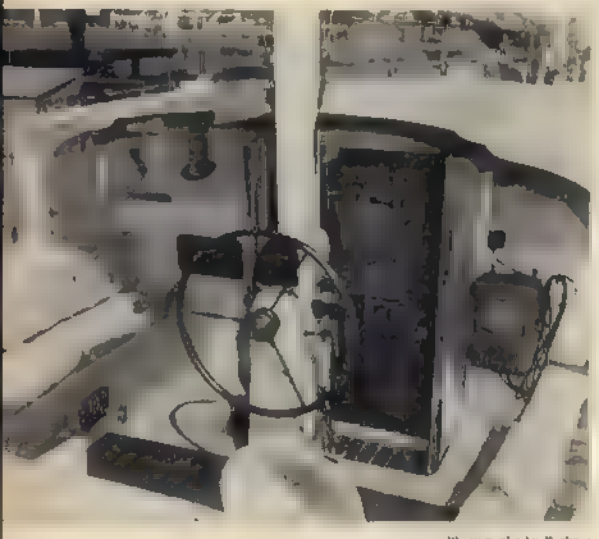
AN ABLE OFFSHORE KETCH WITH A GOOD TURN OF SPEED UNDER A COMPARATIVELY SHORT RIG; DESIGNED FOR LIVABILITY.

OWNER
Robert F. Johnson, Portland, Oregon

DESIGNER
William Garden, Seattle, Washington

BUILDER
Sea Boat Company, Costa Mesa, Cal.

Below: Looking from the cockpit toward the main cabin. The engine is directly under the steering pedestal and is accessible through the cockpit seats port and starboard. At top the Haida Indian figurehead



Photographs by Barkan

An unusually interesting and distinctive addition to the auxiliary cruising fleet in the Northwest is Zia, a 75′ ketch owned by Robert F Johnson, of Portland, Ore., and built by the Sea Boat Co., Costa Mesa, Cal., from designs by William Garden to whose Oceanus the new yacht bears a strong family resemblance.

Zia, designed to be what Garden calls "the ultimate in a modern ocean cruising yacht" already has one extended cruise under her keel After she was commissioned last February she proceeded to the Panama Canal, went through to the Caribbean and cruised leisurely there until it was time to return to spend the latter part of the summer in the waters the Johnsons call home.

Zia has proved under sea conditions to be pretty much all that was expected of her: a fast able boat under what to Eastern eyes looks like a rather short masthead rig for a hull of this size; an easy boat to drive under auxiliary power, and a most satisfactory experiment from the point of view of comfort and livability.

Below decks she has ten fixed berths in four different compartments. There's a bunk and toilet facilities in the forecastle; four berths for guests or the owner's family in the forward cabin plus toilet room and hanging locker; an owner's cabin with two berths on the port side and one high berth opposite to say nothing of a wardrobe and shower equipped toilet room; then the stern cabin for two, likewise fitted with wardrobe and adjoining head.

The main salon, located just forward of the cockpit shelter, combines the functions of navigation compartment, galley and lounge in one big, light, airy room. All cooking and heating is done electrically with a 110 220 V. Kohler diesel generating plant furnishing the juice. There is no stove as such, the cooking being done in three gimballed cooking units each with its own thermostat, controls and switch. There are, of course, a refrigerator and a deep freeze.

Zia's hull is triple skin Alaska cedar diagonal planking on longitudinal framing. Laminations are used extensively, the general constructional theme being not unlike that of Garden's Oceanus. The entire superstructure from rail cap to rail cap has been fiberglassed to form one seamless overhead.

The deep cockpit, whose forward end is sheltered by modest doghouse, holds the pedestal steerer and controls, and has unusual leg room for day sailing.

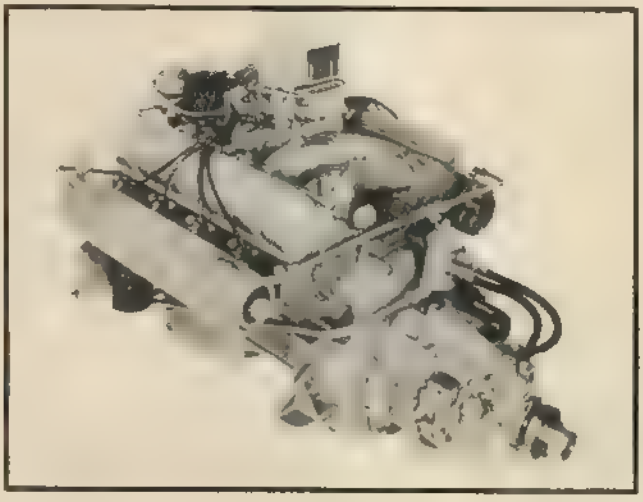
A P & H 6-cyl diesel forms the main power plant, driving through a Walters vee-drive to a 38″ two-blade Oceanus type propeller. Fuel capacity of 1000 gallons gives her a wide cruising range at 10 knots. Her electronics equipment includes 120-watt ship-to-shore radiophone, Wood-Freeman automatic pilot, recording fathometer and radio direction finder.

A Haida Indian motif is followed throughout in decoration and is keyed to the carved trailboards and red cedar figurehead. The latter is ingeniously arranged to house the Babbitt anchor.

Above: Zia under way, under genoa, main and mizzen. Below, left: Looking aft in the main salon, showing one of the electric heat units next to the fireplace, the double doors to the cockpit, dining area and chart table. Below, right: In the salon, looking forward. Galley is on the starboard side, forward. Both cooking and heating are done electrically, the cooking in gimballed units, each with thermostat, switch, etc. There are, of course, a refrigerator and a deep freeze.

POWER PACKED IN A KIT

Packaged accessories enable the purchaser to assemble high-powered marine engines, using standard automotive blocks.



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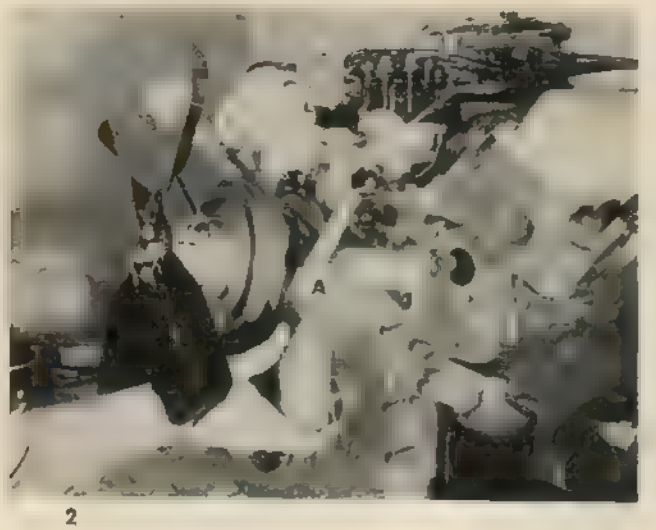

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IN these days when the man handy with tools doesn't hesitate to tackle any kind of "do-it-yourself" project—from papering a room to plumbing a house—it's not unusual to find the practical boatman not only constructing his own hull but, practically speaking, building an engine as well.

"Building?" Well, not quite. But there's nearly the same sense of accomplishment when, starting with a standard block available from automobile manufacturers and dealers, the boatman "converts" the power package of his choice by assembling units of a kit professionally designed and engineered to adapt his engine to marine requirements.

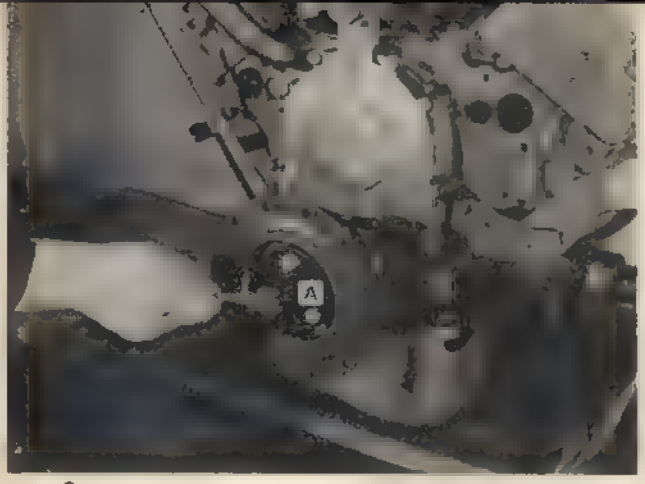
Without the few fundamental changes essential to a good conversion job, many a motor has been a dismal failure. With an engineered kit of accessories as supplied by a specialist in the field, many a successful power plant has been put together — at a fraction of the cost of a factory-built engine.

Interestingly enough, conversion kits do not limit the boatman to low power. Nowadays V-8s used in some stock American cars pack prodigious power. When converted, they can provide double the output of the old marine unit they replace, with no increase in overall dimensions and relatively little increase in weight. High compression ratios (on the order of 10-to-1), high rpm (in the neighborhood of 5000) and reduction gears of the right ratio to translate the engine's output into effective propulsion at the wheel, all have a hand in this.

Consider, for example, the 1958 Lincoln V-8, one of the most powerful engines ever used in a stock car. On a piston displacement of 430 cubic inches it develops an amazing 375 hp. With special carburetion (as used on the Mercury Super-Marauder) horsepower is boosted to 400. When "marined," this power plant weighs less than 1000 pounds complete, will fit in an engine compartment that's 46 inches long, 33 inches wide, and just high enough to take its 22-inch height above crankshaft centerline. On the beds, it accepts the standard 22½-inch marine mounting centers, making it readily available as a replacement on existing beds without major alteration. To top it all, this "powerhouse" develops 490 foot pounds of torque at 3100 rpm.

Supplementing an already extensive line of conversion kits for Ford, Mercury, Lincoln, Edsel, Chevrolet V-8 and jeep engines ranging from 40 to 100 hp, Lehman Manufacturing Company of Newark, N. J., is now making the big Lincoln V-8 available to the marine field. Their packaged kit of Econ-O-Power equipment facilitates the assembly of a complete engine with such standard features as:

(Continued on page 124)



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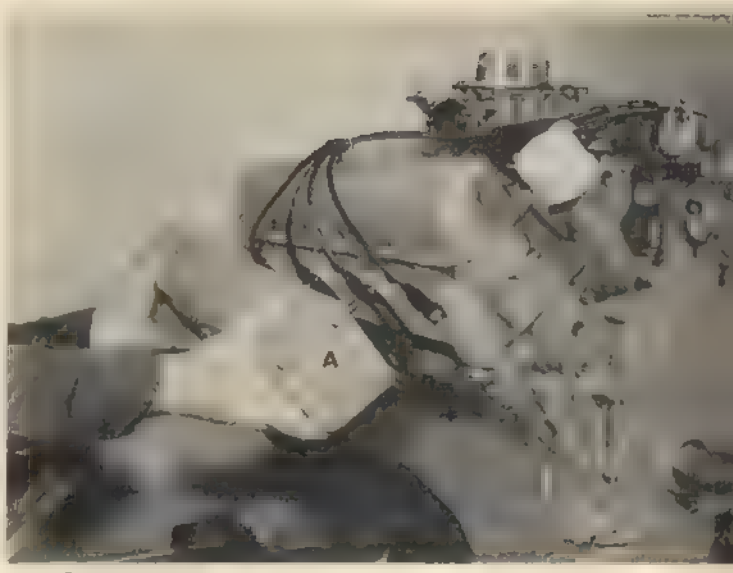

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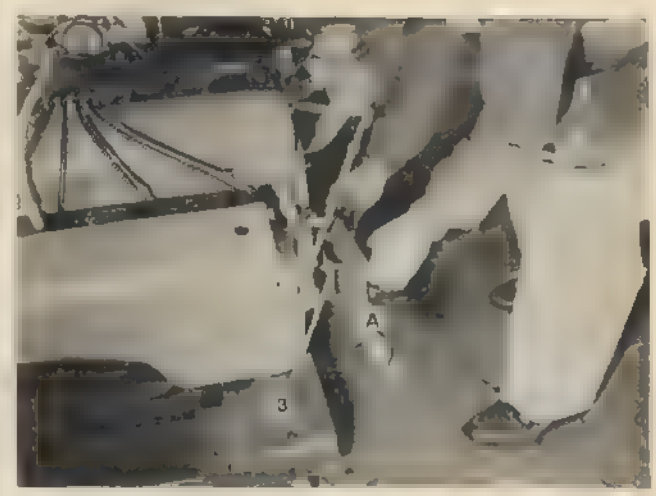

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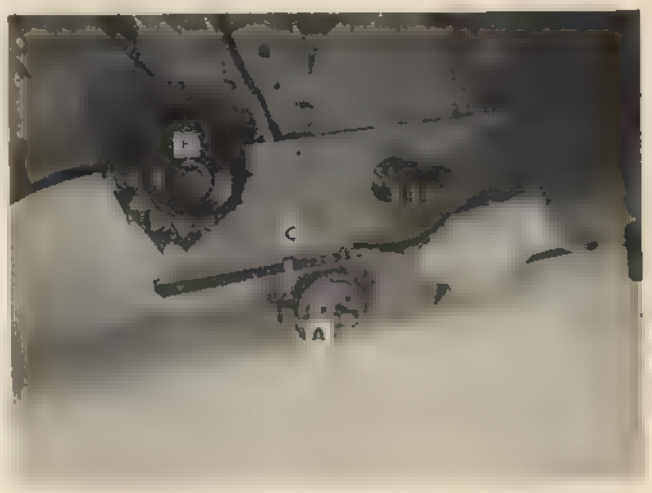

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1 *The Evon-O-Power 375 hp Lincoln V-8 marine engine, in its completely assembled form.*

2 *First step in assembly is to remove from the engine the parts not required water pump (A), exhaust manifolds (not shown), etc.*

3 *Now remove the crankshaft pulley (A) using a special puller supplied with the kit.*

4 *With unnecessary parts removed, we begin installation of kit parts by installing water inlet (A) and outlet (B) plates*

5 *Install marine-type water-cooled exhaust manifolds (A). Special studs are supplied for this purpose.*

6 *Next to be installed is the front engine support (A). Note the special spacers (B) used.*

7 *At this point, bolt the water pump (A) and generator (B) to the front engine support (C).*

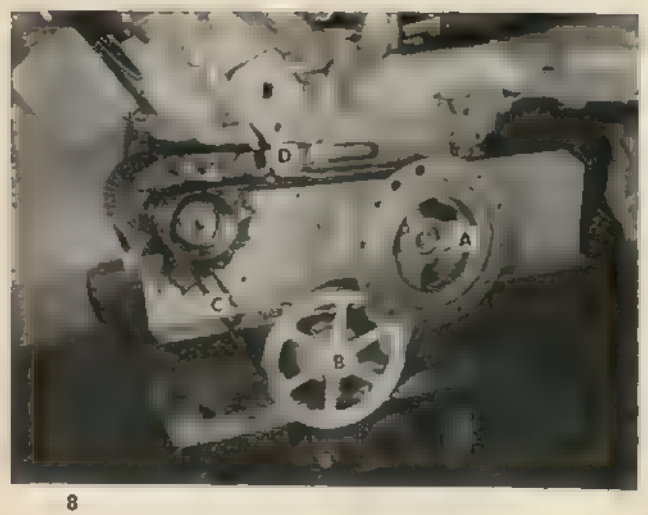
8 *Re-install front pulley (A), lock water pump pulley (B) on shaft, place V-belt (C), supplied with kit, on pulleys and adjust tension with generator adjusting strap (D).*

oversize 3-inch exhaust outlets, pulley and belt safety guard. Velvet Drive hydraulic reverse gear, special oil cooler for reverse gear, high mounting exhaust manifolds for easy exhaust pipe installation, etc.

The conversion, says the manufacturer, can be accomplished in about four hours, using only a set of wrenches and a screwdriver. Savings, they assert, may run over 50 percent. The kit includes all nuts, bolts, pre-bent tubing and special adapters—everything for a completely marined job. A standard marine reverse gear is used to withstand the punishing loads of marine usage.

In addition to the Lincoln, Lehman's conversion will fit the 410 cubic inch 345 hp Edsel; the 383 cubic inch 330 hp Mercury; the 430 cubic inch 360 hp Mercury; and the 430 cubic inch 400 hp Mercury Super-Marauder. All have identical equipment with the exception of the Super-Marauder which has three two-barrel carburetors in place of the one four-barrel type.

The accompanying series of photographs shows the step-by-step procedure involved in converting the big Lincoln engine by assembly of parts supplied in the Lehman-O Power kit.



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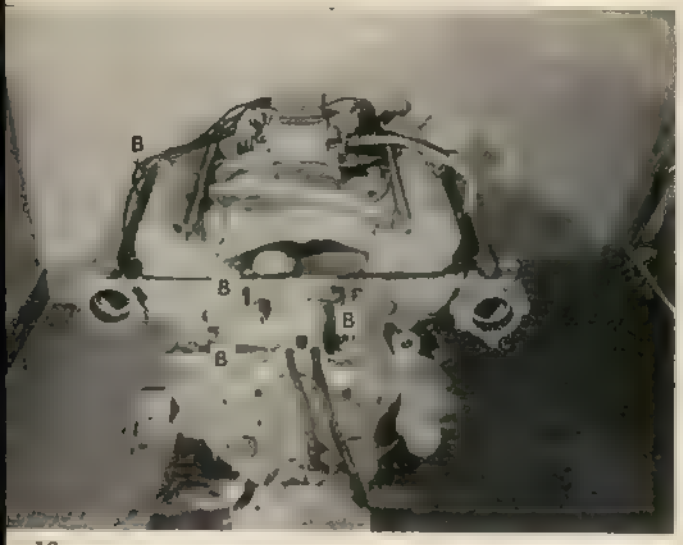

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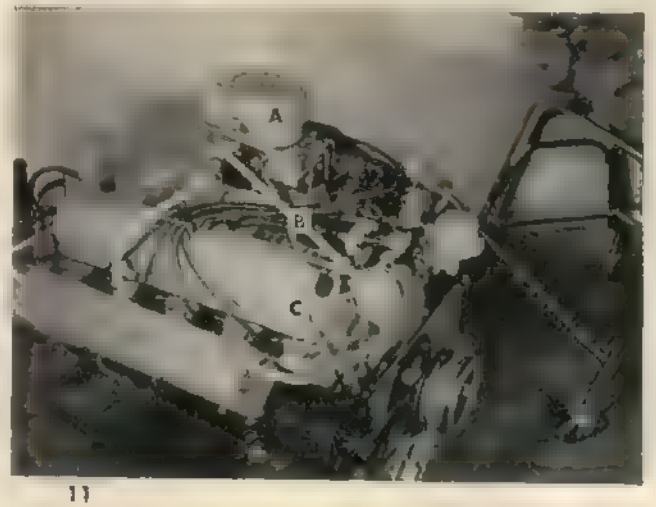


11

12

Sears Exclusive..Daisy Cork Ball Guns

Almost as accurate as regular rifles, yet completely safe

Target Holders with 50 paper targets. Shipping weight 7 oz.
49 N 2670 . 97c

Daisy Cork Ball Rifle

A An amazingly accurate rifle that looks like the real thing, but actually shoots only harmless cork balls. Rifle makes "crack" noise, smokes, recoils. Metal barrel, cocking lever. High impact plastic stock. 32 inches long. 12 cork balls included.

79 N 02668—Shpg. wt. 3 lbs. $3 89
49 N 2647—48 Cork balls. Wt. 4 oz. 87c

Cork Ball Rifle with Scope

B Features a removable telescopic sight for greater accuracy . . fires harmless cork balls. Rifle cracks with smoke and recoil action. Bronzed metal barrel, gold-colored scope and cocking lever. Mahogany-colored high impact plastic stock. Web strap. Cork balls included. 32 inches long.

79 N 02669 Shpg. wt. 4 lbs. $4 89

Daisy Cork Ball Shooting Pump Rifle and Pistol Set

C Set includes pump action 37-in. cork ball rifle, modeled after Daisy's famous air rifle; cork ball target shooting pistol, modeled after Daisy's "Bull's Eye" air pistol; leather holster on web belt; 24 cork balls, catch-cork target, target issues. Rifle and pistol shoot cork balls with amazing accuracy. Rifle "cracks" recoils, has bronzed metal barrel. Pistol has bronzed metal barrel, plastic grips, peep and open rear sight.

79 N 02646 Complete set. Shipping weight 7 pounds. $14.55
79 N 02643—Rifle, cork balls, targets and target holder. Wt. 3 lbs. 8 89
49 N 2642 Pistol, cork balls, targets, and target holder. Wt. 3 lbs. 4 89

Daisy Rifles and Shotguns . . all are authentic copies of regular hunting and target guns

D New! Daisy Smoking Rifle with Telescopic sight. When fired makes noise like real rifle crack, barrel smokes, recoils. Removable telescopic sight. Metal barrel, plastic fore piece, stock, sling.

79 N 02640—32 inches long. Shpg. wt. 3 lbs. $4 89

E Daisy Smoking Carbine. A pull of the trigger, a loud report, a puff of smoke and another "bad man" bites the dust. Cocks, even recoils like a real carbine. Metal barrel, plastic stock, sling.

79 N 02696—32 inches long. Shpg. wt. 3 lbs. $2 89

F Daisy Double-barrel Cork Gun, with Corks. Bronzed metal barrel "breaks," gun cocks. Pull the two triggers and harmless corks fly out. Sturdy plastic stock. Order now for Christmas.

79 N 02692 31 inches long. Shpg. wt. 2 lbs. . . . $1 89

G Trainerifle with Telescopic Sight. Shoots harmless corks. Telescopic sight, rubber bayonet. Steel barrel, walnut-finished wood stock. Webbed OD sling, bag of corks, 32-page Cadet handbook.

79 N 02799—32 inches long. Shpg. wt. 3 lbs. $1 89

H Daisy Double Barrel Shotgun. Looks like a real shotgun. Barrel "breaks," gun cocks. Two loud reports. Two triggers. Rust-resistant strong bronzed steel barrel, walnut-finish wood stock.

79 N 02630—23 inches long. Shpg. wt. 2 lbs. 97c

J Bolt-action Cap Rifle. Automatic cartridge ejector. Realistic bolt action loads bullet chamber. Telescopic sight. Metal barrel, plastic stock. Six dummy bullets included. 39 inches long.

79 N 02838 Shipping weight 4 pounds. $3 89

K Roy Rogers Hunting Rifle . . features Roy's signature embossed on stock. Rifle smokes, fires caps. Steel barrel, walnut-colored plastic stock. Sling included. 35 inches long. Order today.

79 N 02617—Shipping weight 2 lbs. . . $2 79

L Cap Rifle with Telescopic Sight. Just like a real rifle . . gives loud report and smokes when fired. Features telescopic sight. Steel barrel. High-impact plastic stock. 30 inches long.

79 N 02616—Shipping weight 2 lbs. $1 89

M Jet 6-shot Automatic Repeating Rifle. Shoots harmless plastic balls (incl.). Aluminum barrel.

79 N 02753—29 inches long. Shpg. wt. 2 lbs. $2.69
49 N 2754 12 plastic balls. Shipping weight 3 oz. . . 59c

Electric Machine Gun

K Life-size plastic model air-cooled .50 cal. machine gun. Detachable 18-in. tubular steel swivel tripod. Touch hair trigger, makes rat-a-tat noise, light flashes, barrel recoils. 32x29x17 in. high mounted. Uses 2 flashlight batteries (not included).
79 N 02798—Shpg. wt. 3 lbs..... $4.59
34 N 4650—Batteries. Wt 8 oz. 2 for 35c

2-way Electric Burp Gun

L Press the trigger, gun makes rat-a-tat noises, gives off harmless sparks. Pull switch for separate cap-firing mechanism. High-impact plastic. Operates on 2 standard flashlight batteries (not incl.). 22 in. long
79 N 02797—Shpg. wt. 2 lbs..... $2.79
34 N 4650—Batteries for gun above. Shipping weight 8 oz. for two. ...2 for 35c

Burp Guns, Machine Pistols fire volleys or single shots

M **Tommy-Burp Gun.** Turn crank for "smoking" burst, squeeze trigger for single shot. Plastic, all-metal working parts. 25 inches long. Use perforated roll caps (not included)
79 N 02795—Shpg. wt. 2 lbs..... $2.19

N **Pull-Back Burp Gun.** All plastic, featuring pull-back bolt . . as gun is triggered, bolt moves forward with "burp" gun bursts. Recoiling barrel, finger grip, sight. 19 inches long
49 N 2651—Shpg. wt. 1 lb. 4 oz....$1.89

P **Machine Pistol.** Use as hand weapon or attach holster for shoulder weapon. Fires 1 to 50 shots, uses perforated roll caps (not included). Plastic, metal. 22 inches long.
49 N 2636—Shpg. wt. 1 lb. 8 oz....$3.39

R **Thunderburp Gun.** No caps, no batteries. Vibrasonic sound chamber. Single shot or automatic fire. Vibrating action of real machine gun. Plastic, metal mechanism. 15 in. long.
49 N 2796—Shpg. wt. 1 lb. 10 oz....$2.47

S **New! Firebolt Double Action Gun.** Works with or without caps. Flip selector switch for cap action, or sound from vibrasonic sound chamber. Moving firebolt. Fires bursts or single shots. Tough plastic, all-metal mechanism.
79 N 02653—Use perforated roll caps (not included). 27 inches long. Shpg. wt. 2 lbs..$4.98

Holster Sets Favored

Sharp Western styling . . used by Television's famous Maverick Brothers

ITEMS DESCRIBED BELOW ARE ILLUSTRATED ON OPPOSITE PAGE

A **New! Maverick Double Holster Set** with cartridge-loading cap pistols. Here's an exact replica of the guns carried by the Maverick Brothers on television . . sure to thrill young TV Western fans. Pistols break to open revolving cylinders insert 6 bullets in each cylinder, load each with one cap. Cylinders remove for cleaning. Flash stays in pistol. Unload "used" cartridges when cylinder is reopened. Silver-colored bullets on belt. Holsters and belt of top grain black leather . . natural grain trim leg ties. Pistols are 11½ inches long.
49 N 2610—Belt fits waist sizes 24 to 30 in. Shpg. wt. 3 lbs. 8 oz.....$6.79

B **New! Maverick Double Criss Cross Belt Holster Set . . and new Maverick Gun.** A favorite of the Maverick Brothers on television. Pistols have break-barrels . . open to load removable revolving cylinders. Bullets load into chambers in cylinder, along with caps. Top grain leather holsters and belt decorated with large nickel-plated buckles and copper-colored studs. Belt has large nickel-plated conchas and studs. Silver-colored bullets on belt. Guns 11½ inches long.
49 N 2611—Belt fits waist sizes 24 to 30 in. Shpg. wt. 3 lbs. 9 oz.....$9.69
49 N 2691—Maverick Pistol only. Shipping weight 1 pound 8 ounces.... $1.79

C **Maverick Single Holster Set with Double Belt and Derringer.** Die-cast 50-shot repeater cap pistol makes the Old West live again for junior lawman. Disarm him, he reaches behind for hidden 3-inch derringer on a second belt, surprises the badmen. Derringer is cartridge loading cap pistol, fits into plastic holster on belt. Regular holster of top grain saddle leather, decorated with Silver-colored bullets. Pistol 11 inches long, has mahogany-colored grips with inlaid decoration.
49 N 2605—Belt fits waist sizes 23 to 28. Shpg. wt. 1 lb. 9 oz.....$2.79

D **New! Single Swivel Maverick Holster Set.** Push butt of gun down when in holster, holster swivels and you fire gun. Gun not only swivels for a quick draw . . but holster pocket and gun snap out completely from holster back at a flick of the wrist. Top grain leather holster and belt, with leg ties. Holster has embossed horsehead and Maverick decoration. Silver-color bullets included. Die-cast pistol with break barrel. Bullets load into revolving chamber with caps. 11 in. long
49 N 2608—Belt fits waist sizes 23 to 28. Shpg. wt. 2 lbs. 6 oz.....$4.59

NOTE: Ohio prohibits sale of cap firing guns to minors under 16

Other Popular Holster Outfits

Near replicas of guns and holsters used in the "Old West" by famous lawmen and gunmen

E **Double Horsehead Design Holster Set.** Here's a really handsome set that'll light up the eyes of any junior lawman. Top grain cowhide leather holsters and belt, richly embossed with horsehead design. Leg ties. Two 50-shot die-cast pistols, each with molded horsehead grips. Pistols 9¾ in. long.
49 N 2607—Belt fits waist sizes 23 to 28. Shpg. wt. 2 lbs. 4 oz.....$3.79

F **New! Top Grain Cowhide Double Holster Set . . looks much** more expensive than it is. Top grain leather holsters and belt . . inlaid gold coloring on leather. Decorated with jewels and nickel-plated studs. Leather leg ties. Silver-colored bullets on belt. Two 50-shot die-cast cap pistols, 11 in. long.
49 N 2609—Belt fits waist sizes 23 to 28. Shpg. wt. 2 lbs. 4 oz.....$4.79

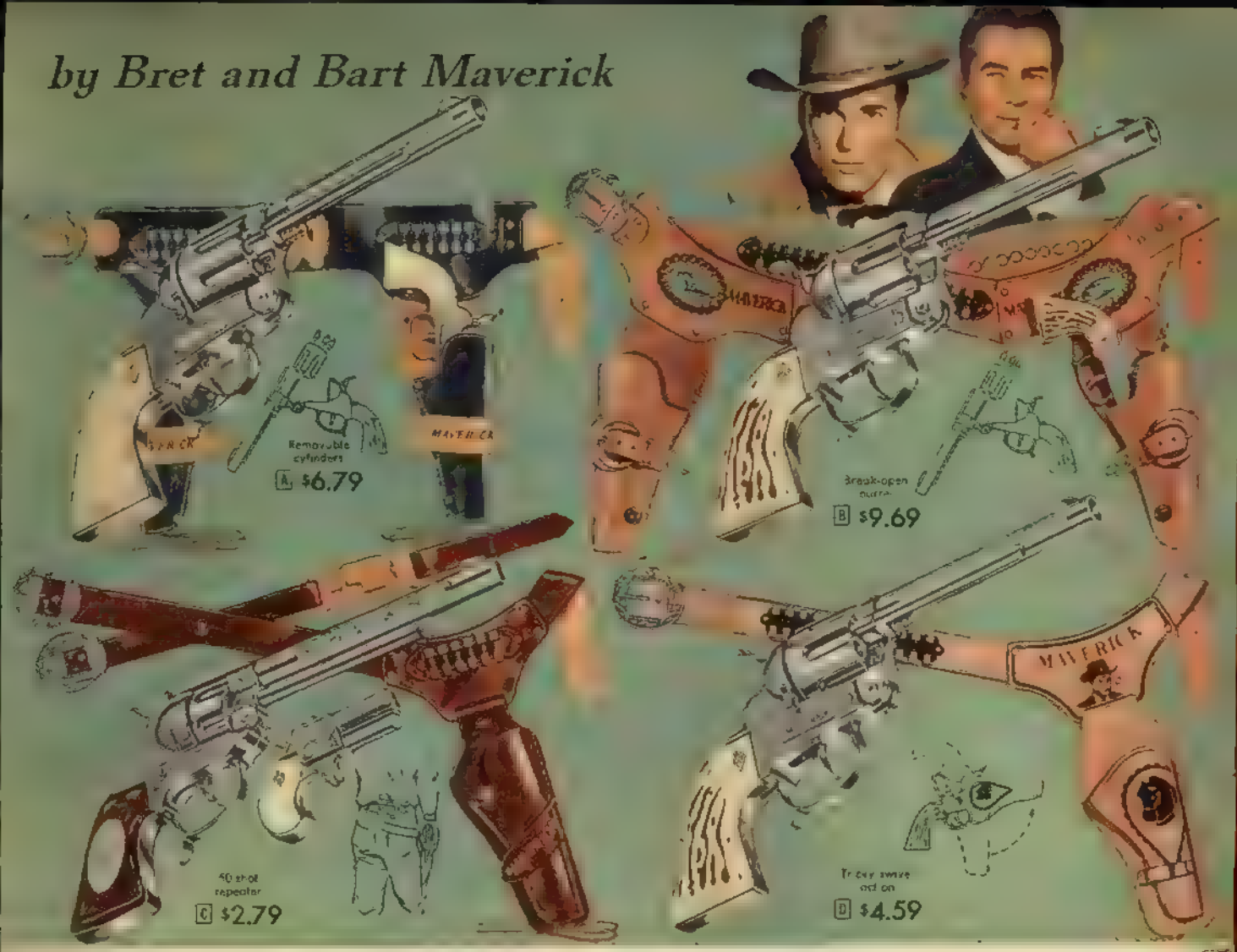
G **Miniature Double Holster Set.** Two single-shot cap guns, die-cast and 5¼ inches long . . just right for tots' little fingers. Pull back hammer, load and fire. All the excitement and fun of a real pistol. Holsters and belt of rich, genuine leather . . handsomely decorated. Order a set for your young buckaroo today, and get set for Christmas.
49 N 2849—Belt fits waist sizes up to 22 in. Shipping weight 8 oz.....89c

H **Single Holster Set with Keys.** Here comes the marshal with the jailhouse keys attached to his belt. Genuine leather belt and holster, with nickel-plated nail heads and scalloped conchs with large imitation jewel. Three play bullets with each set. Die-cast 50-shot repeater cap pistol with plastic grip . . 9 inches long. Order now . . Use Easy Terms.
49 N 2695—Belt fits waist sizes 23 to 28. Shipping weight 1 lb.... $1.79

J **Many top features for such a low price. Double Holster Set.** Top grain cowhide leather holsters and belt, richly embossed to thrill your little defender of backyard law and order. Holster fronts decorated with buckle and strap. Leg ties. Silver-colored bullets. Two 50-shot die-cast cap pistols with mahogany-colored grips. Each pistol is 9 inches long.
49 N 2604—Belt fits waist sizes 23 to 28. Shipping weight 2 lbs.....$2.79

Build your order to $20.00 . . use Sears Easy Terms . . for complete details see page 264

by Bret and Bart Maverick



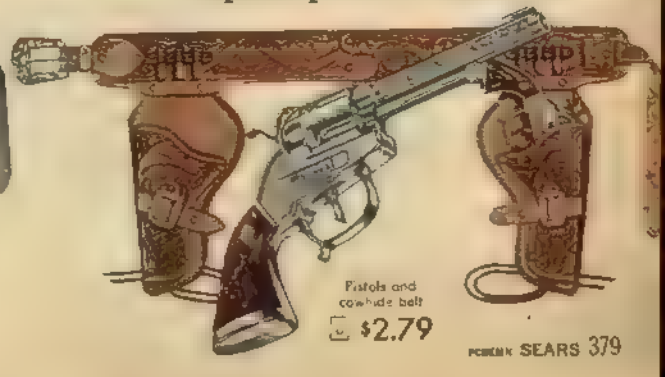
Horsehead Design Holster Set

Double Holster Set . . inlaid gold coloring

Two-Gun Toddler Set

Frontier Sheriff Set

Popular-priced Holster Set



Authentic Western Replicas

Guns that settled the "Wild West"

For straight-shooting young frontiersmen

ITEMS BELOW EXCEPT (C) AND (F) ILLUSTRATED ON OPPOSITE PAGE

$11.95

New! Zorro Hacienda Play House

Zorro's favorite hideout of water-repellent cloth simulating adobe construction. Red roof. Large action stencil of Zorro. Tubular steel frame erects indoors or out without ropes or stakes. Freight, express or truck.
79 N M7008—3 ft. 4 in. x 3 ft. 6 in. x 4 ft. 2 in. high over-all. Shpg. wt. 9 lbs. . . .$11.95

See Zorro Costume on page 383

(A) New! Colt .38 Peacemaker Double Holster Set. Insert bullets and caps in revolving cylinder. Spring ejects "used" cartridges when barrel reopens. Holsters, belt of top grain saddle leather embossed with Colt .38 trademark. Nickel plated buckle and strap across holster fronts. Turquoise "jewels" on holsters and belt matching pistol grips. Leg ties. Nickel plated pistols 11 inches long.
49 N 2612 Belt fits waist sizes 24 to 29 inches. Shipping weight 3 lbs. 9 oz. $6.79

Colt .38 Pistol only. As above, but with simulated bone handle.
49 N 2625 Shpg. wt. 1 lb. 2 oz. $1.79

(B) Colt .45, the Gun that made the West famous. Two 14¾-inch chrome-plated pistols shoot 6 cap loading cartridges. Gold-colored revolving removable cylinders, simulated ivory grips. Top grain cordovan and natural colored leather holsters, belt have Colt 45 trademark. Leather strap, nickel plated buckle and studs across holster fronts. Leather leg ties.
49 N 2613 Belt fits waist sizes 24 to 29 inches. Shipping weight 5 lbs. 6 oz. $11.79

Colt .45 Single Holster Set. As above but with one holster, one pistol.
49 N 2614—Shipping weight 3 lbs. $6.79
49N2626—Colt .45 pistol only. Wt. 2 lbs. 4.79

Toy replicas of famous guns of the colorful West for fast-drawing, fast-shooting junior range riders

(C) Swivelshot Trick Fanner 50 Set beats the fastest draw. Push butt down, leather holster swivels, fires gun automatically in holster. Secret nylon drawstring attaches to hand . . raise hands and holster swivels, gun fires. Fanner 50 bullet loading revolving cylinder pistol with wide hammer, fans or triggers off single shots. Stag horn handle. Gun is 10¾ inches long.
49 N 2619—Fits waist sizes up to 34 in. Shpg. wt. 1 lb. 8 oz. $4.98

49 N 2628—Fanner pistol only. 8 bullets. Shpg. wt. 1 lb. . $2.49

(D) Fanner 50 Double Holster Set. Two 10¾ inch bullet loading pistols with wide hammer for fanning action. Top-grain cowhide holsters, saddle-stitched and buckled, have cutaway neck for faster draw. 18 copper clad metal play bullets in leather loops. Hip slung contoured belt for fast draw with metal buckle, rawhide leg tie. Order now, avoid the Christmas rush.
49 N 2787 Fits waist sizes up to 34 in. Shpg. wt. 3 lbs. $8.79

49 N 2672—Single holster set as above. Shpg. wt. 2 lbs. $5.89

(E) Stagecoach Set. Fanner 50 Single Leather Holster Set. Winchester® 33-in. lever-action repeating cap rifle. Loads, ejects 8 metal play bullets, fires 50 roll caps. Front, rear sights, heavy stock, blue steel barrel. Bandolier not incl. Order below. Bullets fit pistol, rifle.
49 N 2650 Holster fits waist sizes up to 34 inches. Shipping weight 5 lbs. . . . . Set $9.79

Adjustable Leather Bandolier, 32 metal play bullets.
49 N 2686 Shpg. wt. 5 oz. $2.79

49 N 2649—Winchester Saddle Rifle only. Shpg. wt. 2 lbs. $3.98

Fanner 50 Holster Sets

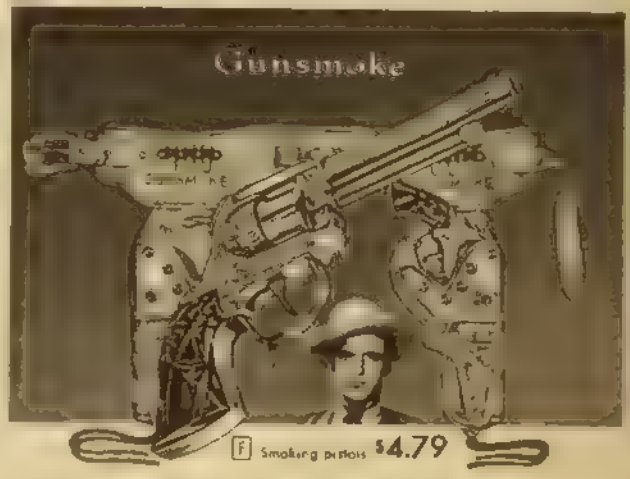
(C) Swivel, fast draw $4.98

Swaggering young sharpshooters give top ratings to guns used by their favorite television Western heroes

(F) Gunsmoke Double Holster Set. Quick-shooting guns carried by Marshal Matt Dillon, the hero of Dodge City. Two 10-inch repeating cap pistols really smoke. Simulated amber grips. Belt and holsters of extra heavy top grain leather. "Marshal Matt Dillon" is embossed on each holster pocket. Western-type leather leg ties. Silver-colored plastic play bullets on belt. Use Sears Easy Terms.
49 N 2675—Fits waist sizes 21 to 29 in. Shpg. wt. 3 lbs. . . .$4.79

(G) Paladin's Double Holster Set with 25 "Have Gun Will Travel" calling cards in case. Two cap firing 8¼-inch nickel plated guns have simulated ivory grips. Beautifully modeled repeating cap pistols really smoke. Black top grain leather belt and holsters, decorated with Paladin's special trademark . . a silver-colored horsehead. Nickel plated buckle on belt. Silver-colored plastic play bullets. Order now.
49 N 2676 Fits waist sizes 21 to 34 in. Shpg. wt. 3 lbs. . $5.79

(H) New! 4-in-1 Convertible "Restless Gun" converts into rifle long barreled pistol, 50-shot repeater pistol or carbine. Pistol, extension barrel nickel-plated. Wood grained stock of unbreakable plastic has cap storage compartment. Break-open pistol smokes. Leather "fast draw" holster, belt designed to hold all parts. Play bullets on belt.
49 N 2680—Fits waist sizes 22 to 29 in. Shpg. wt. 3 lbs. $5.79
79 N 02633—Restless gun only. Shpg. wt. 2 lbs. $2.79



(F) Smoking pistols $4.79

Complete Set $4.79

New! Zorro Set

Double holster set with matching black cuff gauntlets. Holster and belt of genuine black leather and suede trimmed with bright gold-colored accents. Full-size belt fits any waist to 29 in. Gauntlets 5 in. long, 4¾ in. wide have engraved Zorro picture. Two bright nickel plated Cayote repeating cap pistols, 8 inches long.
49 N 2931—Wt. 3 lbs. . $4.79

Guns for Youthful Range Riders (on opposite page)

(J) Official Roy Rogers Pistol. Side-bullet loading revolving barrel shoots roll of 50 caps. 12-inch nickel-plated gun, white plastic handle.
49 N 2685 Shpg. wt. 10 oz. $1.79

(K) 3-in. Single Shot Derringer. Die-cast, plastic grip. Special bullet ejector. Cowhide belt fits 22 to 30-inch waists, plastic holster.
49 N 2679—2 bullets. Wt. 12 oz. 89c

(L) Daisy Golden Rifle, Single Holster Set and Canteen. 32-in. rifle with removable magnifying scope, smokes, recoils. Stallion 32 caliber pistol in leather holster. 6 stallion cartridges in clip on belt. Full pint non-toxic canteen attaches to belt.
79 N 02645—Fits waist sizes 21 to 29 inches. Shpg. wt. 5 lbs. $8.79
79 N 02639—Daisy Golden Rifle only. Shipping weight 3 lbs. [illegible]

NOTE: Ohio prohibits the sale of cap-firing guns to minors under 16 years of age

Famous Colt 38

Peacemaker Model

Gun only . . $1.79

BIG Colt 45

The Sheriff's Favorite

B Double Holster Set $11.79

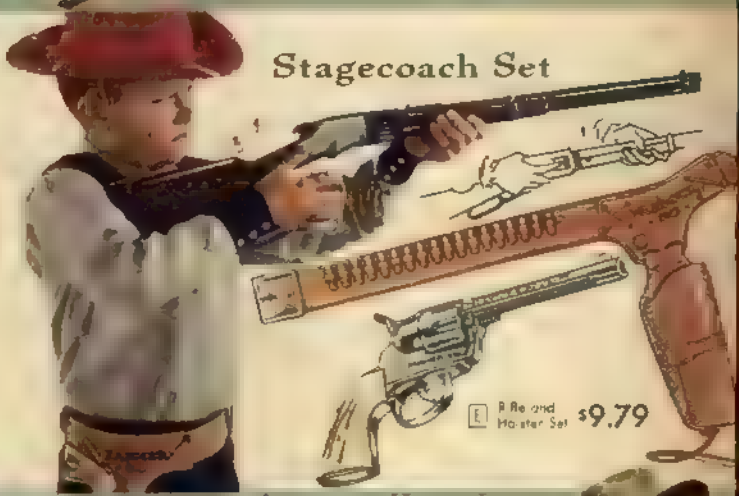
Gun only . . $4.79

Fastest Guns in the West

Fastest fanning action

D Double Holster Set $8.79

Stagecoach Set



E Rifle and Holster Set $9.79

Have Gun, Will Travel

$5.79

Restless Gun

$5.79

Roy Rogers Pistol

J $1.79

With Roy's own signature

Derringer Set

K 89c

With cowhide belt

Daisy Cowboy Outfit

L $8.79

LIONEL "027"

LIONEL "027" FOUR-CAR STEAM FREIGHT

New "Pennsy" 2-4-2 red-striped Steam Locomotive and Tender . . new flat car with removable range patrol truck . . hopper car . gondola car with three removable red canisters . caboose . . eight sections curved track . . two sections straight track . . automatic uncoupling control unit . . 45-watt transformer . . . lockon . . lubricant . . . instructions

Powered by the rugged new 260 striped "Pennsy", this colorful freight whizzes around the track with thrilling speed. The perfect starter set for your youngster! Real RR knuckle couplers

881-078 B1665 Train, 51" long . . **$25.00**

LIONEL "027" FOUR-CAR U. S. MARINE CORPS DIESEL

New U. S. Marine Corps dark blue and white Diesel Locomotive with powerful beam headlight and Magne-Traction . . three cargo flat cars carrying Marine Corps equipment . . blue Marine Corps caboose . . . eight sections curved track . . two sections straight track . . . automatic uncoupling control unit . . . 45-watt transformer . . . lockon . . . lubricant . . . instructions

Has every situation well in hand! Headed by the beautiful new Alco Diesel, flat cars haul Marine Corps radar, medical and sound trucks, tank with swiveling gun turret, seagoing "duck". Real knuckle couplers.

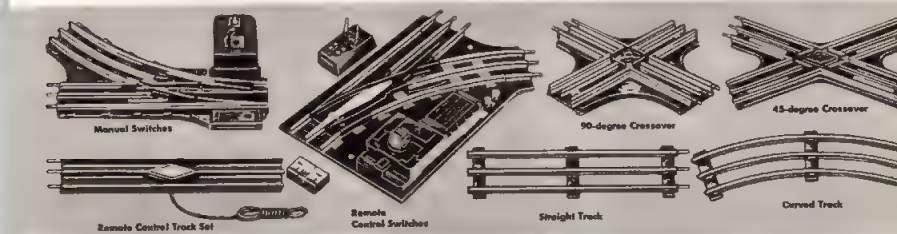
881-086 B1995 Train, length 49¾" **$29.95**

LIONEL "027" SIX-CAR STEAM FREIGHT

2-6-4 Steam Locomotive and Tender with smoke, headlight . . . flat car with two removable U. S. Steel bridge girders . . . box car . . . hopper car . . . Gulf tank car . . gondola car with three removable canisters . . caboose . . . eight sections curved track . . . three sections straight track . . uncoupling track set . . . 45-watt transformer . . . lockon . . . lubricant . . . smoke pellets . . instructions

A fast, smoke snortin' freight with all the color and realism of the big roads! Every car precision built; equipped with real RR knuckle couplers. Big, rugged 2-6-4 Loco puffs clean white smoke; has headlight

881-037 B2665 Train, 71" long **$39.95**



MANUAL SWITCHES . . . "027" and "0" gauge. Remote trains or switch freight cars onto sidings . . . you're all set for lots of real railroading fun with one or more sets of these heavy-duty switches. Hand-operated lever throws swivel rail, opens or closes switch; signal light shows position. Heavy base locks rails securely. Set includes one left-hand, one right-hand switch.

880-815 B465 "027" Switches. Pair **$ 6.95**
880-922 B995 "0" Switches. Pair. . **14.95**

REMOTE CONTROL TRACK SET . . . "027" and "0" gauge. Electromagnetic principle activates the fascinating operating cars on your Lionel pike . . . all you do is press the remote control button. Controller is included

880-831 B300 "027" RC Track Set. **$4.50**
880-955 B395 "0" RC Track Set. **5.95**

REMOTE CONTROL SWITCHES "027" and "0" gauge. Switch trains by remote control without derailment! Lionel's built-in non-derailing device operates automatically—unlocks, throws swivel rails as train approaches. Red and green indicator lights in switch and controller change instantly to show position.

Add exciting realism to your model road with these rugged remote control switches. They put you in complete command of operations—switching freights onto sidings to let speeding passenger trains through . . . shutting work trains all around your busy rail road yard.

Each set includes one right hand and one left hand switch as well as two controllers with connecting cables.

880-823 B1130 "027" Switches. Pr. **$16.95**
880-914 B1995 "0" Switches Pr **$29.95**

"027" and "0" GAUGE TRACK. "027" straight track 8⅞" long, curved 9⅛" "0" straight track 10" long, curved 10⅞". In packages of 10. Specify no. of pkgs. wanted.

"027" Gauge Curved and Straight Track

880-781 B170 Pkg. of Curved Track **$2.50**
880-799 B170 Pkg. of Straight Track . . **2.50**

"0" Gauge Curved and Straight Track

880-948 B200 Pkg. of Curved Track **$3.00**
880-930 B200 Pkg. of Straight Track . . **3.00**

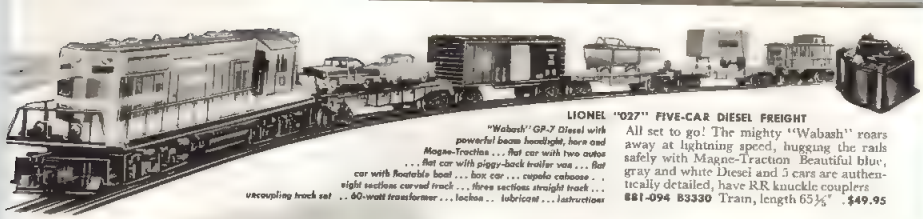
45 and 90-DEGREE CROSSOVERS. Cross rails are mounted on rugged steel bases.

"027" Gauge Crossovers

880-864 B170 45-degree Crossover . . **$2.50**
880-807 B130 90-degree Crossover . . **1.95**

"0" Gauge Crossovers

880-963 B195 45-degree Crossover. . **$2.95**
880-906 B195 90-degree Crossover. . **2.95**



LIONEL "027" FIVE-CAR DIESEL FREIGHT

"Wabash" GP-7 Diesel with powerful beam headlight, horn and Magne-Traction . . . flat car with two autos . . . flat car with piggy-back trailer van . . . flat car with floatable boat . . . box car . . . cupola caboose . . eight sections curved track . . . three sections straight track . . . uncoupling track set . . 60-watt transformer . . . lockon . . lubricant . . . instructions

All set to go! The mighty "Wabash" roars away at lightning speed, hugging the rails safely with Magne-Traction. Beautiful blue, gray and white Diesel and 5 cars are authentically detailed, have RR knuckle couplers.

881-094 B3330 Train, length 65⅛" . **$49.95**

LIONEL "027" FIVE-CAR STEAM FREIGHT

2-6-4 Steam Locomotive and Tender, with headlight, smoke, whistle, Magne-Traction . . flat car with huge realistic transformer . . . flat car with floatable boat . . . box car . . . gondola with canisters . . . cupola caboose . . 8 sections curved track . . . 3 sections straight track . uncoupling track set . . 60-watt transformer . . . lockon . . lubricant . . smoke pellets . . . instructions

Whoo-oo-oo-oo . . . hear that whistle blow, see the smoke curl in the wind as this exciting freight rides the rails at top speed! All pieces are realistically detailed models; have real railroad knuckle couplers.

881-045 B3330 Train, 65½" long **$49.95**

LIONEL "027" SIX-CAR TWIN DIESEL FREIGHT

New Alco "Santa Fe" Twin "A" Unit Diesel with horn, headlight, Magne-Traction . . flat car with model airplane . . New Haven box car . . . flat car with piggy-back trailer van . . . flat car with pipes . . flat car with 2 U. S. Steel girders . . caboose . . . 8 sections curved track . . 3 sections straight track . . uncoupling track set . . . 60-watt transformer . . . lockon . . . lubricant . . . instructions

Magnificently detailed blue and gold twin Diesel engine pulls six precision built freights all faithful replicas of those used on the big roads. Real RR knuckle couplers.

881-144 B3670 Train, length 83⅝" **$55.00**

881-151 B2165 Twin engine only . . **32.50**

E NEW FIRE FIGHTING CAR . . . packed with realistic action! When car strikes a bumper or other object, it reverses direction . . . and helmeted fireman swivels fire hose nozzle automatically. Red light atop car flashes continuously while car is in motion. Self-propelled car contains its own motor. Reel of fire hose can actually be unrolled.

880-005 B860 Fire Car, 7" long **$12.95**

F NEW TRACK BALLAST TAMPER. Fascinating self-propelled car proceeds at a fast clip, then slows down where track work is to be done—the tamping tools begin vibrating. Looks and sounds just like real! When tamping action stops, normal speed is resumed. Beautifully detailed car has its own motor, manually operated reversing switch.

880-013 B860 Tamper Car, 7" long **$12.95**

G 24-PC. TRESTLE SET. Consists of 24 graduated piers that make interesting overhead arrangements. For use with *Magne-Traction* locos on all Lionel track.

880-732 B395 Graduated Trestle Set . **$5.95**

10-Pc. Trestle Set (not shown). 10 large piers of the same size for use with above.

880-690 B265 Set of large trestles **$3.95**

H LOCKONS . . . connect power leads to track. Use for both "0" and "027" gauge. Sold in pkgs. of 12. Specify number of pkgs. wanted.

880-849 B200 Package of lockons. . . **$3.00**

K SMOKE PELLETS . . . for all smoke puffing Lionel locomotives. Sold in pkg. of 4 jars.

880-724 B140 Smoke Pellets **$2.00**

L BUMPER. Fits "0", "027" track.

880-856 B167 Illuminated Bumper . . **$2.50**

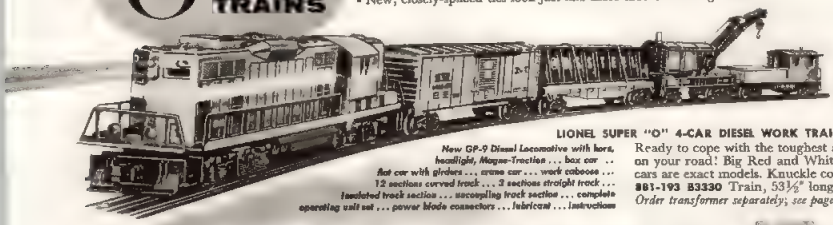
M NEW EXECUTIVE INSPECTION CAR. Now model railroaders can send V.I.P.'s on tours of personal inspection of the right of way just like big road executives do! A true-to-life replica, this beautiful executive inspection car is an actual model of a station wagon adapted for rail travel. Be the first to add this modern, excitingly new accessory to your model road!

Fascinating to watch because it has its own motor, operates from track power like your locomotive. For use on "0", "027" or Super "0" gauge, the 7½" long automobile is equipped with four extra flanged wheels to ride on railroad track. Has two-position reverse; puts operator in complete command of direction by remote control. All illuminated interior. The newest thing on rails!

880-021 B860 Inspection Car **$12.95**

"SUPER" LIONEL TRAINS

- Lionel's new Super "O" high fidelity track
- Appearance of two rails—performance of three rails
- Power is fed through center power bus of copper-clad steel
- Flat-top T-shaped running rails are true-to-scale
- New, closely-spaced ties look just like those used on the big roads



LIONEL SUPER "O" 4-CAR DIESEL WORK TRAIN

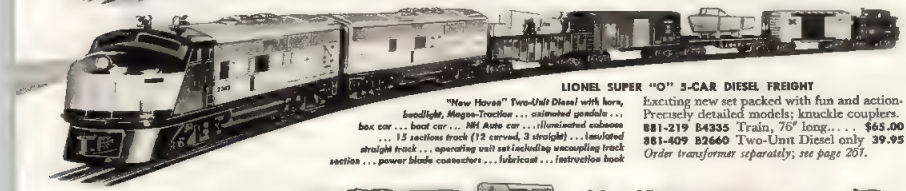
New GP-9 Diesel Locomotive with horn, headlight, Magne-Traction . . . box car . . flat car with girders . . . crane car . . . work caboose . . . 12 sections curved track . . . 3 sections straight track . . . insulated track section . . . uncoupling track section . . . complete operating unit set . . . power blade connectors . . . lubricant . . . instructions

Ready to cope with the toughest assignment on your road! Big Red and White loco and cars are exact models. Knuckle couplers.
881-193 B3330 Train, 53½" long. . . **$49.95**
Order transformer separately; see page 261.

LIONEL SUPER "O" 5-CAR STEAM FREIGHT

4-6-4 "Hudson" Loco and Tender, with smoke, whistle, headlight, Magne-Traction . . . illuminated poultry car . . . operating lumber car . . . flat car with van . . . boot car . . . illuminated caboose . . 12 curved track, 3 straight track . . . insulated track section . . . operating unit set . . . power blade connectors . . . lubricant, smoke pellets, instructions

Faithfully detailed replicas, with all the color and realism of their prototypes on the big roads. Real RR knuckle couplers.
881-201 B3995 Train, 72¾" long. . . . **$59.95**
Order transformer separately; see page 261.



LIONEL SUPER "O" 5-CAR DIESEL FREIGHT

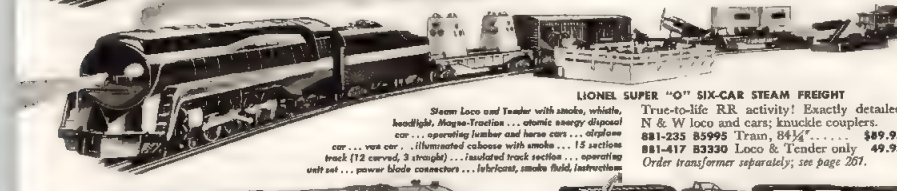
"New Haven" Two-Unit Diesel with horn, headlight, Magne-Traction . . . animated gondola . . . box car . . . boat car . . . Mt Auto car . . . illuminated caboose . . . 15 sections track (12 curved, 3 straight) . . . insulated straight track . . . operating unit set including uncoupling track section . . . power blade connectors . . . lubricant . . . instruction book

Exciting new set packed with fun and action. Precisely detailed models; knuckle couplers.
881-219 B4335 Train, 76" long. . . . **$65.00**
881-409 B2660 Two-Unit Diesel only **39.95**
Order transformer separately; see page 261.

LIONEL SUPER "O" 5-CAR TWO MOTOR DIESEL FREIGHT

Twin Motor "A" and "B" Unit Diesel with horn, headlight, Magne-Traction . . . Allis Chalmers car . . . atomic energy disposal car . . . illuminated poultry car . . . flat car with 2 autos . . . illuminated caboose . . 15 sections track (12 curved, 3 straight) . . . insulated track section . . . operating unit set . . . uncoupling track section . . . connectors . . . lubricant . . . instructions

Massive "Denver & Rio Grande" 2-motor locomotive pulls this deluxe freight. Authentic models, richly detailed. Knuckle couplers.
881-227 B5000 Train, 78" long. . . . **$75.00**
Order transformer separately; see page 261.



LIONEL SUPER "O" SIX-CAR STEAM FREIGHT

Steam Loco and Tender with smoke, whistle, headlight, Magne-Traction . . . atomic energy disposal car . . . operating lumber and horse cars . . . airplane car . . . van car . . illuminated caboose with smoke . . . 15 sections track (12 curved, 3 straight) . . . insulated track section . . . operating unit set . . . power blade connectors . . . lubricant, smoke fluid, instructions

True-to-life RR activity! Exactly detailed N & W loco and cars; knuckle couplers.
881-235 B5995 Train, 84¼". **$89.95**
881-417 B3330 Loco & Tender only **49.95**
Order transformer separately; see page 261.

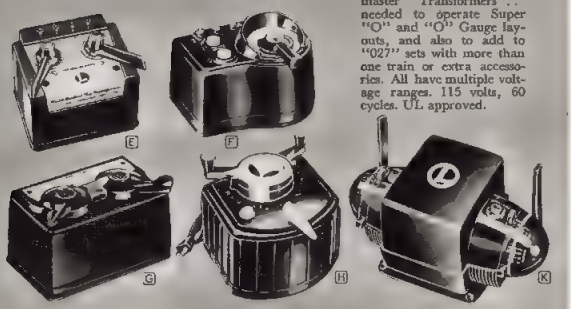
LIONEL SUPER "O" FIVE-CAR DIESEL FREIGHT

Santa Fe GM F3 Type 2-Motor Twin "A" Unit Diesel with horn, headlight, Magne-Traction . . . operating fork lift platform and car . . . illuminated poultry car . . . boat car . . . operating milk car . . . illuminated caboose . . 15 sections track (12 curved, 3 straight) . . . insulated track section . . . operating unit set . . . power blade connectors . . . lubricant . . . instructions

Exact models, powered by the great, exquisitely detailed "Santa Fe". Knuckle couplers.
881-243 B6330 Train, length 82". . . . **$95.00**
881-425 B3330 Twin Diesel only **49.95**
Order transformer separately; see page 261.

When You Order a Lionel Super "O" Train

Order a Lionel Transformer



Lionel's famous "Trainmaster" Transformers . . needed to operate Super "O" and "O" Gauge layouts, and also to add to "027" sets with more than one train or extra accessories. All have multiple voltage ranges. 115 volts, 60 cycles. UL approved.

E MULTI-CONTROL TRAINMASTER, 90 watts. Right-hand lever controls horn, whistle, train direction. Left-hand lever controls train speed. Two fixed voltage ranges for accessories. Automatic circuit breaker.
880-344 B860 Transformer, 90-watt..**$12.95**

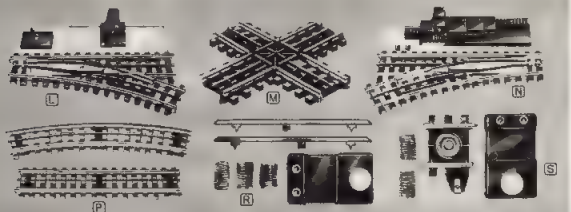
F "LW TRAINMASTER", 125 watts . . . with recessed illuminated dial. Two buttons control train direction, horn or whistle. Two fixed voltage ranges for accessories. Built-in automatic circuit breaker, warning light.
880-351 B1098 LW Transformer.. **$16.50**

G "TW TRAINMASTER", 175 watts . . . Right hand throttle controls speed. Left hand controls start, stop, reverse, horn or whistle. Automatic circuit breaker, warning light.
880-369 B1765 TW Transformer. . . .**$26.50**

H "KW TRAINMASTER", 190 watts. Operates 2 trains independently on different layouts, plus accessories! Control throttles like those on Diesel and electric locos Blows whistles of both trains. 2 buttons control direction. Fixed voltage for accessories; circuit breaker; warning light
880-377 B2165 KW Transformer. . . .**$32.50**

K "ZW TRAINMASTER", 275 watts . . . king of all transformers! The ZW Trainmaster operates up to 4 different train sets at one time with plenty of power to spare for accessories. Has two separate train direction levers, two separate built-in horn and whistle control circuits. Heavy-duty circuit breaker. Green light shows that power is on . . . red light warns of shorts or overloads.
880-385 B2660 ZW Transformer. . . .**$39.95**

Super "O" Track and Control Equipment



L MANUAL SWITCHES. Hand lever operated with directional indicators. Has Lionel's built-in non-derailing feature.
881-318 B730 Manual Switches, Pair.**$10.95**

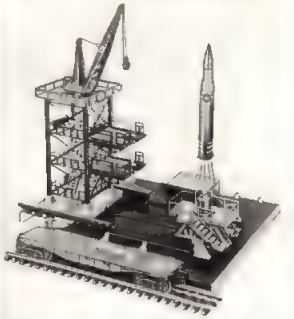
M CROSSOVERS for figure 8 layouts.
881-292 B170 90 degree. Each. . **$2.50**
881-342 B170 60 degree. Each **2.50**

N REMOTE CONTROL SWITCHES. Red and green indicator lights on switch and on remote controller. Switches have non-derailing device; provision for fixed voltage operation. Controllers and wire included.
881-300 B1500 Switches Pair. **$22.50**
881-326 B795 Left Hand Switch. . . **11.95**
881-334 B795 Right Hand Switch.. **11.95**

P SUPER "O" TRACK. Has the appearance of two rails, the performance of three rails! Power is fed through the inconspicuous center bus of copper-clad steel. Curved and straight track comes in 9" long sections . . . 36" circle requires 12 curved sections.
881-250 B34 Curved Track. Each **$0.50**
881-268 B34 Straight Track. Each. **0.50**

R REMOTE CONTROL TRACK SET. Insert the "blades" into any Super "O" straight track to control operating cars.
881-276 B117 RC Track Set. **$1.75**

S UNCOUPLING TRACK UNIT. Insert between 2 mating Super "O" track sections.
881-284 B197 Uncoupling Set. **$2.95**



Crane lifts rocket from its flat car cradle . . .

swings it to tower platform for pre-firing check . . .

motorized tower moves to launching platform

NEW ROCKET LAUNCHER. *Hold your breath!* It's count-down time . . . 5-4-3-2-1-fire! . . . swoooosh-sh, there goes the rocket soaring into space, just like real! Accurately duplicating the most exciting event of the twentieth century, this fascinating new accessory goes through the whole procedure used in firing an actual earth satellite. Hand operated magnetic crane lifts the rocket from its flat car cradle . . . crane swings it to tower platform for pre-firing check and adjustments . . . motorized tower moves, carrying the rocket over to the launching platform where rocket is lowered onto spring-loaded stand. Rocket has safety polyurethane foam nose cone. Launching base is 11x11"; tower and crane are 17" high (Flat car not included.)
880-039 B1195 Rocket Launcher.. **$17.95**

NEW ROCKET CAR . . . cradles a model of an intercontinental ballistic missile. The nose cone is made of polyurethane foam for safety. Rocket is especially designed for launching (can be used with Lionel's new Rocket Launcher above). Authentically detailed red flat car has real RR knuckle couplers.
880-047 B398 Rocket Car, 11" long... **$5.95**

AIRPLANE CAR. Beautiful model airplane with wings retracted can be removed from car and wings assembled into flying position. Precisely detailed flat car can haul other cargo, too. Equipped with real railroad knuckle couplers. Add modern day realism to your road with this colorful new accessory!
880-054 B330 Car, 10⅝" long **$4.95**

HO Gauge Midget Model Locomotive fits right into the palm of your hand, pulls up to 30 cars!

Lionel 5-Car Diesel Freight with Headlight and Power Pack

Gilbert Twin Engine 4-Car Diesel Freight with Headlight

Gilbert 3-Car Diesel Passenger with Headlight

Lionel and Gilbert "HO" Gauge Electric Trains

E GILBERT 4-CAR INDUSTRIAL SWITCHER FREIGHT

Diesel switcher locomotive . . . Morrell refrigerator reefer car . . . B & O hopper car . . . Rio Grande caboose car . . . B & O shanty caboose . . 12 sections curved track . . . re-railer track , uncoupler track . . instruction booklet

True-to-life replicas of those seen hustling freight around dock and factory areas on the big roads. And even more fascinating to watch on your own miniature layout! Precisely detailed scale models, equipped with NMRA couplers *Order power pack separately, see page 263.*

883-777 B1663 Gilbert Industrial Switcher Freight. **$24.95**

F LIONEL 5-CAR MILWAUKEE DIESEL FREIGHT

Diesel locomotive with beaming headlight . . . flat car with boat . . . box car . . . flat car with 2 autos . . . cattle car . . . cupola caboose . . . 12 sections curved track . . . uncoupling track , re-railer track . . . 1¼ Amp Power Pack . . . instruction booklet

Authentic to the thousandth of an inch! Miracles of minute scale detailing, the powerful Diesel loco and colorful freights race across the rails at thrilling speed with all the realism of the big roads. NMRA couplers throughout. Power pack is included with this set.

881-508 B1997 Lionel 5-Car Diesel Freight. . **$29.95**

G GILBERT 4-CAR TWIN UNIT DIESEL FREIGHT

Baltimore & Ohio twin unit locomotive with headlight . CB&Q coal car . . . Gulf tank car . . box car with sliding door . B & O caboose . 12 sections curved track . . re-railer track . uncoupler track . . instruction booklet

Powered by the massive B & O, this fast freight hurtles to its destination with headlight beaming "hauls" loads of thrills, years of fun for model railroad fans! Accurately detailed scale models with NMRA couplers. *Order power pack separately, see page 263.*

883-785 B2330 Gilbert 4-Car Twin Unit Diese. Freight. . . . **$34.95**

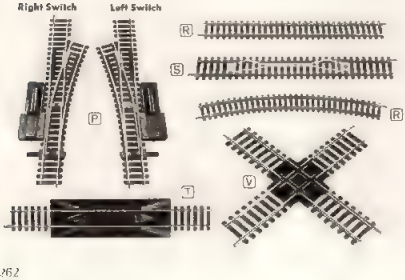
H GILBERT 3-CAR DIESEL PASSENGER STREAMLINER

Southern Pacific Diesel locomotive with powerful beam headlight . combination baggage and passenger club car two passenger coach cars . . 12 sections curved track . . . re-railer track . . uncoupler track . . . instruction booklet

Whizzzzzz . . . there she goes. a streak of glistening beauty, riding the rails at lightning speed so realistic, you'll lose your heart to it forever! Lavishly detailed scale model locomotive and cars, equipped with NMRA couplers *Order power pack separately; see page 263*

883-793 B2663 Gilbert 3-Car Diesel Streamliner **$39.95**

"HO" Gauge Tracks and Switches



P Remote Control Switches. You're all set for lots of real railroading fun with one or more of these heavy duty switches . . . to reroute passenger trains . switch freights onto sidings

883-850 B300 Right Hand. Remote control Switch. Each. **$4.50**

883-876 B300 Left Hand. Remote Control Switch Each. **$4 50**

R Curved & Straight Track. There's no limit to the number of interesting layouts you can make when you have plenty of track! 9" curved and straight sections . . . sold in packages of 12. Specify the number of packages wanted.

883-843 B200 Curved. **$3.00**

883-835 B200 Straight . . . **3.00**

S Automatic Uncoupler Track uncouples cars by remote control. Foolproof operation. 9" uncoupler track section combines with any "HO" gauge track.

883-892 B50 Uncoupler . . **$0.75**

T Automatic Re-Railer Track rerails your cars and locomotives automatically. Makes realistic "highway" crossing, too! 9" section. Use several

883-900 B40 Re-Railer **$0.60**

V 90° Crossover . . . makes figure 8's, other interesting layouts. Use several for added fun and real railroad realism on your model pike. Each leg is 6" long.

883-884 B150 Crossover **$2.25**

A New! Over 60-piece Cape Canaveral Rocket Set $4.79

B New! Roy Rogers 95-Pc. Mineral City $4.99

C New! Walt Disney 80-Pc. "Zorro" Set $5.79

130-piece Fort Apache Set $5.79

Lands of High Adventure

Cape Canaveral Rocket Set

(A) **New Space Tomorrowland** brings fun up-to-date! Has Rocket Research Center Headquarters of decorated steel 12x12x14 in. high with plastic radio transmitting tower and four sections of steel fence. Over 60 pieces.

3 top-secret rocket areas have the following: 3 spring-activated guided missile launchers with 7 guided missiles and compass for fire control. 9-pc. white plastic fence to enclose the main launcher; spring activated rocket launcher that fires 3 rockets. Rocket area 3 has spring-activated launcher that fires a 3-stage satellite rocket. Satellite launching station has 2 circular satellites.

Research equipment includes make believe sighting devices, antenna, fuel tanks and camera. Launching sites, missiles of sturdy plastic. 22 plastic scientists and engineers man the center.

79 N 05942—Shipping weight 6 lbs. **$4.79**

Walt Disney "Zorro" Set

(C) **New Official 80-piece Disney Set** features "Zorro," famous hero from California's past and his friends of the TV series, good humored Sergeant Garcia, the mute Bernardo, the masked black-clad "Zorro" himself and others. Also 32 Mexican soldiers and 8 horses with saddles.

Spanish garrison of Los Angeles reproduced in colored steel 12x4x6¾ in. high with "Spanish tile" roof. Garrison is enclosed by adobe wall of colored steel and has a gateway with "Official Walt Disney Zorro" sign. Colorful plastic cave. Garrison accessories include 2 cannons that shoot tiny shells, well with bucket, forge grindstone pump, anvil, rain barrel hitching rail, chopping block, woodpile, cacti flags, palms and ferns. Figures, horses and accessories are 3-dimensional molded plastic. Build your Christmas order to $20 or more . . use Sears Easy Terms.

79 N 05945—Shipping weight 5 lbs. . . **$5.79**

Roy Rogers Mineral City

(B) **New 95-piece Western Set** creates typical "old West" street scene. *30 polyethylene figures* in colorful detail enliven the setting. Feature Roy, Dale Evans, Pat Brady and Bullet with cowboys, western saddle horses, steers, and *35 piece Western Accessory Set* of pistols, holsters, rifles, etc. Also *7 sections of sure locking log fence*, each 6¾ in. makes good size corral for the animals.

Brightly decorated metal building unit 27¾x6x8¾ in. high has realistic Western boardwalk and porch. *Authentically colored units* represent jail, journal office and general store.

Other *authentic miniature accessories* lend "local color" such as buckboard with spoked wheels, cacti, hitching rails, signs, tool rack, lanterns, lamp post, water trough, rain barrel, etc. Equally fascinating to boys or girls. Assembles easily without tools.

79 N 05995 Shipping weight 7 lbs **$4.99**

130-piece Fort Apache Set

(D) **Early American Frontier Fort** 35x17x6½ in. high with realistic blockhouses, tepees, and a log cabin (of authentically colored steel) . . . plus Indians, frontiersmen and cavalry. Recalls thrilling days of America's past!

10 sections of stockade walls each 5¾x4¾ in. high with 2 swing gates on log type archway. Ladders hook to blockhouse side or scale its walls. *Realistic plastic accessories include:* chopping block and axe, log pile, anvil, well, fire with kettle, churn, 2 Indian totem poles, shell shooting cannon, etc. *30 Indians, 30 assorted frontiersmen Cavalrymen* (about 2¾ in. high) in action poses. *35 miniature accessories:* bows, arrows, spears, etc. Also four horses for frontiersmen, and two for Indians. If the interest is "Cowboys and Indians" this is it. Stockade molded of high-impact plastic, figures in 3 dimension molded in polyethylene plastic.

79 N 05946 Shipping weight 6 lbs **$5.79**

Buy all your toys on Sears Easy Terms
only 10% down on orders of $20 or more!

Toy Figure Sets appeal to fun and fancy!

Two new TV favorites—beautifully sculptured, extra-large figures (E) is made of durable acetate, 10 inch high, hand decorated in 8 colors. (F) is reproduced in black plastic with high detail, 11 inches high. Flexible vinyl accessories are detachable. Shipping weight each set 1 pound.

(E) **49 N 5981**—Roy Rogers on his horse, "Trigger" **$3.69**

(F) **49 N 5978**—"Zorro" on his stallion, "Midnight" **$2.57**

Little collectors delight . . adults, too, in these newest true-life miniatures. All are carefully detailed in molded plastic and posed in action. Size of figures in proportion from 2 inches up to 3 inches tall. Order several sets to enlarge Play Sets, or start your own collection of these charming miniatures.

(G) **49 N 5961**—*New! Exciting Nike Rocket Launching Set.* 2 launchers, 6 rockets, 3 figures.

(H) **49 N 5928**—31-pc. Wild Life Set. 18 small, 5 large animals, 8 tiny birds. Real si

(J) **49 N 5947**—69-pc. Indian Set. 30 Indians, horse, canoe, 2 totem poles plus 35 Indian accessories. Kids love it!

(K) **49 N 5951**—27-pc. Horse and Saddle Set. Includes 8 horses, 8 saddles and 8 bridles. 3-fence section

(L) **49 N 5952**—73-pc. Frontier Set. 36 figures plus 2 saddle horses, 35 cowboy accessories.

(M) **49 N 5913**—38-pc. Soldier Set 32 soldiers, 2½-inch high shooting gun, 4 small guns, stretcher

For all Sets above, state catalog number and number of sets wanted.
Shipping weight each 10 ounces. Each set **88c**, 2 sets for only **$1.69**

New! 117-piece Arctic Explorer Set $3.89

(N) Ice-choked polar region realistically created with explorers, animals, and authentic equipment. Portrays vividly to youngsters the challenge of uncertainty and daily hazards facing man and beast. Explorers work in steel Quonset hut 8x5¼x4 in. which is orange colored to stand out against the "snow" . . live in 4 plastic Igloos. 16 explorer figures, 16 Eskimos, sled dogs, sleeping huskies, penguins, wolves, walruses, polar bears, bear cubs and seals create the setting.

35 pc. set of accessories: skis and poles, snow shoes, a lean-to, hides, weather station, blanket roll and others, plus such arctic equipment as dog sleds and kayaks. Dead tree and 2 stumps. Ground scene in illustration not included. A timely gift for this geophysical year . . order early to avoid the Christmas rush.

49 N 5944 - Shipping weight 2 pounds. **$3.89**

New Noah's Ark has wheels, will float! $2.89

(P) **Double measure of fun!** Colorful red and yellow polyethylene ark floats in water and has wheels for floor play! Noah, his wife and 80 animals made of vinyl plastic. Ark 10¾x5¾x4¾ in. high.

49 N 5998—Shipping weight 2 pounds 4 ounces. **$2.89**

You can order from Sears with confidence . . full satisfaction guaranteed

A New! 190-piece Two-silo Farm Set $7.98

B 100-piece Modern Farm Set $4.99

B New! 192-piece Battleground Set $5.87

Miniature Make-believe Worlds

Take them to fun lands of "let's pretend"

Over 190 pieces Make Life Appear Just as It Is "down on the farm"

[A] **Our Biggest, Modern Farm** with hands, equipment . . everything to make it run! **Big, hip-roofed steel barn** with attached shed and twin silos. Strong sheet steel construction with all edges, windows turned for safety. Colored in true-life detail with plastic cupolas. Haylift hoists plastic bales of hay. Open back makes it easy to bed down animals for the night. 22 in. long, 9 in. wide, 10½ in. high. Plastic-roof silos. Easy to assemble. **Chicken House** with realistic broken-span roof, 7½ in. long, 3 in. deep, 3½ in. high. **Friction-drive metal Tractor** hitches to and pulls spreader, conveyor, plow, harrow, rake, mowing machine, wagon. All attachments have moving parts. **Farm Animals and Fowl.** Lifelike models in 3-dimension molded plastic . . horses, cows, colts, calves, dogs, lambs, kids, pigs, goats, sows, roosters, hens, ducks, other tiny birds. Horses 2⅜ inches high, others in proportion. **Molded Plastic Produce.** Cabbage heads, tomato plants, pole beans and corn stalks. **Farm Folks.** Farmer with pitchfork, boy with pail, farmer with hoe, 3 farmhands, 1 with wrench, 1 carrying chicken, another a feed sack. **Barn Accessories:** Feedbags, feedbox, block and tackle, litter carrier slides along overhead rail, bales of hay, garbage can, milking stool, pitchfork, shovel, new cowstall with wire stanchions, milk cans. **Fence.** 12 large sections plastic barbed wire fence, 8 small sections plastic farm fence, large shade tree.

79 N 05989—Shipping weight 8 lbs. **$7.98**

Over 100 pieces of "good earth" fun for would-be farmers

[B] **Realistic modern farm set** with large hip-roofed barn and slant roofed chicken house. **Steel Barn.** Opens at back to admit animals and plastic bales of hay. Haylift really lifts. Litter carrier slides. 2 plastic cupolas on roof. Measures 13⅜x9¼x10½ inches high. Separate silo 9½ inches high has plastic dome; brightly colored steel. Easy to assemble. **Farm equipment:** Plastic tractor with hitching-hook for plastic implements. Planter, plow, stone boat, harrow, tractor scoop, tractor scraper, wagon. **Plastic barn accessories.** Feedbags, feedbox, bales of hay, garbage can, shovel, pitchfork, milking stool, pail, sliding litter carrier, block and tackle with hook. **Farm livestock.** Molded plastic horses, cows, colts, calves, dogs, lambs, kids, goats, pigs, sows, roosters, hens, ducks, chicks, duckl ngs, birds. Horses 2 in. high, others in proportion. Ten 4¾-inch sections plastic barbed wire fence enclose livestock in farmyard.

79 N 05941—Shipping weight 6 pounds..... **$4.99**

New! 192-piece Battleground Set with 3 long-range missiles

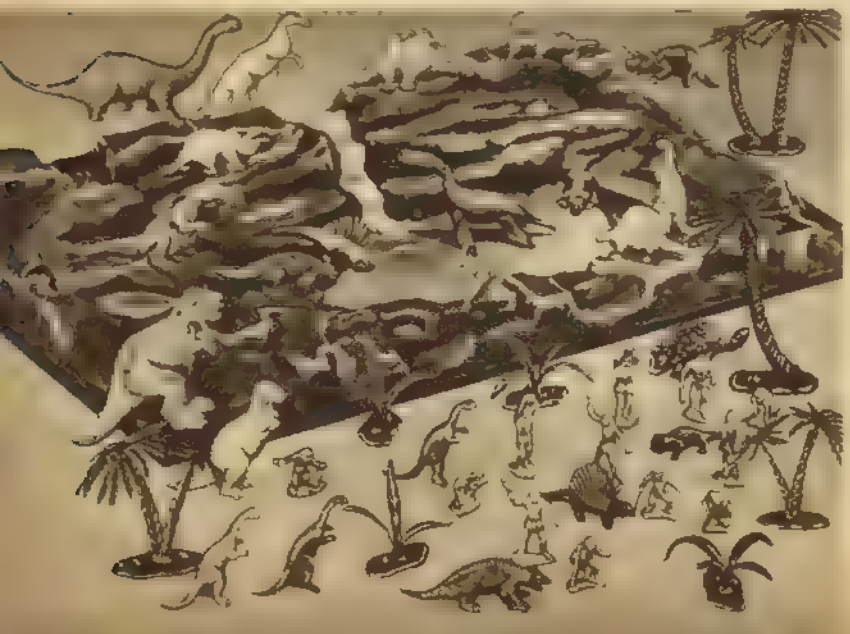
[C] **Authentic miniature of powerful U.S. invasion force.** Set includes **Plastic combat soldiers:** over 80 divided in 2 fierce fighting units. Figures 2¼ in. high (standing), others in proportion. **Command Post:** Hq tent, pup tents, mat, flag and pole, plastic "barbed wire" fence. **Heavy Equipment** (polyethylene) tank, field gun, helicopter, landing craft, jeep, half-track, assault raft. **3 Shooting Weapons:** for medium, long and close-range firing, and miniature compass for fire control. **Battlefield Equipment:** over 90 realistic plastic accessories include pillbox, sandbag emplacements, roadblock, barbed wire entanglement, ammo case, recoilless rifle on tripod, first aid case, field switchboard, bombed out building, trench mortar, pontoon bridge, fallen log, land mines, mine field flags, trees, stumps, others.

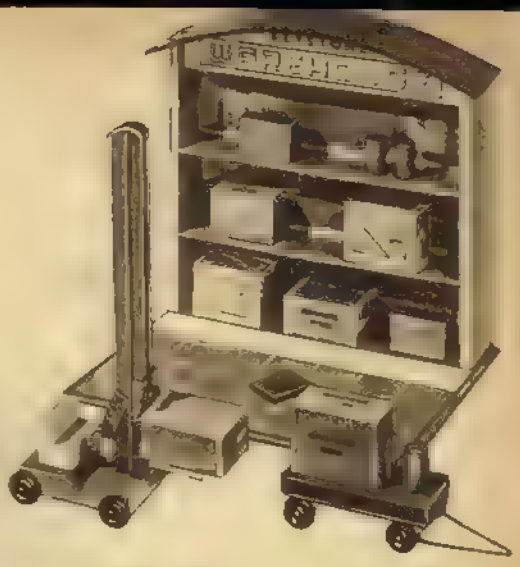
79 N 05943 Shipping weight 5 lbs. **$5.87**

33-piece Soldier Set (not shown.) Hq. Building of brightly decorated metal. Soldiers and field equipment are detailed molded plastic. Includes 6 pieces of fence, flag and pole, plane, armored vehicle, machine gun that shoots shell, 22 soldiers, many in fighting poses.

49 N 5906 Shipping weight 1 pound.....**$1.97**

44-pc. Set Re-creates the World of Prehistoric Beasts and Cave Men $4.79





Price Cut! Warehouse with Lift and Truck

Operation "Fun" . . loading and unloading 18-piece open-face warehouse set with rubber tired mobile fork lift . . clicker crank, 3 pallets, 3 barrels, 2 blocks and 7 decorated fiberboard boxes . . plus realistic rubber-tired platform truck! Drawbar on truck attaches to fork lift. 15x3⅝x14-in. high building of 3-ply board on wood frame with 12x16-in. Masonite Presdwood base. Easy to assemble.

49 N 5926—Shipping weight 6 lbs. Was $4.47. **Now $3.77**

Fun-Realism with 3-dimensional Figures

Collecting miniatures can be such fun! Carefully detailed figures in each set of molded Polyethylene plastic, some 2 inches and up to 3 inches tall. Others in proportion.

[D] **49 N 5953—53-piece Plastic Farm Animal Set.** Cows, horses 3 inches long; small farm stock, fowl, birds in proportion.

[E] **49 N 5957 14-piece Knight Set,** Variety poses—armed Knights on foot and on horses.

[F] **49 N 5954—16-piece Prehistoric Set.** 11 kinds of dinosaurs, birds, reptiles, 3 cave men, 2¾ inches to 3 inches tall.

All Sets Above. State Catalog No. and quantity. Shpg. wt. each 10 oz. Each Set 88c ....2 sets for $1.69

44-PIECE PREHISTORIC SET

Includes 23 Reptile Species, 12 Cave Men

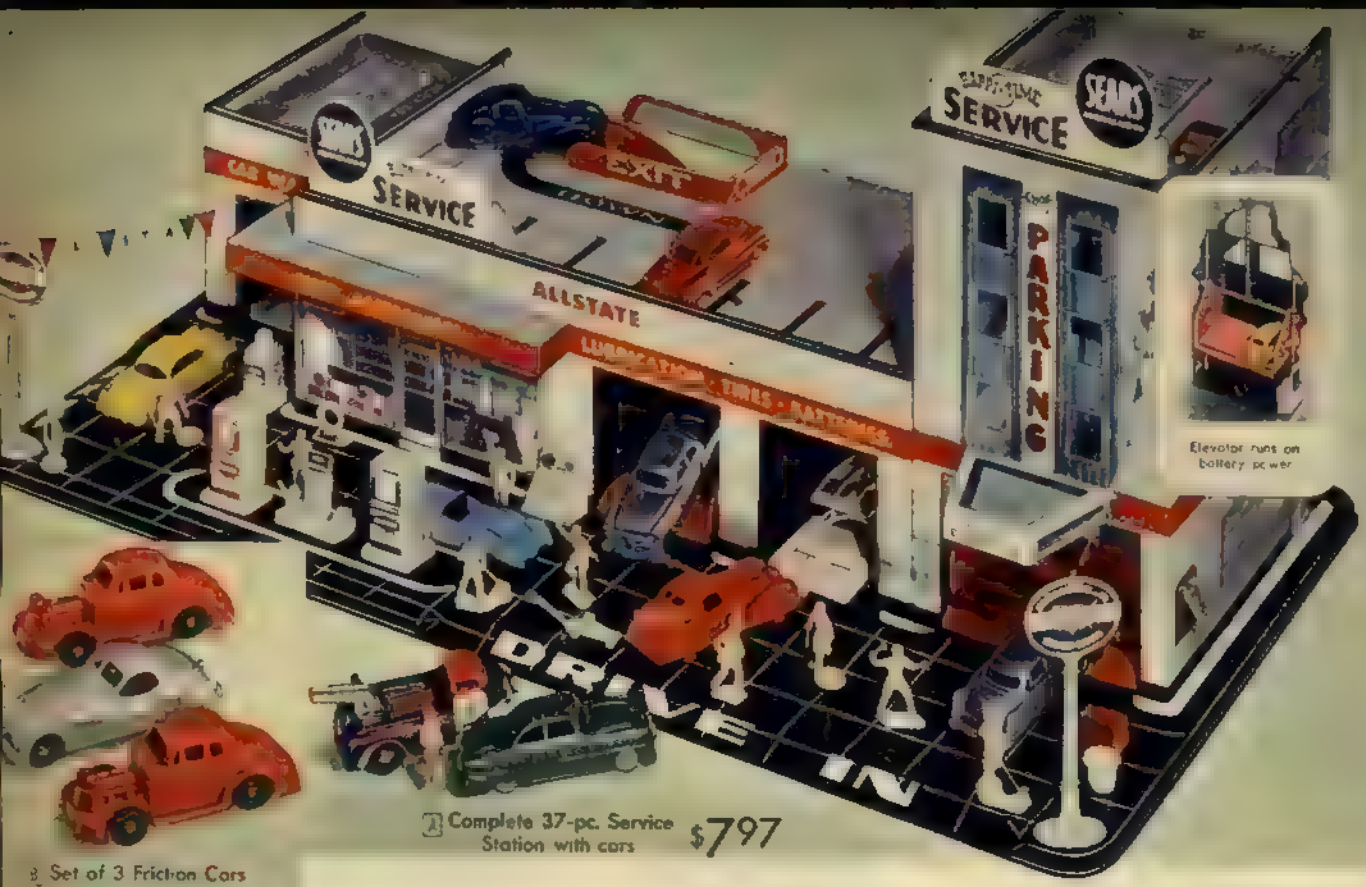
[B] **Re-create the world of dinosaurs, reptiles and cave men as they were millions of years ago!** Realistic, earth-color landscape 23⅜x13⅜x3⅜ inches high. Has simulated blue pool, waterfall, realistic palms and ferns.

Twenty-three prehistoric animals of colored polyethylene plastic in lifelike shapes: a gigantic Brontosaurus, duck billed Hadrosaurus, toothless glider-like Pteranodon, huge bloodthirsty Tyrannosaurus, fierce flesh-eating Allosaurus, broad-snouted Trachodon and other primitive creatures. Includes 12 cave men, dwarfed by the beasts, wielding stones, spears and primitive clubs. Size of beasts and men ranges from 8 inches long to 2 inches high, all in proportion. Complete with illustrated, informative book.

79 N 05934—Shipping weight 4 pounds **$4.79**

NOTE: Play pieces included in Sets may vary slightly, but total number will be as stated.

You can OPEN a Sears Easy Terms Account if your order totals $20 or more . . see page 264



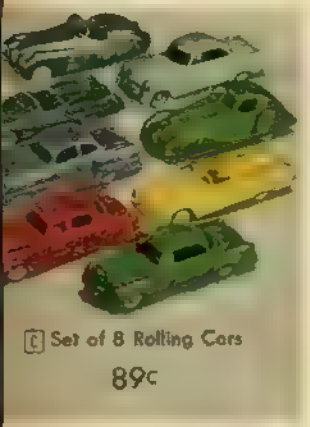
Elevator runs on battery power

A Complete 37-pc. Service Station with cars $7.97

B Set of 3 Friction Cars 97c

Realistic Allstate De luxe Station

Electric Elevator . . Bell to ring for service . . Roof parking and Car Wash!



C Set of 8 Rolling Cars 89c

A Imagine a fun filled station so big several children can play at once . . . so well equipped it rivals a modern real life station. Has 8 automotive plastic cars with easy-rolling metal wheels, about 4 in. long, and 11 busy workers.

Ring bell to summon a battery operated elevator that really runs. Batteries not included, order separately at right. Hoist cars up to rooftop parking area or use the handy ramp. Friction-powered Wrecker tows disabled cars. Lift them to wet-and-grease rack for repairs. Service with tummy-operated Wash 'n' Car wash. Just wheel cars over to Car Laundry, at side of station. It's well equipped with plastic wash rack and miniature sponge.

Big 28x14½x13¾ in. high building and 29x16 in. wide base of galvanized steel. Decorate with decals of famous ALLSTATE markings and colorful paper pennants included. Shipped knocked down, easy assembled. Also 2 modern gas pumps, air pump, oil can and battery displays, tire on stand, 2 ALLSTATE signs on stand, rack, bucket.

79 N 0597 Shpg. wt. 7 lbs. Complete 37-pc. set $7.97

34N4650 Std. Flashlight Batteries for above. Wt. incl. 2 for 35c

B **Set of 3 Friction Motor Cars.** Small realistic stock Jaguar and 2 hot rods . . . beautifully molded with realistic detailing. Colorful plastic with easy-rolling wheels.

49 N 5959 About 4 inches long. Shpg. wt. 1 lb. 97c

C **Set of 8 Cars for your Service Station.** Latest foreign and domestic models of Ford, Cadillac, Buick, Chrysler, DeSoto, Sabre Jet & foreign racing cars. Colorfully molded plastic with die cast metal wheels.

49 N 5930 About 6 inches long. Shpg. wt. of set 0 oz. 89c

29-Pc. ALLSTATE Service Station

with two friction-powered vehicles . . Take-apart Jaguar . . . 7 others

Complete set $4.98

Friction drive rubber tire wrecker tows cars working grease rack with system of. Parks cars on roof, glide them up and down ramp. 5 plastic attendants to serve gas customers. Modern friction drive car, take apart Jaguar and 7 other lifelike models. Finest cars with easy rolling wheels.

Colorful station has 2 gas pumps, air pump, tire on stand, oil and battery displays, lubrication machine, bucket rack. Decorate with 2 ALLSTATE signs, 16 paper pennants, decals. 26x14¼ in. base. Easy-to-assemble steel station, 18x10x8 inches high. Shipped flat.

79 N 05963 Complete 27-piece Set. Shpg. wt. 6 lbs. $4.98

13-pc. Set (not shown) 17x9¼x8 in. high steel station, shipped flat. 26x14¼ inch base. Lubritorium with skylight roof, 2 gas pumps, air pump, tire rack, battery and oil displays, bucket, rack, ALLSTATE sign. Two 4-inch plastic cars with easy-rolling wheels. Sheet of ALLSTATE decals.

79 N 05932 Complete 13-piece Set. Shpg. wt. 3 lbs. $2.97

NOTE: There may be a slight variation in play pieces included in these sets, but you will receive total quantity stated.

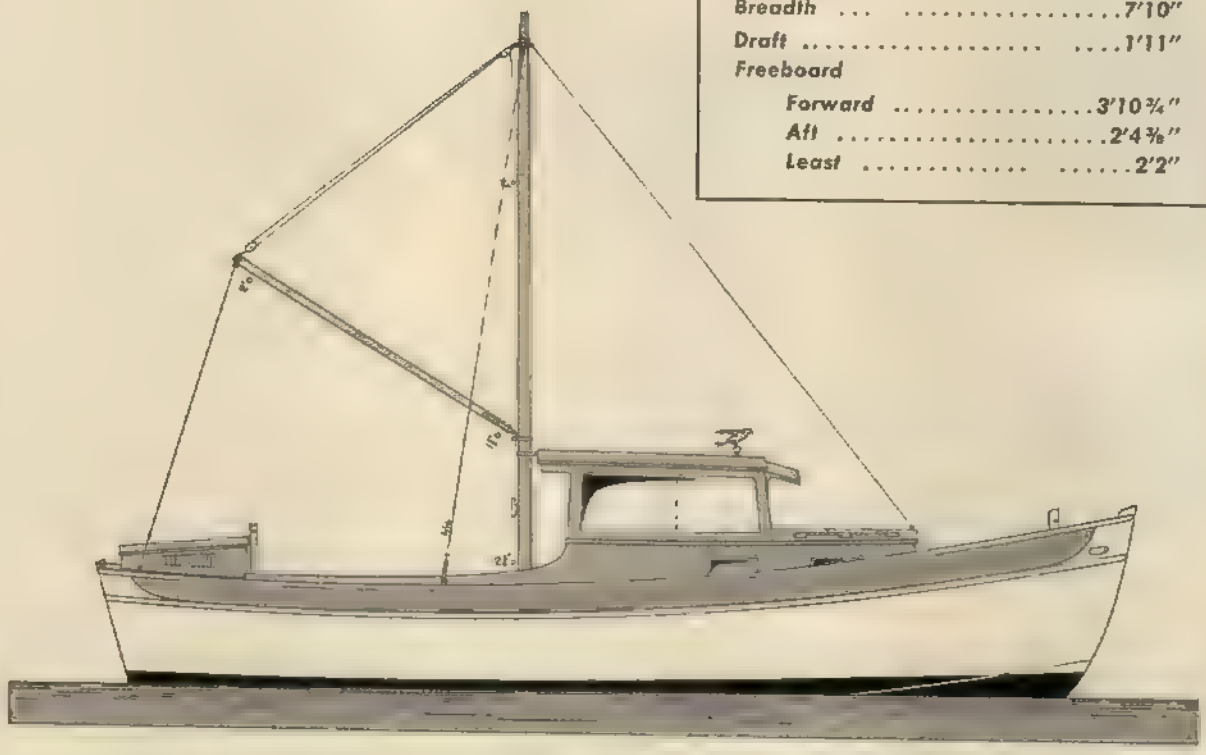
JOG-ALONG

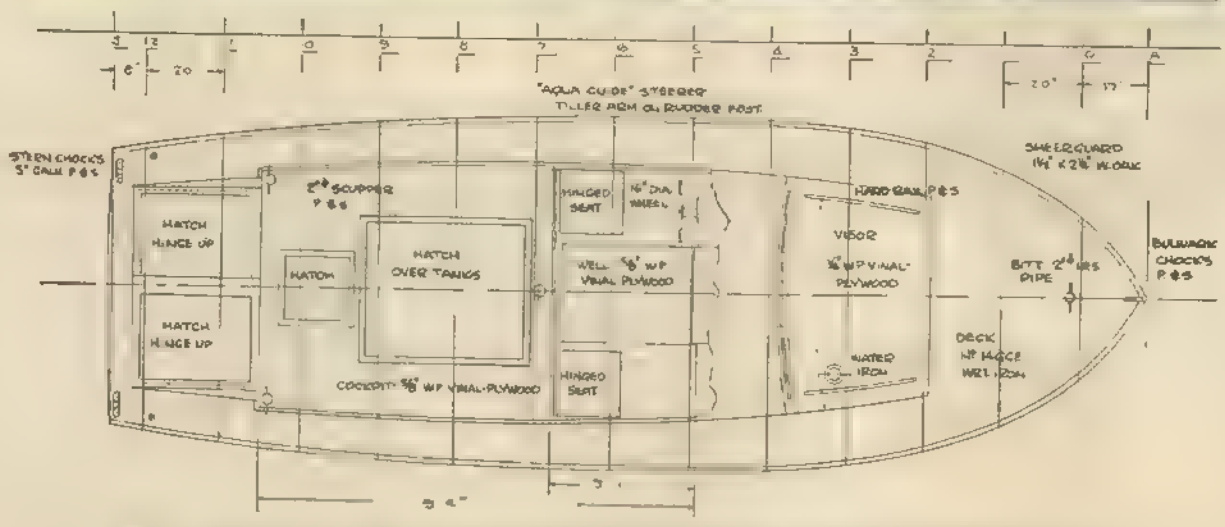
Designed by William and John Atkin

SOMETHING NEW IN OUTBOARDS

A V-BOTTOM OUTBOARD CRUISER

Length over all	22'1"
Length waterline	20'0"
Breadth	7'10"
Draft	1'11"
Freeboard	
Forward	3'10¾"
Aft	2'4⅜"
Least	2'2"





Outboard profile and deck plan of the seagoing little hooker Jog Along. She looks business like in every line.

THESE plans were prepared to produce a shipshape, wholesome and practical outboard motor cruiser—a sturdy, able ship with ability to go, within reason, anywhere, anytime despite the weather.

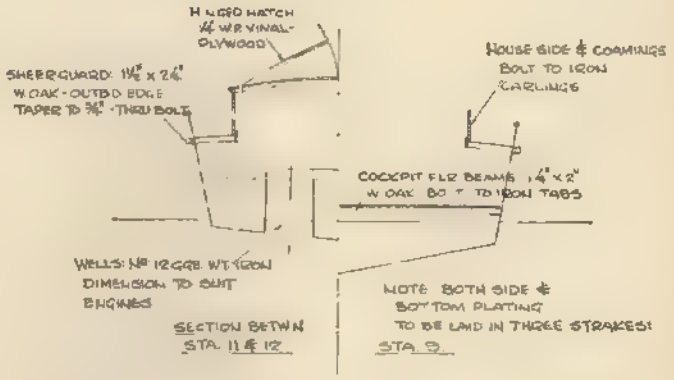
Jog-Along has many earmarks of the sea, earmarks proved by many experienced cruising men. She has, for instance, high bulwark rails, self-draining cockpit, trunk cabin house of nautical aspect, pilot house with full headroom, properly visored windows, nautical mooring bitts, king post with boom (for handling the motors), and a little cuddy. There is an enclosed toilet room fitted with the usual amenities. For cooking, and for warmth, there's a wood- and coal-burning range. Here, then, we have snugness and comfort.

A small boat built from steel wrought iron, if cared for, will have as long a life as one of wooden construction; furthermore, in the event of hard usage it will outlast the latter. The metal hull without interior joiner work, tanks, motor installation, deck fittings, and other miscellaneous equipment, will cost less than one of the same size built from wood. Also, and of particular interest, the well-built iron or steel boat will not leak, its seams being few and these permanently watertight.

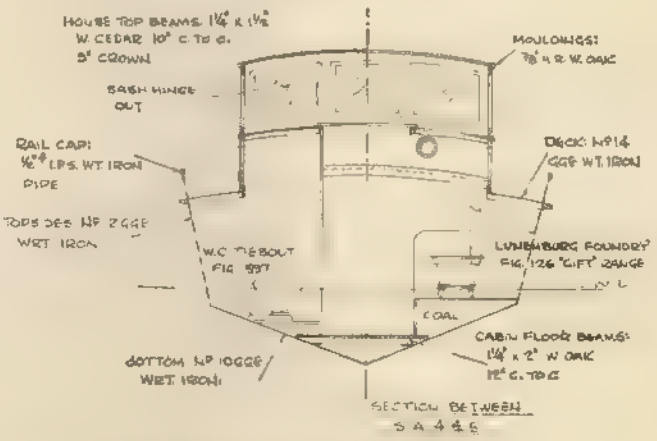
Wrought iron, because of its low carbon count, will outlast steel in either fresh or salt water; it is, however, not as strong. In a large yacht this would be a consideration; in a little one like Jog-Along of little. Steel is easy to get, but where, people may ask, may one buy wrought iron plate, and who rolls this material. An answer to both is A. M. Byers Company, Pittsburgh, Pa., or from one of their dealers.

If interested in wrought iron bolts, pipe, etc., and tools for working metals; Brown-Wales Company, 493 C Street, Boston, Mass.

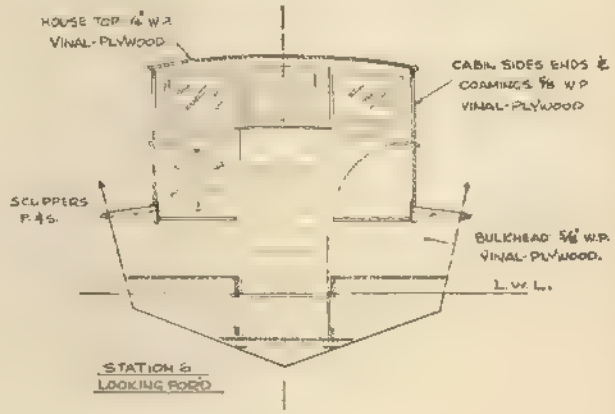
Jog-Along, is 22'1" LOA; 20'0" LWL; 7'10" breadth; and draws 1'11" of water. She is a V-bottom model wih straight sections from the keel to the corners of the chines and from the chines to the under side of the rail cap; the overhang at the bow is modest and in keeping with the rest of the design. The stern transom has just enough rake to accommodate the screw clamps which anchor the motors in the twin wells. A long skeg is provided, not only to keep the boat on its course, but to serve as a guard against the propellers striking bottom, and to throw off drifting flotsam. The rudder is abaft and between the wells. She has a shapely big hull for her outside dimensions and consequently unusual room on deck, in the cabin, and cockpit. The bulwark rails are 10" high at the bow, tapering in an easy sweep to 6½" at the stern. The trunk cabin house provides light and ventilation to the accommodations below. Her pilot house, raised from the cabin trunk, has windows on both sides and in the forward end: the after end is open. *(Continued on the next two pages)*



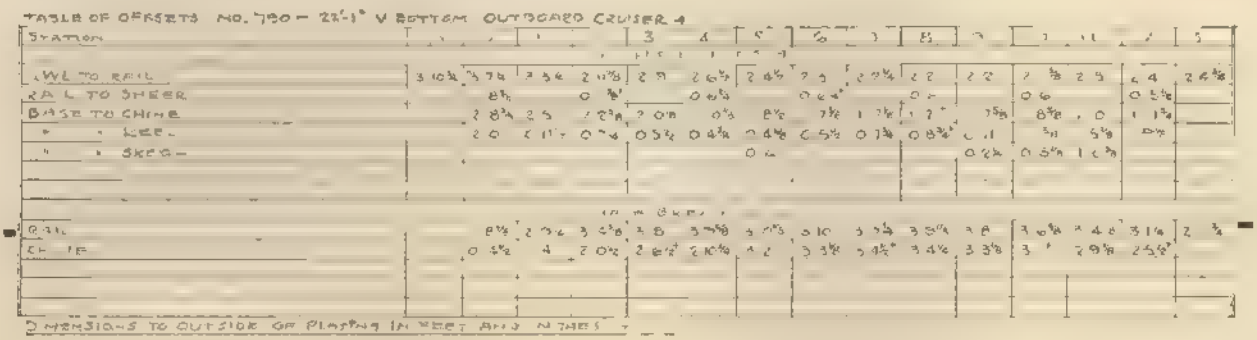
Above: Section at Station 9 and between 11 and 12.

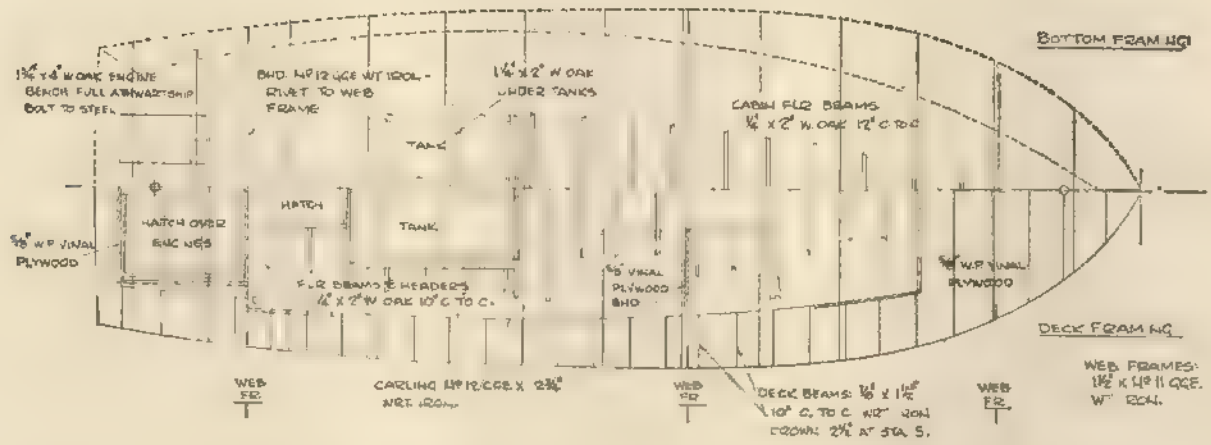


Above: A section through the house between stations 4 and 5.

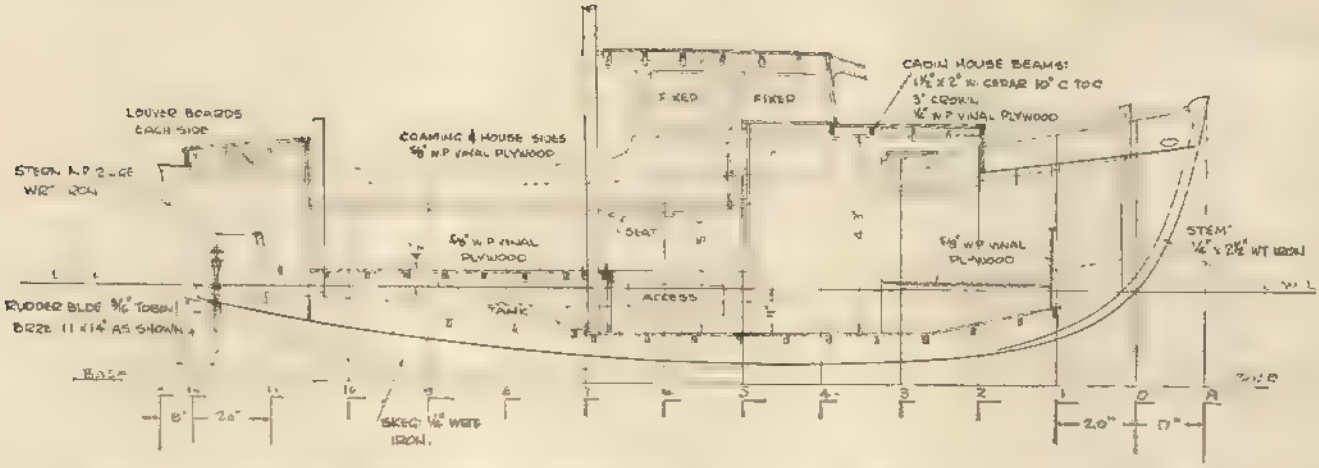


Above: Midship section shows the deep deadrise.



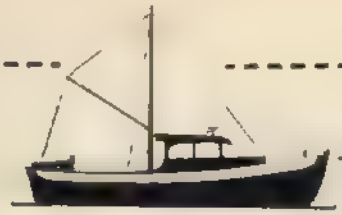


Details of the deck and bottom framing, with hatch and tank installations


LOUVER BOARDS EACH SIDE
COAMING & HOUSE SIDES ⅜" W.P. VINAL PLYWOOD
CABIN HOUSE BEAMS: 1½" x 2" W. CEDAR 10" C TO C 3" CROWN ⅜" W.P. VINAL PLYWOOD
FIXED
SEAT
TANK
ACCESS
STEM ¼" x 2½" WT IRON
W.L.
RUDDER BLDE ⅝" TOBIN BRZE 11 x 14" AS SHOWN
SKEG ¼" WRT IRON.

Inboard profile shows some additional details of construction. Skeg of wrought iron gives protection to rudder and propellers.

Arrangement plan shows layout of seats in cabin, stove, head, etc. Tanks are just abaft amidship.



The motors are two 18 hp outboard units designed to drive Jog-Along at a comfortable 12 mph; propellers turning in wells are installed in the after compartment under a raised hatch; access to these is through the double covers. A watertight bulkhead between stations 10 and 11 separates the motor space from the cockpit, a precaution against water finding its way forward in case of sloppage over the tops of the propeller wells. There should be a bilge sump abaft the bulkhead piped to a hand-operated pump in the cockpit—just in case. The motors will be fixed and not used for steering; a single rudder under the stern performs this service. An Aqua-Guide steerer takes care of the operation of the tiller, which is between the twin wells; and a similar device for the motor controls which, of course, are in easy reach of the helmsman.

Two gasoline tanks, made from galvanized iron, will have a total capacity of 44 gallons; they will be filled from the deck. Installation of the tanks is below the cockpit floor, close enough to the midship area of the hull so it doesn't badly affect the boat's trim when full or empty. In so small a boat as this with two for crew and anticipating only overnight cruising, the fresh-water problem is solved best by two five-gallon jugs. At the sacrifice of space in the forepeak, a 10- to 12-gallon galvanized-iron water tank might be fitted just forward of the low bulkhead, not allowing the top of the tank to project above this. Then pipe to a convenient outlet. I would not advise copper tanks in an iron or steel hull; copper and iron or steel are not happy shipmates.

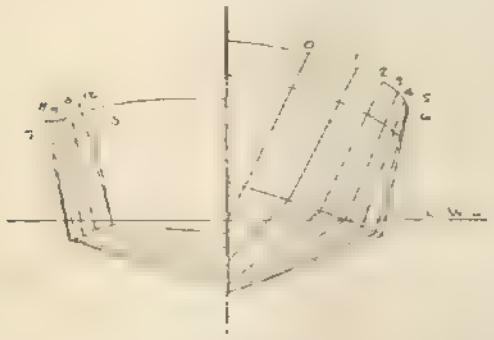
Her cabin is 6′4″ long; the toilet room is 2′9″ long and is fitted with the smallest size pump water closet, headroom is 4′3″; there is room beneath the waist deck for two shelves and on the bulkhead for a mirror; a seat on this side is 4′6″ long; there is comfortable sitting up headroom over this.

The opposite side gives room for a small wood- and coal-burning range, coal and wood stowage bin and a seat 4′6″ long. Under both these seats there is stowage space and room for a long shelf, and forward of both a forecastle. Headroom in the cabin is 4′3″ clear, just right for sitting. The after end of the pilot house or standing top is 3′ long, its forward end projecting over the trunk cabin top, with cabin doors in the bulkhead. The cabin floor extends on nearly one level from the forward bulkhead to the after end of the pilot house, a length of 9′4″ by a width of from 20″ to 26″.

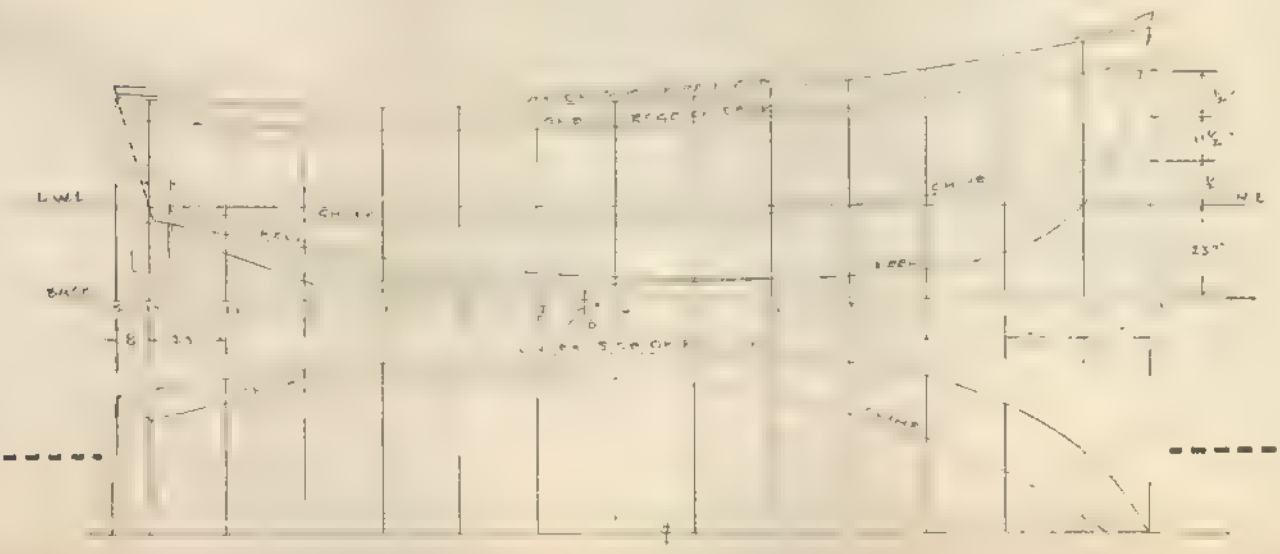
The cockpit floor is 4½″ above the load water line and is self-draining; a well in the floor forward, 3′ long by 26″ wide, provides full standing room. The steering wheel and motor controls are within easy reach of the position. There is a hinged seat on each side, and vision is excellent all around. A large flush hatch is located over the tanks, and a smaller one abaft it to make inspection of the bilge easy.

Because we believe room in the interior, during the day, is more important than cluttering the cabin with bunks, we decided to use air mattresses for sleeping; one to port and the other to starboard, and simply laid on the cockpit floor, close up to the cabin bulkhead. One half the length of these will be covered by the pilot house overhead, the after ends protected from the elements by a removable khaki awning spread over the derrick boom, and its edges made watertight against the outside of the coamings. Provision is made on the king post to raise the forward end and permit the after to be lowered to drain rainwater from the cockpit floor.

The hull and the deck of Jog-Along are made from iron as already mentioned; *(Continued on page 290)*

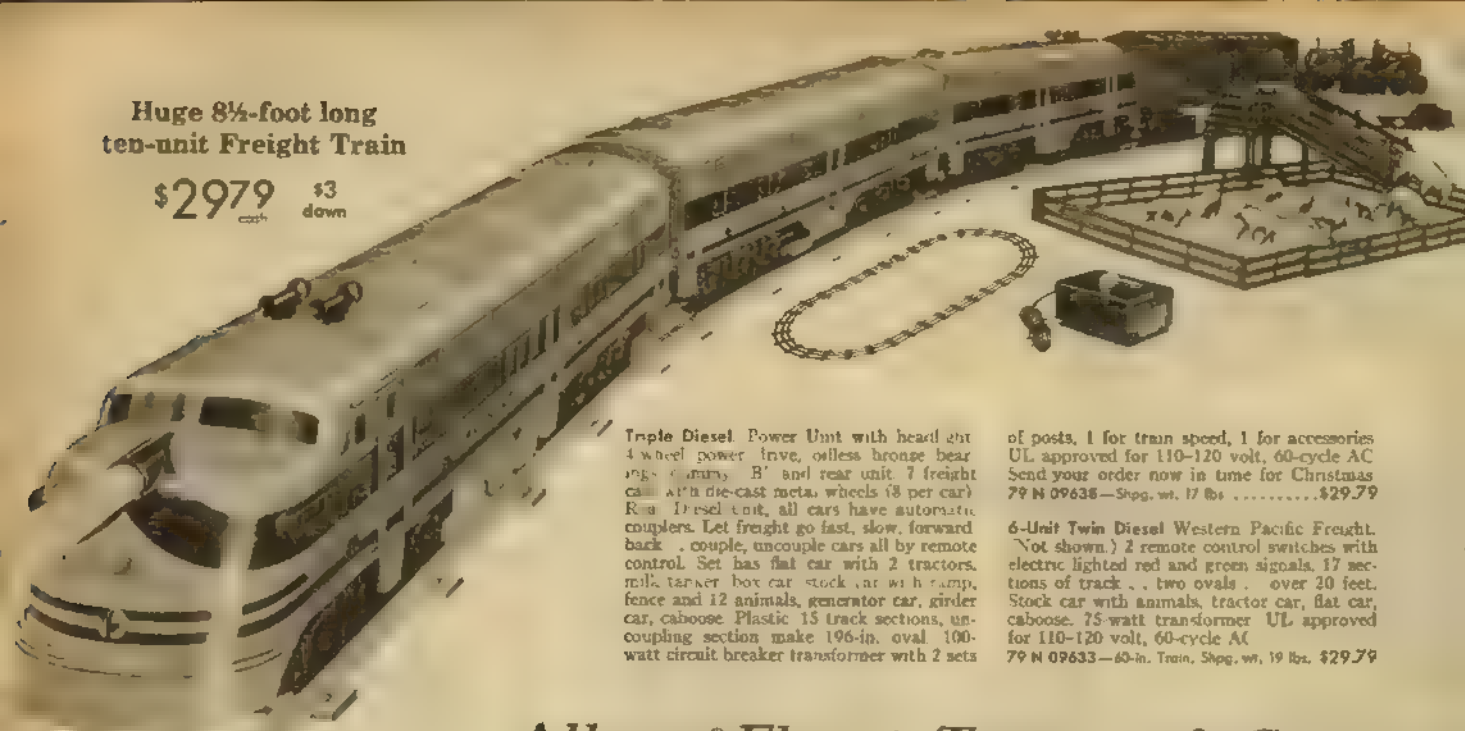


Lines in section (above), profile and plan (below) must be laid down full size from offsets before building.



Huge 8½-foot long ten-unit Freight Train

$29.79 cash $3 down



Triple Diesel Power Unit with headlight, 4 wheel power drive, oilless bronze bearings, dummy B unit and rear unit. 7 freight cars with die-cast metal wheels (8 per car). Runs Diesel unit, all cars have automatic couplers. Let freight go fast, slow, forward, back, couple, uncouple cars all by remote control. Set has flat car with 2 tractors, milk tanker, box car, stock car with ramp, fence and 12 animals, generator car, girder car, caboose. Plastic 15 track sections, uncoupling section make 196-in. oval. 100-watt circuit breaker transformer with 2 sets of posts, 1 for train speed, 1 for accessories. UL approved for 110–120 volt, 60-cycle AC. Send your order now in time for Christmas.
79 N 09638—Shpg. wt. 17 lbs. $29.79

6-Unit Twin Diesel Western Pacific Freight. (Not shown.) 2 remote control switches with electric lighted red and green signals. 17 sections of track . . two ovals . . over 20 feet. Stock car with animals, tractor car, flat car, caboose. 75-watt transformer. UL approved for 110–120 volt, 60-cycle AC.
79 N 09633—60-in. Train. Shpg. wt. 19 lbs. $29.79

Allstate® Electric Trains with Circuit

Every Train has die-cast wheels . . strong track . . scale detailing

Santa Special!

Your choice of these 5-unit trains for only

$9.98 cash

With steam locomotive

With twin diesel

Reduced! Allstate® Trestle Train

[A] Smoke-puffing 6-unit train runs up, down and around on more than 26 feet of roadbed filled with grades and curves. Die cast metal locomotive has piston rod action, bright headlight and oilless bronze bearings. Scale detailed tender, box car, tank car, stake car with cartons and caboose . . . all made of metal and plastic with double trucks (8 die cast wheels on each car). Run train forward or in reverse, fast or slow, even couple and uncouple cars by remote control. 12 sections of curved, 3 sections of straight large-radius track make a 26 foot 9 inch oval track layout. 24 piece plastic trestle set. Uncoupler track with ramp and "Uncouple Here" sign, track connector, smoke refill set. Train is 47¾ in. long. 50 watt transformer with circuit breaker. UL appr. 110–120 volt, 60 cycle AC.
79 N 09625 Shipping weight 16 lbs. Was $18.97 . . . $17.88

5-Unit Smoking Locomotive Freight Train Set

[B] Young railroaders will be delighted with this steam type locomotive that puffs harmless smoke as it chugs along. Die-cast metal with four wheel drive, pony trucks and two guide wheels. Cars include new slant back tender, refrigerator car, ALLSTATE® tank car and caboose . . . all scale detailed in plastic and metal. You can control the operation of the train . . . move it forward or back, speed it up or slow it down, couple or uncouple cars . . . by remote control. One straight and eight curved sections of big radius 5 inch track, plus uncoupling ramp with sign, make a huge 129 inch oval. 50-watt transformer with circuit breaker for protection from shorts. UL approved for 110–120 volt, 60 cycle AC. Track connector and bottle of smoke liquid also included in set.
79 N 09619 40½ in. long. Shipping weight 10 lbs. . . . $15.79

Big 9-Unit Allstate® Electric Freight Train

[C] Accurate detailing . . . over 7 feet long. Die cast steam-type metal locomotive puffs harmless smoke, has four-wheel drive, pony trucks and two guide wheels. Also new power pull feature for pulling heavy loads. Plastic and steel coal tender and 7 cars including tank car, automobile car with 4 cars, piggyback car, crane car, Boston & Maine box car, flat car with girder and work caboose. Run train forward or back, fast or slow, couple or uncouple cars, all by remote control. 3 straight and 8 curved sections of big radius track, plus uncoupler section make 129¾-inch oval. 100-watt transformer with circuit breaker, 4 binding posts (2 for accessories). UL approved for 110–120 volt, 60-cycle AC. Track connector, bottle of smoke liquid.
79 N 09634—Train 89 in. long. Shpg. wt. 16 lbs. $26.39

® ALLSTATE . Sears registered trademark

Low-priced 5-unit passenger and freight trains

[D] **5-Unit Diesel Passenger Train Set.** Plastic Diesel switcher locomotive, with headlight, pilots, four lithographed steel cars . . baggage car . . passenger cars, observation car, all with manual couplers. 8 curved sections, 2 straight sections of big radius track make 129-in. oval. Train is 44 in. long. Transformer for 50 watt transformer with circuit breaker. UL approved. 110–120 volt, 60 cycle AC.
49 N 9639 . . . Shipping weight 5 lbs. $9.98

[E] **5-Unit 36-in. Freight . . .** your choice of twin Diesel or steam locomotive . . . both have headlight, oilless bronze bearings, manual couplers. Rest of train consists of lithographed steel box car, steel gondola and caboose. 10 sections big radius track form 129-in. oval. 50-watt circuit breaker transformer. UL approved for 110–120 volt, 60-cycle AC.

49 N 9620 . . . Twin diesel . . . steam-type locomotive and tender . . . Shipping weight 7 lbs. $9.98

49 N 9644 . . . Twin diesel with lithographed steel . . . twin diesel engines. Shipping weight 7 lbs. $9.98

Our Best Allstate® 6-unit Passenger Train has triple Diesels!

$29.79 cash $3 down

[illegible] to thrill young railroaders. Big triple [illegible] locomotive realistically detailed in plastic. Powered by [illegible] bright headlight, [illegible] over-wheel drive, [illegible] large bearings for [illegible] power pull, electric [illegible] wheels. Set also includes [illegible] B unit, diesel rear unit, two [illegible] lighted [illegible] Flyer coaches and [illegible] caboose in [illegible] colors. Five sections of straight, eight sections of curved, large radius track, [illegible] uncoupler section with sign form 174¼ inch oval. Train measures 69 inches overall. [illegible] forward and [illegible] speed, it operates slow, [illegible] coupler and [illegible] pick cars all by remote control. 100 watt transformer with circuit breaker and 2 sets of [illegible] posts [illegible] to operate train [illegible] other accessories. U.L. Approved for 110-120 volt, 60 cycle AC. Track connector. *Use Sears Easy Terms on orders of $20 or more.*

79 N09632—Shipping weight 16 lbs. $29.79

Breaker Transformers..5-tie Track

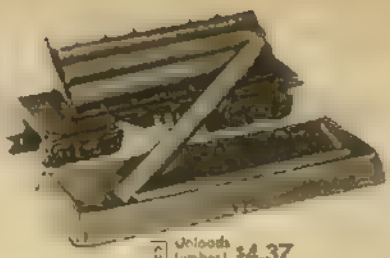
..with more play value than most trains we've ever seen

Lowest Price Ever!
WAS ~~$18.97~~
B $17.88

B $15.79

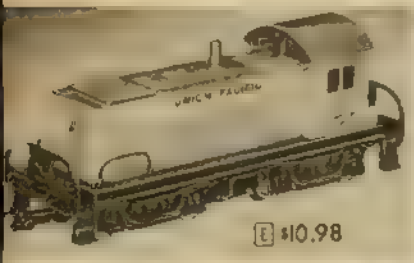
C $26.39 cash $3.00 down

B Scale-detailed Twin Diesel $12.79



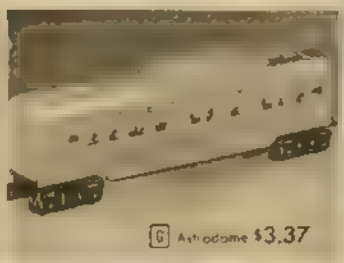
C Unloads lumber! $4.37

D Moving Cattle! $3.37



E $10.98

F $3.37



G Automobile $3.37

H $3.37

J $2.67

K $4.89

L $3.37

M $3.37

A $4.39

Accessories for Electric Trains

(A, C, D, G, H, J, L and M) Action-packed extra cars. Heavy, long plastic and steel. Remote control automatic couplers. Two 4-wheel trucks, die cast wheels. *B, E, F Locomotives and Hand Car.* Built-in electric motor, die cast wheels, oilless bronze bearings. Track not incl. (except C)

A Operating Crane, Wrecker Car. Plastic cab, boom revolves
49 N 9786—12 in. long. Wt. 1 lb. 10 oz. $4.39

B Twin Diesel in plastic and steel. Two units. Front unit has motor. Rear unit has automatic coupler. Head lamp. Dummy horns. 24 inches long
49 N 9792—Shpg. wt. 4 lbs. $12.79

C Operating Lumber Car. Press remote control button . . logs unload into plastic bin. Includes bin, 5 logs, track section, control panel, all wiring and connectors. 8¾ in. long
49 N 9761—Shpg. wt. 1 lb. $4.37

D Operating Cattle Car with ramp, platform. Car stops, door opens. Cow comes out, draws back when train starts. 9¾ inches long
49 N 9763—Shipping weight 1 lb. . $3.37

Build your train accessories order to $20 or more and pay only 10% down!

E Diesel Switcher. Automatic couplers at both ends. Realistic hum. Die-cast metal chassis; plastic body. Headlamp. 10¾ inches long.
49 N 9783—Shpg. wt. 2 lbs. 4 oz. $10.98

F Electric Hand Car. Plastic and steel. 2 railroaders pump crossbars. Built in motor. Operates like an electric train. 6¾ inches long.
49 N 9753—Shpg. wt. 12 oz. $3.37

G Lighted Passenger Cars. Colored metal. Riders silhouetted in windows. Shipping weight each 14 oz.
49 N 9770—11-in. Automobile (shown) $3.37
49 N 9771—9¾-in. Observation . . 3.37

Interurban Car. (Not shown) Electric motor . . remote controlled. 11 inches.
49 N 9784—Wt. 3 lbs. Was $8.07 $6.97

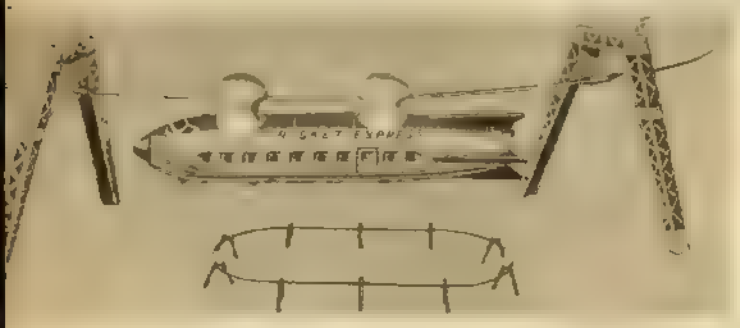
H Automobile Carrier Car. Two-deck rack on flat car carries 4 little autos that detach to unload (each about 4 in. long). Car 9½ inches long
49 N 9755—Shipping weight 1 lb. .. $3.37

J Plastic Tractor Car. Two detachable tractors. Car 9¾ inches long
49 N 9773—Shipping weight 14 oz. ...$2.67

K Remote Control Automatic Barrel Loader. Press a button . . truck [illegible] from flat car [illegible] in high. Includes plastic barrels, control panel, wires
49 N 9779—Shipping weight 1 lb. 6 oz. $4.89

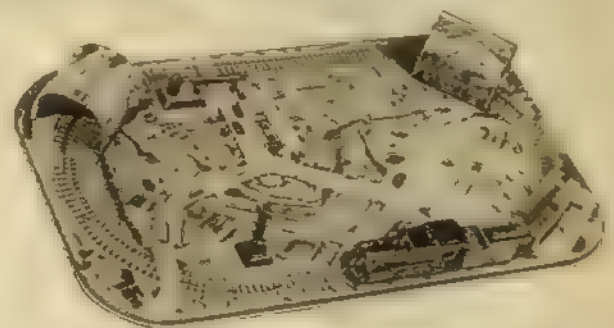
L Track Sweeper Car. 2 felt sweepers clean as car rolls. 9½ in. long
49 N 9766—Shpg. wt. 1 lb. $3.37

M Allstate Piggy-Back Car, 11½ in. long. Carries 2 semi-trailers
49 N 9775—Shpg. wt. 14 oz. $3.37



New! Rocket Ship Monorail Set $3.39

Give your youngster a realistic peep into his transportation future. Brightly colored metal rocket ship is suspended from a sturdy steel monorail supported by 10 steel trestles. In operation, the rocket ship travels on monorail continuously. Uses one standard battery (not included). Ship 10 in. long, has forward, reverse lever. Monorail has 6 curved, 4 straight rails, easily assembled. 12-ft. circumference. Trestles 5⅛ in. high. Imported from Japan
49 N 9316—Shpg. wt. 3 lbs. Set $3.39 34 N 4650—Batteries, shpg. wt. 8 oz. .2 for 35c



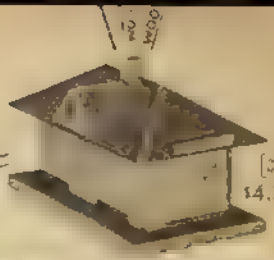
New Mechanical Scenic Fast Freight Train on Base $2.79

Plastic locomotive powered by long running motor, speeds at high rate around grooved track. Has 4 cars, colored metal cars, key attached. Grooved track portion around outside depicts tracks and acts as guide. Train passes through 2 tunnels, crossing gate and semaphore move up and down as it passes. Metal base attractively decorated in all-over full scenic design. Base 21¾ in. long, 13½ in. wide. Train 11½ inches long overall. Train travels around track about 20 times on one winding. Inexpensive fun for young railroaders, a long time favorite in play value
49 N 9513—Shipping weight 3 pounds $2.79

Add Realism to Your Electric Train Set

A $7.89

B $2.89



C $4.29

D 84c

A Natural setting. 15 trees, all kinds, sizes. True color lichen in 3 shades for shrubbery. It's fun to cut grass, road mats any shape for contrasts. Snow capped tunnel. 3 lamps wired to attach to any electric track.
79 N 09713—Shpg. wt. 5 lbs. Complete Kit $7.89

B "Talking Voice" Station announces trains. Hand crank operated. Plastic people etc. Metal, 20½x10x6 in. high.
49 N 9787—Shipping weight 3 lbs. 8 oz. ..$2.89

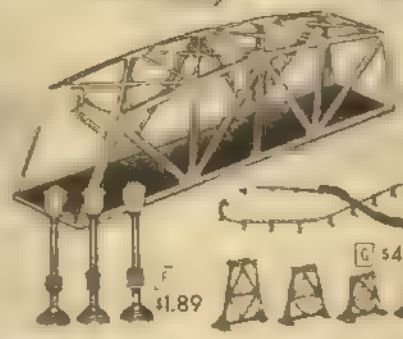
C Remote Control Whistling Station. Whistle mechanism protected within steel station. Includes control panel, all wires. Easy to install on any electric train layout. 9x5½x5 in. high. Gives real life sound effect.
49 N 9739—Shipping weight 2 pounds $4.29

D Metal Tunnel. Colorfully decorated. Take apart easily for storage. 9x7x10¾ in. long.
49 N 9729—Shipping weight pound.....84c

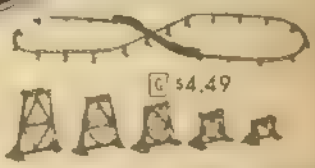
E Lighted Steel Trestle Bridge. Aluminum finish. Socket, reflector clip-on is adjustable. Shipping weight 2 lbs. 4 oz.
49 N 9741—24x5x6 in. high . $2.39

F 3 Lighted Plastic Lamp Posts. Easy to attach to electric train track.
49 N 9737—6 in. high. Shpg. wt. 1 lb.... $1.89

G Plastic Trestle Set. 24 graduated trestles for up to 24 ft. of track for figure 8 set-up with overpass or hilly road. Track not incl.
49 N 9738—Shipping weight 2 lbs. $4.49

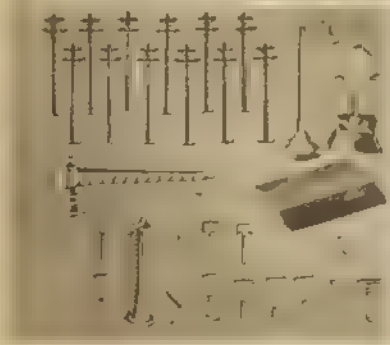


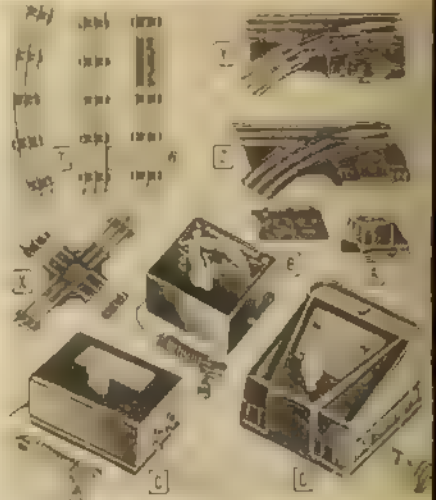
$2.39



G $4.49

F $1.89





Extra Track, Switches for Allstate Hopp Time or Mars Electric Train Sets [illegible] curves for [illegible] speeds. 5 cross [illegible] per section—not usual 3"

T 12½-in. Curved Track. Big-radius type.
49 N 9723—Shipping weight 4 oz. .. each 21c

V 11½-in. Straight Track. Big-radius type.
49 N 9720—Shipping weight 4 [illegible] each 21c

W Uncoupling Section. With [illegible]
49 N 9749 [illegible] 79c

Track connects [illegible] Battle [illegible] power from transformer to track.
49 N 9709—Shipping weight 2 ounces ...Each 12c

X Crossover Track. 9¾x9½ in. [illegible]
49 N 9726—Big-radius type. Wt. 9 oz. Ea. $1.27

Y Manually Operated Switch Set. 1 right, 1 left-hand switch. Big-radius type.
49 N 9776—Shipping weight 2 lbs. .....Set $4.29

Z Remote Control Switch Set. Red and green light. Right and left-hand switch. Control panel.
49 N 9727—Big radius type. Wt. 2 lbs. 8 oz. $8.79

A Lighted Dead-end Bumper. [illegible] in. high. Snaps to end of spa[illegible]k
49 N 9707—Shipping weight 5 ounces 84c

UL Approved Transformers. 110-120 volts 60 [illegible] AC. Safe, low voltage for trains, accessories. Built-in circuit breaker, reset button, protects from shorting. Cord, wires, track connectors.

S 50-watt Transformer. 2 separate sets binding posts. (1) Variable 2-13 volts controls train speed. (2) 13 volts for accessories. Steel case.
49 N 9725—Shipping weight 3 lbs. $5.47

C Bigger 100-watt Transformer for larger sets with more accessories. Steel case with 2 sets of binding posts. (1) 5-25 volts for train speed; (2) fixed 15 volts for accessories.
49 N 9727—Shipping weight 4 lbs. 8 oz... . $8.39

Our biggest, Super-powered 150-watt Transformer. 2 sets binding posts: (1) variable [illegible] volts for train speed. (2) 15 volts for accessories. Throttle type control. In plastic case.
49 N 9764—Shipping weight 10 pounds $12.69

M 30-pc. Railroad People and Accessory Set. Realistically molded plastic set. Includes 15 railroad people in various poses, 5 railroad accessories (hand truck [illegible] freight wagon, etc.), 10 [illegible] accessories (mail box, trash can, parking meter, etc.)
49 N 9772—Shpg. wt. 10 oz. 98c

J 29-pc. Railroad Accessories Set. Made of durable plastic in just the right size for any standard mechanical or electric train set. Carefully scale detailed to please the most particular young "Casey Jones." Set includes 12 seven inch telegraph poles, 12 railroad right of way signs, and one each of the following: semaphore, lamp post, crossing gate, grade crossing sign and grade crossing plate. (Track not included.) A really big set for a low price! Build your order to $20.00 . . use Easy Terms.
49 N 9750—Shpg. wt. 2 lbs. $2.39

K Plastic Water Tower with bubbling light. 2¼-inch diam. tank has realistic plates and rivets, girder type understructure. Heat from light bulb in 4½x4½-inch base creates rising water bubbles in the transparent plastic tube that runs from the base to the tank. Light also shows through the tube. 14 inches high. Shipping weight 1 pound.
49 N 9751 $2.69

L Plastic Water Tower with adjustable spout. Diameter 4½ inches, 8¼ inches high. Shipping weight 10 ounces.
49 N 9731. .... 84c

M Automatic Grade Crossing Shack and Watchman. As train nears, watchman comes out with stop sign, gate lowers. Shack is brightly colored steel 4½ inches high. Base is 7x6¼ inches. Shipping weight 2 pounds.
49 N 9760 ..... $3.29

N Automatic 2-light Block Signal. Train stops on red, goes on green signal. Switch operated. Made of plastic, 7¼ inches high. Includes two track sections.
49 N 9745—Shpg. wt 10 oz. $1.69

P Lighted Revolving Beacon. Light on girder-type tower revolves constantly, beams red in one direction and green in the other. Plastic, 12¾ in. high.
49 N 9740—Shpg. wt 10 oz.. .$1.69

R Automatic Crossing Flasher. Twin red lights flash alternately as train goes by. Made of plastic, 7 inches high.
49 N 9742 Shpg. wt. 10 oz.. $1.69

S Automatic Crossing Gate. Made of plastic. Regulation railroad design 7¾ in. high, base 2¾ in., gate arm 8 in. long. Gate arm rises and lowers automatically. Includes wires and track [illegible]
49 N 9743—Shpg. wt. 10 oz. $1.69

Our Best Lionel Train has 9 Units New . . features Magne-traction drive

$49.75 cash $5 down

Big new 9-unit Work Train powered by huge "Wabash GP-7" Diesel type locomotive. How he'll thrill to its power . . running train forward or back, fast or slow . . coupling or uncoupling cars by remote control . . the built in "live" sounding wail of a real Diesel horn . . bright headlight . . rail-gripping Magne-traction . . the crane car with its realistic rotating cab and separate hand wheel controls for boom and hook the New Haven box car with its sliding doors loading and unloading the plane, autos and lumber on de luxe flat cars . . the remote control lumber car with logs, unloading bin, new transformer car and unique work caboose. Plastic and steel

8 curved pieces, 7 straight and 1 uncoupling section form 147-in. oval track. 90-watt circuit breaker transformer has two controls: one for horn, the other for speed. Two fixed voltage ranges for accessories. Track lock-on and lubricant. Shipping weight 18 pounds

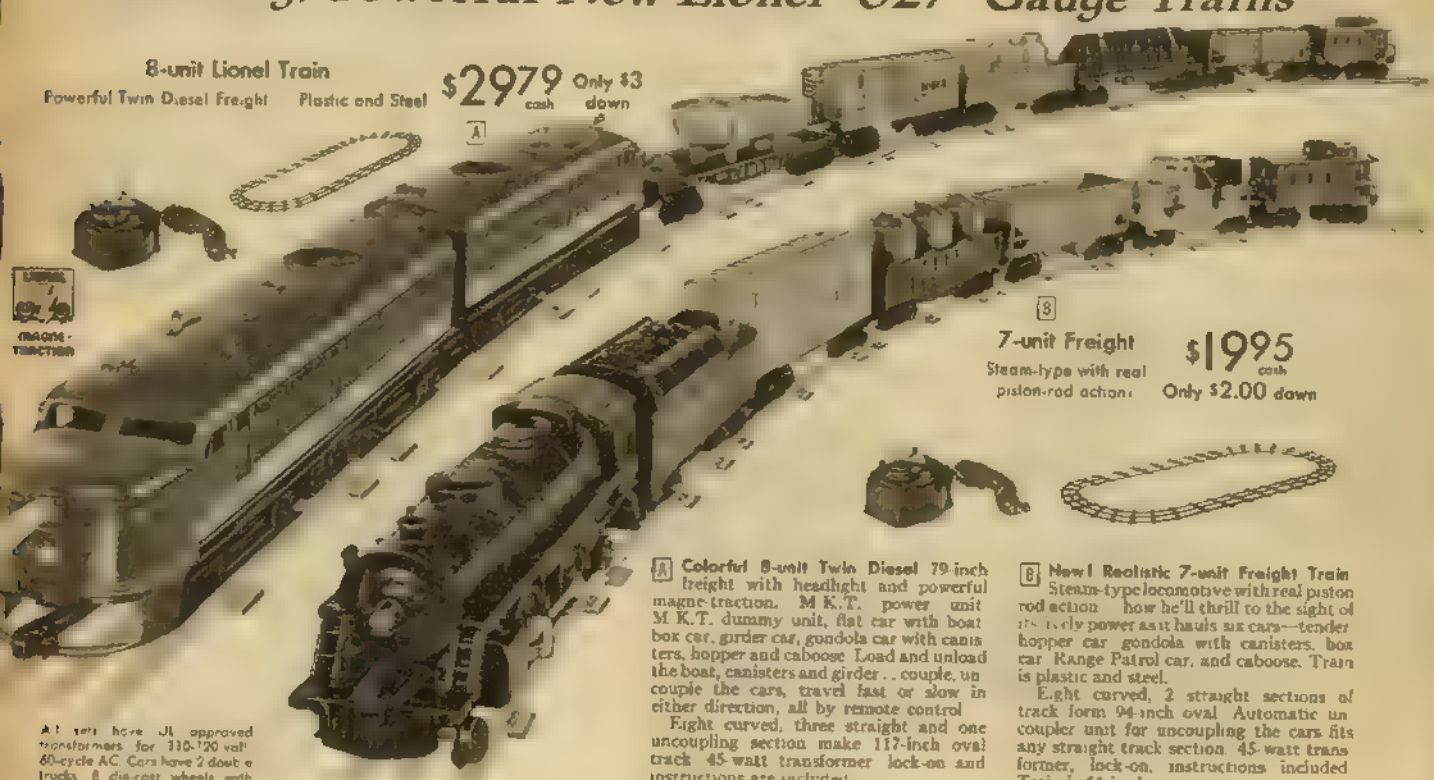
79 N 09658 97 in. long $49.75

Exciting, Powerful New Lionel "027" Gauge Trains

8-unit Lionel Train
Powerful Twin Diesel Freight Plastic and Steel

$29.79 cash Only $3 down

A



B

7-unit Freight
Steam-type with real piston-rod action

$19.95 cash
Only $2.00 down

All sets have UL approved transformers for 110-120 volt 60-cycle AC. Cars have 2 double trucks, 8 die-cast wheels with remote-control uncoupling

A Colorful 8-unit Twin Diesel 79-inch freight with headlight and powerful magne-traction. M.K.T. power unit M.K.T. dummy unit, flat car with boat box car, girder car, gondola car with canisters, hopper and caboose. Load and unload the boat, canisters and girder . . couple, uncouple the cars, travel fast or slow in either direction, all by remote control

Eight curved, three straight and one uncoupling section make 117-inch oval track. 45-watt transformer lock-on and instructions are included!

79 N 09656—Shipping weight 11 lbs. . . . $29.79

B New! Realistic 7-unit Freight Train Steam-type locomotive with real piston rod action . how he'll thrill to the sight of its lively power as it hauls six cars—tender hopper car gondola with canisters, box car Range Patrol car, and caboose. Train is plastic and steel.

Eight curved, 2 straight sections of track form 94-inch oval. Automatic uncoupler unit for uncoupling the cars fits any straight track section. 45-watt transformer, lock-on, instructions included. Train is 61 in. long

79 N 09655—Shipping wt. 9 lbs. $19.95

Denver and Rio Grande locomotive with Snow Plow. Modeled after the Vulcan, gear driven "workhorse" of the mountains. Simulated lights front and rear; dummy bell. 8 die-cast wheels; 4 wheel drive operating coupler. 8 in. long

49 N 9870—Shpg. wt. 3 lbs. $11.95

New! Union Pacific Diesel Switcher. Two-tone yellow and gray combination —a versatile "workhorse" with headlight and self-centering couplers front and rear. 8 wheels Magne-traction gives it tremendous pulling power, greater speeds on curves without derailment. 12¾ in. long

49 N 9867—Shpg. wt. 4 lbs. $18.97

New! Executive Inspection Car. Actual model of station wagon used by railroad executives for inspection of their right-of-way. 4 extra flanged wheels for rail travel Illuminated interior. 2-position reverse gives direction by remote control. Car 7½ in. long

49 N 9857—Wt. 2 lbs. $[illegible]

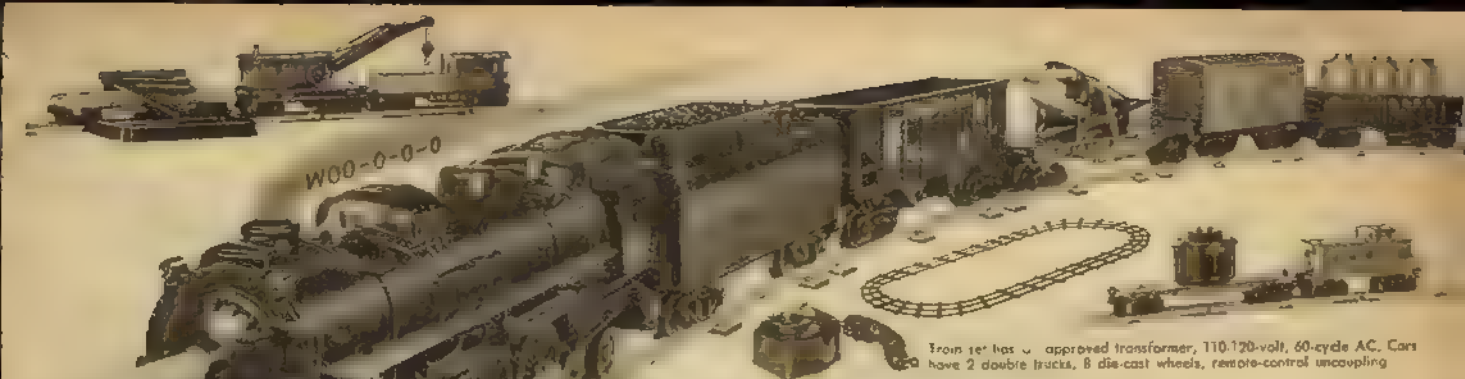
Operating Section Gang Car. Built-in motor. Car and workers reverse automatically when buffer plate at either end strikes object. Plastic and steel. For "027" or "O" gauge 6 inches long over all

Buy the trains of your choice on Sears Easy Terms only 10% down on $20 or more!

49 N 9846—Wt. 2 lbs. $[illegible]

New! Firefighting Car. Self propelled, reverses direction when contacting another object and helmeted fireman swivels automatically. Car equipped with outrigger type dummy sprinklers, red light flashes when in motion carries reel of fire hose which actually unrolls. 7 in. long

49N9860—Wt. 2 lbs. $10.98



Train set has UL approved transformer, 110-120-volt, 60-cycle AC. Cars have 2 double trucks, 8 die-cast wheels, remote-control uncoupling

New! Big 8-unit Freight by Lionel has whistle, smoke . . 6-wheel drive $39.79 cash $4 down

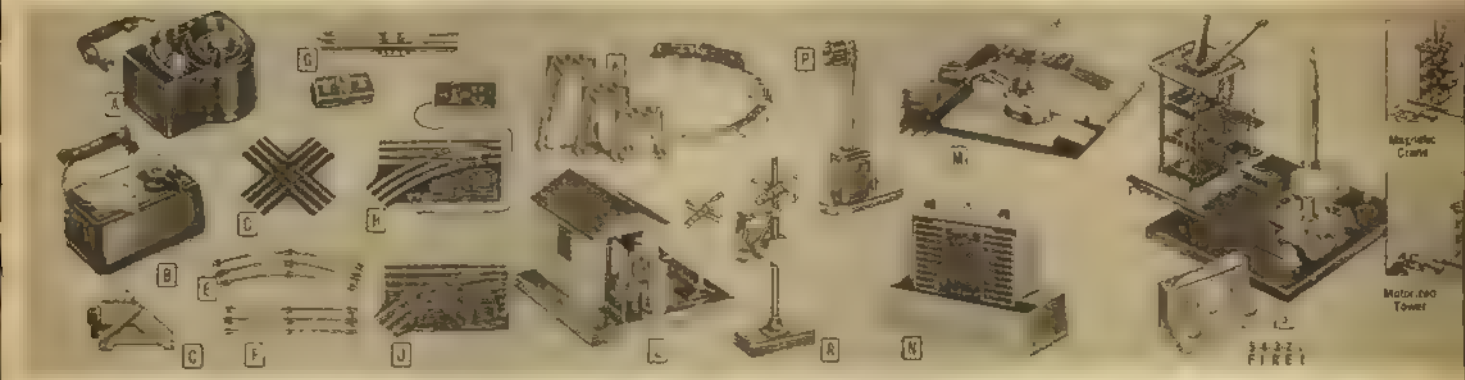
MAGNE-TRACTION

New huge Steam-type Locomotive with headlamp . puffs smoke and sounds its whistle by remote control Magne-Traction and 6-wheel drive give it tremendous pulling power. Long work train includes 2-6-4 locomotive with piston-rod action, whistling tender box car, hopper, flat car with transformer gondola car with 3 canisters, car carrying airplane, and the caboose Youngsters enjoy loading and unloading the canister and airplane cars . running train forward or back, fast or slow, coupling and uncoupling cars sounding its realistic whistle—all by remote control! Train over 6 feet long. Scale detailed of strong steel and plastic

8 curved, 5 straight and 1 uncoupling section make up 129-in. oval track. 60-watt transformer has built in circuit breaker and whistle control, lock-on and lubricant. Smoke pellets included

79 N 09657—Shipping weight 14 lbs. $39.79

Realistic, up-to-the-minute Train Accessories



(A) (B) Transformers. Built-in circuit breakers. 110-120-volt, 60-cycle AC UL approved.

A Type LW—125-watt. Full range of train speeds PLUS fixed 14 and 18-volt circuits for accessories. Built in whistle, direction controls.
49 N 9819—Shpg. wt. 6 lbs. $12.98

B Type TW—175-watt. Two throttles 1 controls train speed; 2nd controls direction, sounds whistle or horn on your train. 3 fixed accessory voltages 14 18 25 Two circuit breakers
49 N 9842—Shpg. wt. 9 lbs. $21.95

C Lighted Bumper. For '027,' 'O,'
49 N 9859—Shpg. wt. 1 lb. $1.97

D "027" 7½-in. 90° Crossover.
49 N 9803—Shpg. wt. 8 oz. ... $1.59

"027" Track Sections. Wt. each 3 oz
(E) 49 N 9802—9½ in. Curved . . . Ea. 21c
(F) 49 N 9801—8½ in. Straight. . Ea. 21c

G "027" Magnetic Track Section. For remote uncoupling and unloading. Control panel, wires included
49 N 9804—Shpg. wt. 1 lb. . . . Each $3.97

H "027" Remote Control Switch Set. Non-derailing device throws switch rails automatically, lets train run through. Green and red lights on switch and controller also change. One right and one left-hand switch, control panel and wires included.
49 N 9806—Shpg. wt. 3 lbs. . . Set $13.97

J "027" Manual Switch Set. 1 right, 1 left hand Non-derailing type
49 N 9805—Shpg. wt. 2 lbs. . . . Set $5.97

K Trestle Set. 24 piers. Use with Magne-Traction locomotives. Make over and under layouts.
49 N 9845—Plastic. Wt. 3 lbs. Set $4.79

L Automatic Gateman. Shuttles in and out of shack, lantern lights as train passes. 7x5½x4¼ inches high
49 N 9835—Shpg. wt. 2 lbs. . . . $5.29

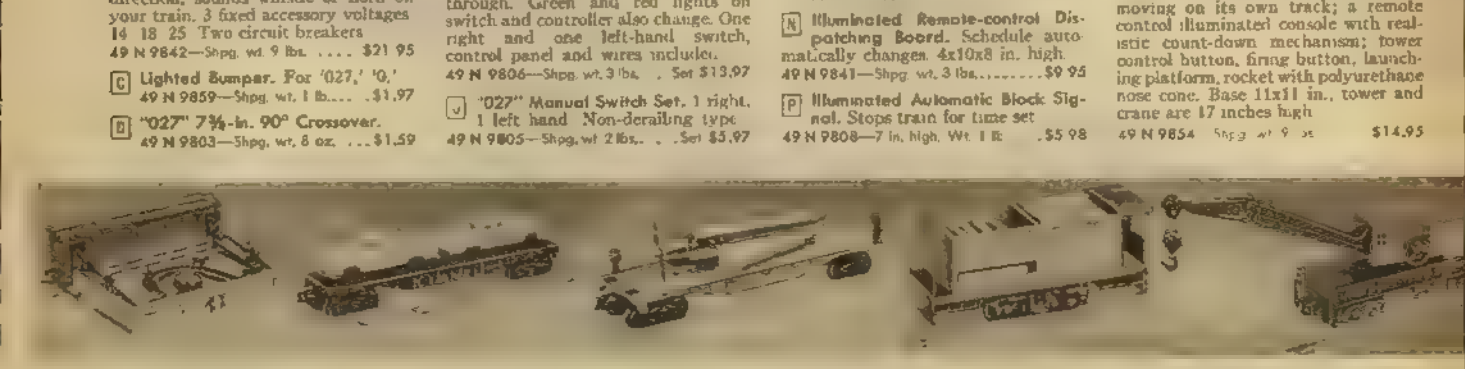
M Operating Fork Lift Platform. Incl. truck, car boards. Steel
49 N 9826—8½x10 in. Wt. 4 lbs. $13.98

N Illuminated Remote-control Dispatching Board. Schedule automatically changes. 4x10x8 in. high
49 N 9841—Shpg. wt. 3 lbs. $9.95

P Illuminated Automatic Block Signal. Stops train for time set
49 N 9808—7 in. high. Wt. 1 lb. . $5.98

R Illuminated Automatic Banjo Signal. Signal lights as train approaches, 'STOP' sign swings back and forth. 7½ inches high. Action stops automatically after the train has passed Bulb, wires, connector included
49 N 9827—Shpg. wt. 1 lb. $4.49

S New! Lionel's Rocket Launcher! Minute detailing of firing procedure used for earth satellite Includes motorized launching tower moving on its own track; a remote control illuminated console with realistic count-down mechanism; tower control button, firing button, launching platform, rocket with polyurethane nose cone. Base 11x11 in., tower and crane are 17 inches high
49 N 9854—Shpg. wt. 9 lbs. $14.95



Operating Horse Car. Touch a remote-control button horses move in and out of car and around the 12x5⅜ inch corral Set includes 11⅛ in car with remote control couplers, horses, corral, control all necessary wires. Does not require remote-control track section
49 N 9873—Wt. 4 lbs. .. $14.95

New Lionel Twin Auto Carrying Car. Boys love for trains and automobiles all wrapped up in one fun-happy combination! Specially built flat car carries two perfectly detailed model automobiles. He'll spend happy hours loading and unloading autos from their flat car cradle. Car is 11 inches long
49 N 9844—Shpg. wt. 2 lbs. $3.98

Airplane-Carrying Flat Car. Plane is mounted on flat car with wings retracted. Plane can be removed from car and wings extended ready for "take off." 10⅞-in. flat car remote control couplers; 8 die cast metal wheels
49 N 9838—Wt. 2 lbs. $3.98

Tie Ejector Car. Built-in motor Moves under its own power and throws railroad ties along railside while in motion. Action started by railside bumper, stopped by second bumper. Coupler. 8⅞ in. long.
49 N 9840—Wt. 3 lbs. $8.97

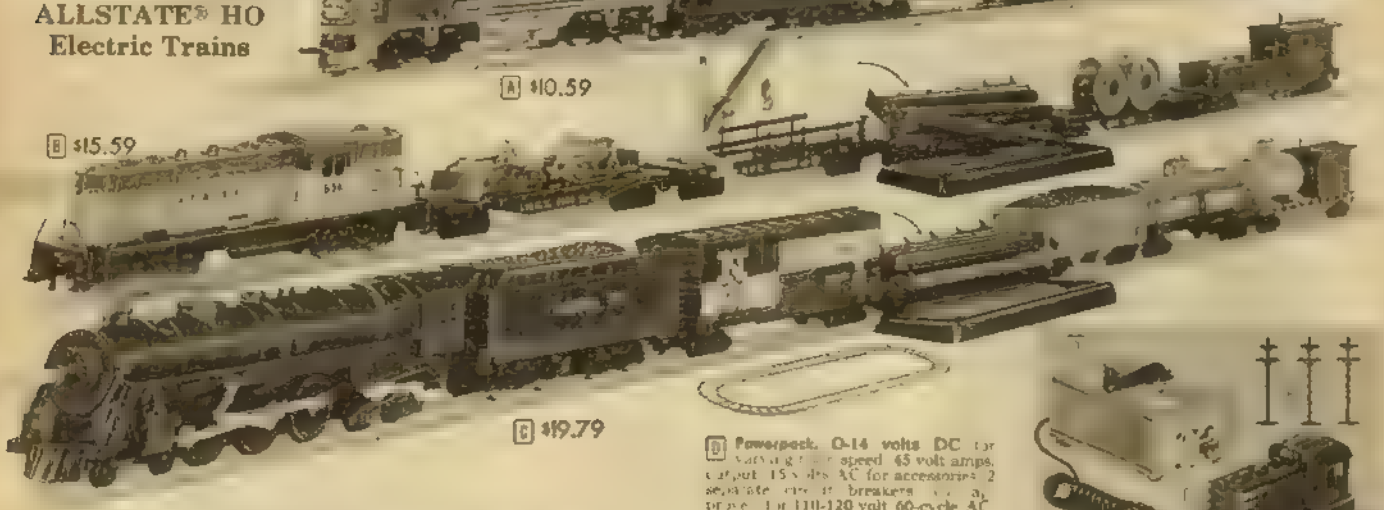
Operating Wrecking Crane. 2 separate hand wheels: 1 raises and lowers the boom, other wheel raises, lowers hook. Cab rotates. Die-cast metal trucks, steel wheels. Remote control couplers 7⅞ in. long
49 N 9852—Wt. 2 lbs. . $6.49

All trains, cars on these 2 pages are plastic and steel

Hobby Size

ALLSTATE® HO Electric Trains

A $10.59



B $15.59

C $19.79

HO Gauge Engines and Cars are detailed miniatures of regular trains

Reverse forward or crank at top or slow couplers uncouple cars all by remote control. Reverse stops and acts as grade crossing. Weighted plastic cars have nylon trucks and wheels. **Sets do not include Powerpacks, which are necessary for operation of trains . . order these separately at right (49 N 9909)**

A 5-unit Diesel Freight Train. Santa Fe electric diesel with headlight, hopper car, box car, low-side gondola and bay window caboose. 12 sections track, 1 section straight track, 1 reverser, uncoupler section, form 12-in. oval. One track connector. 1 Train Wire long. Wt. 2 lbs. 10 oz.
49 N 9974 .... $10.59

B 6-unit Switcher Freight Train. Electric Diesel switcher locomotive, flatcar with 2 bulldozers, hook car, cable car, remote control log car, wreck car, caboose. 12 sections curved, 3 sections straight and one reverser uncoupler track make 127-in. oval. Train 38½ in. long. Shpg. wt. 2 lbs. 12 oz.
49 N 9975 ... .$15.59

C 7-unit Smoking Locomotive Freight Train. Steam type locomotive with headlight, tender, coal car ALLSTATE® tank car, box car, remote control log car, (push-button, [illegible] and watch log [illegible] caboose with tank 12 curved, 3 straight and one reverser uncoupler track make 127-in. oval. Train is 42⅝ in. overall scale detailed. Shpg. wt. 4 lbs. 8 oz.
49 N 9981 .. ..$19.79

D Powerpack. O-14 volts DC for variable speed 45 volt amps, output 15 volts AC for accessories. 2 separate circuit breakers [illegible] protect. For 110-120 volt 60-cycle AC. Cord included.
49 N 9909 Shpg. wt. 6 lbs.... $9.39

E 2 Plastic Phone Poles. Wt. 10 oz.
49 N 9985 [illegible] $1.29

F Diesel Switcher Loco: 4½x2x1½ in. [illegible] powered. 4 wheel. Steel. Brass wheels, abrasive couplers.
49 N 9997—Shpg. wt. 1 lb.. $4.79

G Plastic Water Tower. Has light at the top. 7⅛ inches high.
49 N 9986—Shpg. wt. [illegible] $1.98

H Trestle Bridge [illegible] high. Plastic girder type. Makes [illegible] 180 set.
49 N 9907 [illegible] $1.19

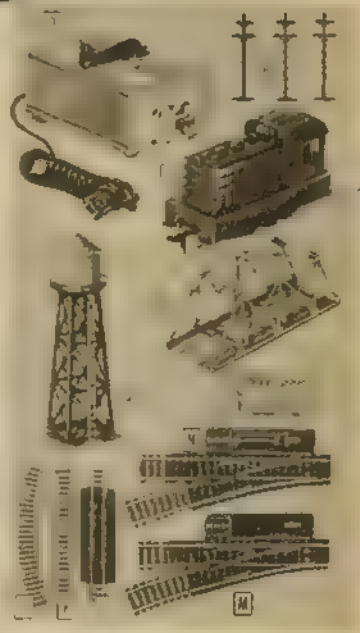
J 8-in. Curved Track [illegible] gauge.
49 N 9905—Wt. 4 oz. [illegible] 13c

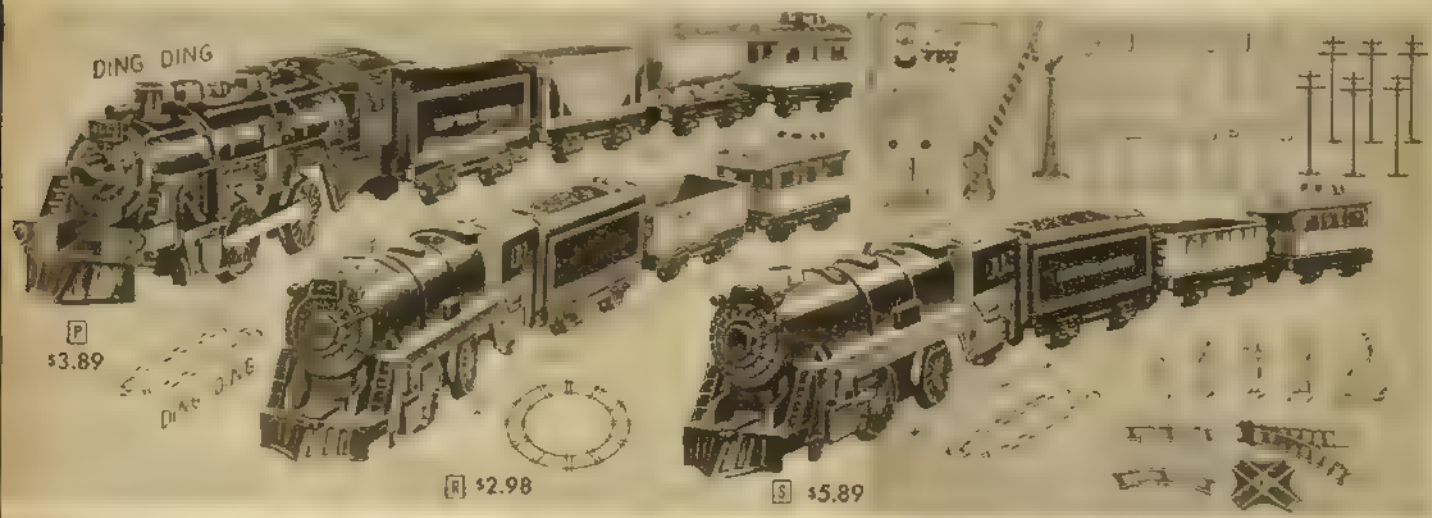
K 7½-in. Straight Track. 110 gauge.
49 N 9904 Wt. 4 oz. Set of 13c

L 7½-in. Uncoupler Remoter Track.
49 N 9908 Shpg. wt. 4 oz. 46c

M Manual Switches, right and left.
49 N 9982 Wt. 14 oz. Set $4.49

N Remote Control Switch Set. Two right, left-hand switches.
49 N 9983—Shpg. wt. 1 lb. . Set $7.49





P $3.89

R $2.98

S $5.89

New Mechanical Train Sets

P Bigger 5-unit 34½-in. Freight Train Set. Realistic steam-type plastic locomotive [illegible] headlight, [illegible] smokestack, [illegible] governor and [illegible] like fine steam engine, steel tank car, steel hopper car and steel caboose. 8 sections of curved track, 2 straight track form 102-in. oval. Key winder key included. Batteries not included, $2.60 [illegible] Set. Save [illegible] forms, you pay only 10¢ [illegible]
49 N 9519 [illegible] $3.89

low priced, yet loads of fun

R 4-unit 28-inch long Sparking Freight Set. Steam-type locomotive of sturdy plastic and steel [illegible] has known remote-control [illegible] emits harmless sparks through the smokestack as the train moves along . . its bell ringing. Set also includes a tender, [illegible] caboose. Cars are made of colorfully lithographed steel. 8 sections of curved [illegible] form 102-in. oval. An inexpensive stocking stuffer youngster will [illegible]
49 N 9504 Shpg. wt. 2 lbs. 8 oz. $2.98

Our Best Battery-Operated Freight

S 4-unit 28½-inch Allstate Freight Train Set with Accessories. Realistic plastic and steel steam-type locomotive has powerful motor, spark [illegible] bell [illegible] motor. Also includes one steel tender, one steel low-sided gondola, one [illegible] caboose. 2 sections straight, 8 sections curved track make 102-in. oval. 6 plastic phone poles, semaphore, crossing gate, [illegible] signal. Has [illegible] O-Way signs and 10 vinyl plastic people . . all [illegible]
49 N 9520—Shipping weight 4 pounds..... $5.89
34 N 4850—Batteries [illegible] wt. 8 oz. 2 for 35c

Extra Track and Switch Set

Items now we are for trains at left, or standard Marx mechanical and [illegible] operated trains.

T 8½-in. Straight Track. Shpg. wt. 6 oz. [illegible] set of 4.
49 N 9701 [illegible] 4 for 37c

U 10½-in. Curved Track. Shpg. wt. 6 oz. for set of 4.
49 N 9702 . . . .Set of 4 for 37c

W Manually operated Switch Set. Two switches, 1 right hand and [illegible] Shpg. wt. 1 lb.
49 N 9704 .....Set of 2 for $1.79

X 7½-in. 90 degree Crossover.
49 N 9703 [illegible] ea. 59c

All ALLSTATE trains are ® Reg. T.M. Sears, Roebuck and Co.

masterpieces in time since 1813

SETH THOMAS

of Thomaston, Connecticut

CATHAY **Electric alarm** – Smart, contemporary design with an oriental flair. Solid brass bezel and feet accent the genuine mahogany case. Full figured dial with delicately executed scene in center. Luminous hour dots and hands. Height 5". Width 5⅜". Depth 2¼". Dial 3". Shipping weight each, 3 pounds; case of 6 clocks, 11 pounds.

CATHAY-3 No. 537 – Retail $10.95*

List 1-5, $14.48 each; 6 or more, $13.36 each.

OUR GUARANTEE

All Seth Thomas clocks are thoroughly tested before shipment and are guaranteed against defects in workmanship and material for one year from customer's date of purchase. This guarantee becomes void if the clock shows signs of being abused or tampered with. In addition, the guarantee becomes void on an electric clock if it has been used on electric current or voltage other than marked on the clock.

Table Top *fashions in time*

OCCASIONALS • ALARMS

RUDDER **Electric bell alarm** – A nautical clock for skippers of all ages. Polished brass spokes and cork trim. Jet black base. Authentic International Signal Pennants in four colors mark the hours on the silvery dial. Height 5⅞". Width 6½". Depth 2¾". Dial 3½". Shipping weight each, 3 pounds, case of 6 clocks, 10 pounds.

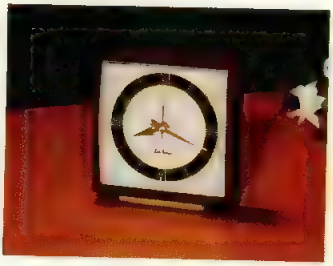
RUDDER No. 511 – Retail $10.95*

List 1-5, $14.48 each; 6 or more, $13.36 each.

SEVERN **30-hour keywound bell alarm** – Beautifully grained solid mahogany case accented by polished, solid brass decorative trim and feet. White dial with legible black numerals. Luminous hour marks and hands. Height 3¾". Width 3⅞". Depth 1⅞". Dial 2¼". Shipping weight each 2 pounds, case of 6 clocks, 5 pounds.

SEVERN-3 No. 940 Retail $10.95*

List 1-5, $14.48 each; 6 or more, $13.36 each.



WAYNE **Electric alarm** – A perfect accessory for bedroom, den or desk. Rich mahogany with lightly tinted dial or solid maple in warm fruitwood finish. Polished brass numeral ring and hands. Curved crystal. Height 5¼". Width 4⅞". Depth 2½". Dial 4". Shipping weight each, 3 pounds; case of 6 clocks, 10½ pounds.

WAYNE – No. 532 Fruitwood – No. 535 Mahogany – Retail $12.50*

List 1-5, $10.50 each; 6 or more, $9.26 each.

*Plus Tax

SETH THOMAS

of Thomaston, Connecticut

Table Top *fashions in time*

OCCASIONALS · ALARMS

POISE **Electric bell alarm** — A classic design of enduring beauty. Rich mahogany case, framed and footed in brass — or in fine burgundy or green leather with hand tooled gold leaf design. Antique face and scroll-type hands. Height 5¼" Width 5⅜". Depth 2¼". Dial 3⅝". Shipping weight each, 3 pounds, case of 6 mahogany clocks, 13 pounds. Case of 2 leather clocks, 5 pounds.

POISE — No. 516 Mahogany — Retail $14.95*
List 1-5, $19.74 each; 6 or more, $18.24 each.
POISE — No. 521 Burgundy No. 522 Green Retail $22.50*
List $27.00 each.

SPLENDOR **Electric bell alarm** — The beauty of Venetian Glass is captured in this modern creation of transparent lucite. Sparkling golden bubbles are held in free suspension throughout the crystal clear case. Silvery face with gold colored numerals, hour markers and hands. Height 4¼", Width 7⅛". Depth 2¾" Dial 3¼" Shipping weight each, 4 pounds; case of 2 clocks, 7 pounds.

SPLENDOR No. 533 Retail $32.50*
List $39.00 each.

LORRAINE **Electric bell alarm** — A warm provincial design that will enhance any setting. Solid maple case in fruitwood or mahogany finish. Antique brass decoration. Silver-plated dial has applied polished solid brass numerals of distinctive design. Bright brass hands. Height 8½" Width 6⅝" Depth 3⅛" Dial 5¼" x 3¾". Shipping weight each 3 pounds; case of 6 clocks 16 pounds.

LORRAINE — No. 534 Fruitwood No. 536 Mahogany Retail $24.95*
List $30.00 each.

BAXTER **Electric** — Favorite clock for a man's desk — and an attractive addition to den, living room or bookcase. Rich grained solid mahogany case in either standard or blond finish. Silver-plated dial with embossed center in ivory. Polished solid brass bezel. Height 4⅛" Width 5½" Depth 2⅜" Dial 5¼" x 2½". Shipping weight each 3 pounds; case of 6 clocks, 15 pounds.

BAXTER — No. 106 Mahogany — No. 107 Blond Retail $22.50*
List $27.00 each.

CANEWOOD **Electric Alarm** — Combines solid mahogany case and woven wicker front to make Canewood a pleasant addition to any decor. Bold, polished solid brass bezel frames full-figured dial. Luminous hands and hour dots. Solid brass spool-type feet. Height 4⅞" Width 6". Depth 2½" Dial 3". Shipping weight each, 3 pounds; case of 6 clocks, 13 pounds.

CANEWOOD No. 536 Retail $14.95*
List 1-5, $19.74 each; 6 or more, $18.24 each.

*Plus Tax

TRAVEL CLOCKS
with bell alarms
Individually Packed

TRAVAWEEK **7-jewel, 8-day alarm** — Tan, red, brown, or green genuine leather case. Raised golden hour markers on silver colored face. Luminous hour dots and hands. Polished solid brass bezel. Height 3⅜". Width 3". Depth 3⅜". Dial 2½".
TRAVAWEEK — Retail $14.95*
No. 933 Tan, No. 934 Brown, No. 935 Red, No. 936 Green
List 1-5, $13.74 each; 6 or more, $12.24 each.

TRAVAID **15-jewel, 8-day alarm** — The aristocrat of fine travel clocks. Genuine leather case in red, brown, green or soft pigskin. Polished solid brass bezel and trim. Silver-plated dial. Luminous hands and numerals. Height 3½". Width 3½". Depth 3⅜". Dial 2".
TRAVAID - Retail $29.95*
No. 914 Brown, No. 915 Green, No. 916 Pigskin, No. 917 Red
List $33.94 each.

CLASSMATE-5 **7-jewel, 30-hour alarm** — A sturdy traveler. Silver-plated dial, raised gold colored numerals. Luminous hands, hour dots. Genuine leather case. Polished solid brass bezel. Height 3½". Width 2¾". Depth 3⅛". Dial 2⅜".
CLASSMATE-5 - Retail $9.95*
No. 918 Tan, No. 919 Brown, No. 920 Red
List 1-5, $13.14 each; 6 or more, $12.14 each.

CLASSMATE-6 **7-jewel, 30-hour alarm** — Smart jet black rectangular face framed by polished solid brass bezel. Luminous hands and numerals. Genuine leather case. Height 2¾". Width 3". Depth 2¾". Dial 2⅛" x 1⅝".
CLASSMATE-6 Retail $9.95*
No. 921 Tan, No. 922 Green, No. 923 Blue
List 1-5, $13.14 each; 6 or more, $12.14 each.

CLASSMATE-7 **7-jewel, 30-hour alarm** — Tiny traveler with bright silver colored face. Raised golden numerals. Luminous hands, hour marks. Genuine leather case. Polished solid brass bezel. Height 2¾". Width 2¾". Depth 2½". Dial 1¾".
CLASSMATE-7 — Retail $9.95*
No. 924 Tan, No. 925 Brown, No. 926 Red
List 1-5, $13.14 each; 6 or more, $12.14 each.

CLASSMATE-8 **7-jewel, 30-hour alarm** — A dainty clock in attractive oval design. Genuine leather case trimmed in polished solid brass. Silver finished face. Luminous hands, hour dots. Height 3". Width 2¾". Depth 3½". Dial 1⅞".
CLASSMATE-8 Retail $10.95*
No. 930 Tan, No. 931 Brown, No. 932 Red
List 1-5, $14.46 each, 6 or more, $13.36 each.

CLASSMATE-9 **7-jewel, 30-hour alarm** — A tiny, lively traveler cased in genuine leather with polished solid brass trim and bezel. Smart black and silver colored dial with raised brass numerals. Luminous hands and hour dots. Height 2¾". Width 2½". Depth 2¾". Dial 1⅝".
CLASSMATE-9 — Retail $10.95*
No. 937 Tan, No. 938 Brown, No. 939 Red
List 1-5, $14.46 each, 6 or more, $13.36 each.

*Plus Tax

SETH THOMAS

of Thomaston, Connecticut

Mantle and Table Clocks

of Classic Design

LEGACY **Quarter-hour Westminster Chime** — Retains the dignity and charm of a famous design created by Thomas Tompion, an 18th century English master. Beautifully grained mahogany case accented by select crotch mahogany veneer. Antique brass dial has heavy center and corner decorations and silvered dial ring with Roman numerals etched and filled in black. Height 14⅜". Width 10¾". Depth 7½". Dial ring 6". Packed singly. Shipping weight 17 pounds.

LEGACY-3E — No. 1481 Electric — Retail $125.00*

LEGACY-3W — No. 1301 8-day Keywound — Retail $125.00*

List $150.00 each

SOLARION **Light Powered**—Years ahead in concept and design! Powered by direct sunlight or incandescent light. Sweet-back case of polished solid brass rests on swing base. Applied brass numerals and hour markers. When fully charged the Solarion will run for one year without exposure to light. Height 4⅞". Width 8¾". Depth 3⅜". Dial 8⅜" x 3¾". Packed singly. Shipping weight 8 pounds.

SOLARION — No. 108 — Retail $350.00*

List $301.00 each.

SHARON **Hour and half-hour strikes** — This Early American clock adds a touch of charm to any setting. Selected hardwood case finished in deep Colonial mahogany. Delicate floral design adds color to the dial face; matching garland on lower panel. Hands and Roman numerals are jet black. Height 15¼". Width 9". Depth 4¾". Dial ring 5". Packed singly. Shipping weight, 11 pounds.

SHARON-10E — No. 207 Electric — Retail $59.50*

SHARON-10W — No. 1203 8-day Keywound — Retail $59.50*

List $71.40 each.

LYNTON **Hour and half-hour strikes** — A handsome tambour clock for narrow mantels, bookcases and cabinets. Beautifully grained mahogany case with contrasting lighter band along the base. Brown numerals and decorative scroll design appear against a light dial background. Height 8¼". Width 10⅝". Depth 4¼". Dial 5". Packed singly. Shipping weight 6½ pounds.

LYNTON-2E — No. 208 Electric — Retail $39.75*

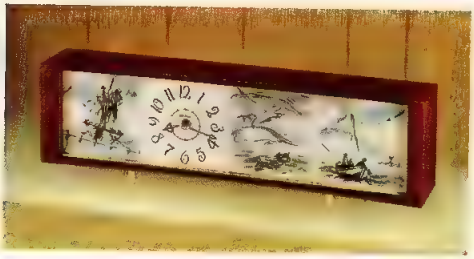
LYNTON-2W — No. 1208 8-day Keywound — Retail $39.75*

List $47.70 each.

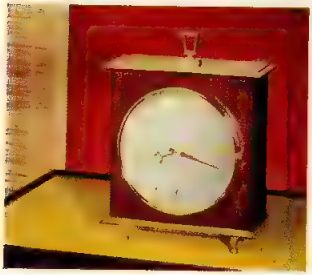
*Plus Tax

CEYLON **Hour and half-hour strike** — A delightful clock with an air of exotic splendor. Highly polished sculptured brass case is highlighted by dark blue metal mirror dial curving gently inward. Raised brass numerals and hour marks. Brass hands. Height 5½". Width 8¼". Depth 2⅞". Dia. 7⅛" x 4½". Packed singly in a gift box. Shipping weight, 5 pounds.
CEYLON — No. 1204 — 4-jewel, 8-day Keywound — Retail $45.00*
List $54.00 each.

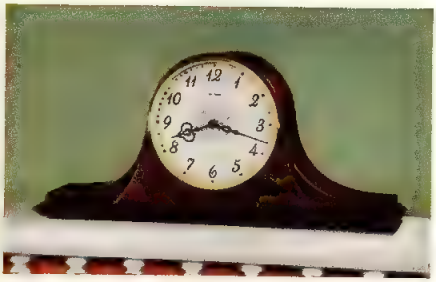
COUNTESS **Hour and half-hour strike** — A new design in black and brass fashioned to enhance modern or traditional decor. Solid polished and brushed brass case has contoured pencil striped black end pieces. White dial with applied solid brass numerals and markers. Height 6¾". Width 8⅞". Depth 3". Dial 4⅜" x 4⅛". Packed singly in a gift box. Shipping weight, 5½ pounds.
COUNTESS — No. 1206 — 4-jewel, 8-day Keywound — Retail $59.50*
List $71.40 each.



VISTA **Cordless electric** — Long, low and handsome — a decorator's dream come true. Contoured case of beautifully grained solid walnut frames the panoramic face. Stirring seascapes are lithographed in full color on unbreakable tile panels. It's versatile, too — converts to wall clock by removing feet and hanging from pre-drilled holes spread 16" for standard studs. A single responsive flashlight battery runs the clock for 12 to 15 months. Height 5⅝". Width 18⅞". Depth 3½". Dial 17⅛" x 4⅛". Packed singly. Shipping weight, 6½ lbs.
VISTA — No. 109 — 7-jewel, Battery operated — Retail $65.00*
List $78.00 each.



DARIEN **Hour and half-hour strike** — An outstanding contemporary design. Fine grained brown mahogany case accented by gold plated ornamental top and base. Applied solid brass numeral markers and hands. Brushed silver-plated dial. Shock-protected floating escapement with suspended balance. Height 9⅝". Width 7⅛". Depth 3¼". Dial 5½". Packed singly. Shipping weight, 6 pounds.
DARIEN-E — No. 208 Electric — Retail $55.00*
DARIEN-W — No. 1205 — 8-day Keywound — Retail $55.00*
List $66.00 each.



MEDBURY **Quarter-hour Westminster Chime** — A distinctive tambour clock with gracefully sweeping lines. Rich mahogany case with front panel of walnut veneer. Silvery dial with stylized hands and numerals in black. Height 9⅛" Width 20". Depth 6⅛". Dial 6½". Packed singly. Shipping weight, 14 pounds.
MEDBURY-6E — No. 1400 Electric — Retail $85.00*
MEDBURY-6W — No. 1300 8-day Keywound — Retail $85.00*
List $78.00 each.

*Plus Tax

SETH THOMAS

of Thomaston, Connecticut

Decorator *wall clocks*

ENTREE A beautifully proportioned symmetrical design that will add charm to any room in the home. Fruitwood or ebony finish. Easy-reading white dial ring circles a fluted golden corona. Polished brass hands, hour markers and trim. Front set knob. Sweep-second hand. Mounts to conceal cord and outlet. Diameter 12". Depth 2½". Dial 8¼". Packed singly. Shipping weight, 3½ pounds.

ENTREE — Electric — Retail $24.95*
No. 311 Black, No. 312 Fruitwood
List $30.00 each.

SETH THOMAS

of Thomaston, Connecticut, U. S. A.

Division of General Time Corporation

GT GENERAL TIME

Commercial *clocks*

MANAGER 12 A thin, clean-cut wall clock designed for

La Mode

QUALITY JEWELRY FOR MEN

All Sterling Silver protected by Rhodium finish.
All illustrations Actual Size.

All Items Luxuriously Gift Boxed

(J) 10K Gold hand engine turned.

5829	Set	$43.50
5830	Links	25.00

(K) Hamilton Gold Electroplated with Manhattan Cocktail ornament

5831	Set	$5.00
5832	Links	4.00

As above but with Martini ornament

5833	Set	$5.00
5834	Links	4.00

(L) Hamilton Gold Electroplated with Genuine Onyx stones.

5835	Set	$12.50
5836	Links	8.00

As above but with Goldstone

5837	Set	$12.50
5838	Links	8.00

(M) Sterling Silver with Masonic Emblem.

5839	Set	$10.00
5840	Links	6.00

As above but in 10K G.F.

5841	Set	$10.00
5842	Links	6.00

(N) Hamilton Gold Electroplated hand engine turned.

5843	Set	$6.00
5844	Links	3.50

(O) Hand engraved. Contrasting Black & White finish.

5845	Set	$8.50
5846	Links	6.00

(P) Hamilton Gold Electroplated Set with Simulated Rubies.

5847	Set	$9.00
5848	Links	6.00

(Q) White finish with simulated Hematite stones.

5849	Set	$7.50
5850	Links	5.00

(R) Hamilton Gold Electroplated with embossed decoration.

5851	Set	$6.00
5852	Links	3.50

Prices are Retail, not including Federal Tax

ADVERTISED IN LIFE

La Mode

QUALITY JEWELRY FOR MEN

All Sterling Silver protected by Rhodium finish.

All Illustrations Actual Size.

All Items Luxuriously Gift Boxed

(A) Heavy Sterling Silver hand engraved.

5801	Set	$16.50
5802	Links	11.00

(B) Sterling Silver w simulated Black Onyx. Set with sparkling rhinestones.

5803	Set	$10.50
5804	Links	6.50

As above but in 10K G F.

5805	Set	$10.50
5806	Links	6.50

(C) Heavy Sterling Silver hand engraved.

5807	Set	$16.50
5808	Links	11.00

(D) 10K G F with genuine Black Onyx stones

5809	Set	$16.50
5810	Links	11.00

As above but in Sterling Silver

5811	Set	$16.50
5812	Links	11.00

(E) 10K G.F. hand engraved

5813	Set	$12.50
5814	Links	7.50

As above but in Sterling Silver.

5815	Set	$12.50
5816	Links	7.50

(F) Sterling Silver hand engine turned.

5817	Set	$10.00
5818	Links	6.00

As above but in 10K G.F.

5819	Set	$10.00
5820	Links	6.00

(G) Heavy Sterling Silver set with Catseye stones

5821	Set	$20.00
5822	Links	12.50

(H) 10K G F. hand engine turned

5823	Set	$11.50
5824	Links	7.00

As above but in Sterling Silver

5825	Set	$11.50
5826	Links	7.00

(I) Heavy Sterling Silver hand engraved.

5827	Set	$16.50
5828	Links	11.00

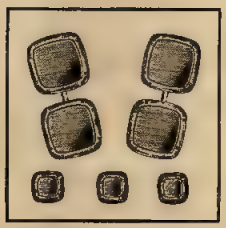
Prices are Retail, not including Federal Tax

ADVERTISED IN LIFE

TUXEDO AND FULL DRESS SETS

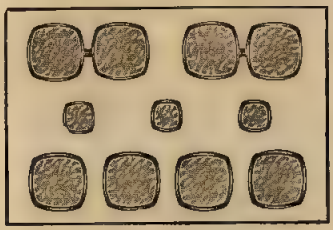
PRICE EACH

ATTRACTIVELY BOXED



No. 920901 ..... **$28.50**
Tuxedo Set, Pair of Links and 3 Studs
Dark Mother of Pearl Mounted in 10K Gold
White Bezel, Yellow Back

No. 920902 ..... **$9.50**
Same as Above
1/20-12K Gold Filled, Plain White Bezel,
Yellow Back



No. 920903 ..... **$12.75**
Full Dress Set
"Correct" Quality Yellow Back, White Trim
Pair of Links, 2 Studs and 4 Vest Buttons
White Mother of Pearl Center

No. 920904 ..... **$33.00**
Tuxedo Set, Pair of Links and 3 Studs
Dark Mother of Pearl Mounted in 10K Gold
White Bezel, Yellow Back

No. 920905 ..... **$9.50**
Tuxedo Set, Pair of Links and 3 Studs
Black Onyx, White Bezel, Yellow Back
1/20-12K Gold Filled

No. 920906 ..... **$[illegible]**
As Above, Simulated Ruby

No. 920907 ..... **$9.50**
As Above, Simulated Blue Sapphire

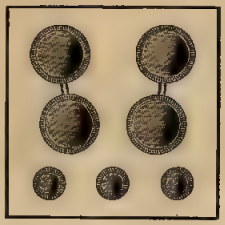
No. 920908 ..... **$8.00**
Tuxedo Set, Pair of Links and 3 Studs
Black Onyx, White Bezel, Yellow Back,
Correct Quality

No. 920909 ..... **$8.00**
As Above, Genuine Smoked Pearl

No. 920910 ..... **$8.00**
Tuxedo Set, Pair of Links and 3 Studs
Simulated Ruby, White Bezel, Yellow
Finish Back

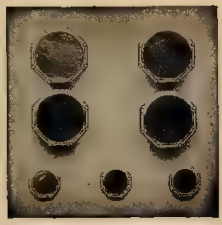
No. [illegible]11 ..... **$8.00**
As Above, Simulated Blue Sapphire

No. 920912 ..... **$8.25**
Tuxedo Set, Pair of Links and 3 Studs
Dark Mother of Pearl
White Bezel, Yellow Back
Correct Quality



No. 920913 ..... **$9.50**
Tuxedo Set, Pair of Links and 3 Studs
Dark Mother of Pearl
1/20-12K Gold Filled, White Bezel, Yellow Back

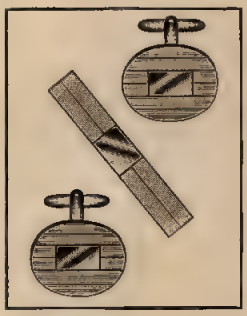
No. 920914 ..... **$8.25**
Same as Above, Correct Quality



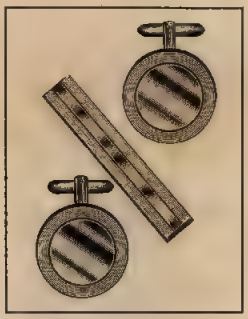
No. 920915 ..... **$8.25**
Tuxedo Set, Pair of Links and 3 Studs
Dark Mother of Pearl
White Bezel, Yellow Back
Correct Quality

10K YELLOW GOLD, GENTS' SETS, CUFF LINKS AND TIE BARS

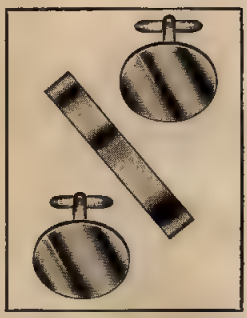
ALL ITEMS GIFT PACKAGED



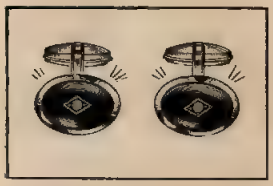
No. 921001 . . . . . Per Set, **$42.50**
3 Piece Set Cuff Links and Tie Bar, 10K Yellow Gold Satin Finish Engine Turned Bright Signet Shield
No. 921002 . . . . . Per Pair, **$25.00**
As Above, Cuff Links Only
No. 921003 . . . . . Each, **$20.00**
As Above, Tie Bar Only



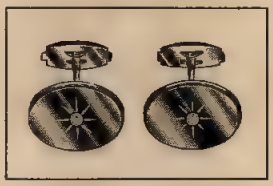
No. 921004 . . . . . Per Set, **$49.00**
3 Piece Set Cuff Links and Tie Bar, 10K Yellow Gold Bright Polished Finish Hand Engine Turned Border
No. 921005 . . . . . Per Pair, **$30.00**
As Above, Cuff Links Only
No. 921006 . . . . . Each, **$22.00**
As Above, Tie Bar Only



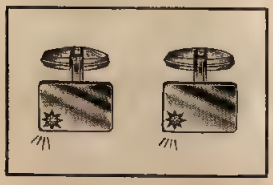
No. 921007 . . . . . Per Set, **$40.00**
3 Piece Set Cuff Links and Tie Bar. 10K Yellow Gold Perfectly Plain Polished Bright Finish
No. 921008 . . . . . Per Pair, **$22.50**
As Above, Cuff Links Only
No. 921009 . . . . . Each, **$19.00**
As Above, Tie Bar Only



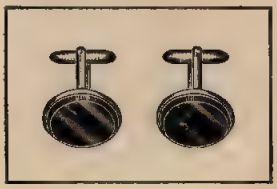
No. 921010 . . . . . Per Pair, **$60.00**
10K Yellow Gold Cuff Links. Genuine Black Onyx Mounted with Diamond in White Gold Setting



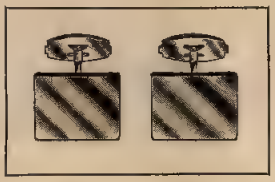
No. 921011 . . . . . Per Pair, **$73.50**
10K Yellow Gold Plain Bright Polished Finish Heavy Weight Cuff Links. Diamond Mounted in Sunburst Setting



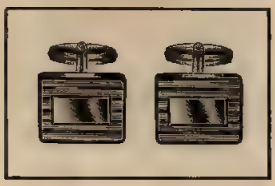
No. 921012 . . . . . Per Pair, **$49.50**
10K Yellow Gold Plain Bright Finish Good Weight Cuff Links. Diamond Mounted in Sunburst Setting



No. 921013 . . . . . Per Pair, **$19.00**
10K Yellow Gold Cuff Links
Genuine Black Onyx Oval Centers
Leatherette Gift Box



No. 921014 . . . . . Per Pair, **$46.00**
10K Yellow Gold Plain Bright Polished Finish Extra Heavy Weight and Solid Cuff Links



No. 921015 . . . . . Per Pair, **$45.00**
10K Yellow Gold Solid Back Cuff Links. Engine Turned with Bright Signet Shield

Authentic Emblematic Jewelry

IRONS & RUSSELL CO.

5600/2 Gold Plated Set **$6.00 ea.**

5550/2 Gold Plated Set—Simulated Onyx **$8.00 ea.**

5650/2 Tutone Gold Plated Set **$7.00 ea.**

9800/2 1/20-12K Yellow Gold Filled Set **$15.00 ea.**
Available with simulated Red, Blue, Onyx or Mother of Pearl Stones.

All sets are gift boxed. Tie bars are all with Alligator grips. All, except 9200 are available with emblems listed on right.

9050/2 1/20-12K Yellow Gold Filled Set **$13.50 ea.**
All prices keystone each, subject to change without notice. Jewelry shown actual size.

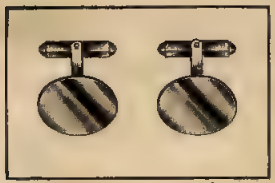
Masonic—Shrine—32nd Degree—Moose—Odd Fellows—Rotary—K of C—3rd & 4th Degrees—Elk. Please specify emblem desired.

9200/2 1/20-12K Yellow Gold Filled Set **$20.00 ea.**
Genuine Onyx, 10K gold inlaid Masonic, Shrine, 32nd Degree, K of C—3rd Degree, Elk or Odd Fellow emblems only.

IRONS & RUSSELL CO.

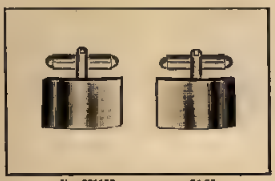
MEN'S AND LADIES' CUFF LINKS

PRICE PER PAIR



No. 921101 ..... **$4.50**
1/20-12K Yellow Gold Filled Cuff Links
Bright Plain Polished
No. 921102 ..... **$4.30**
Same as Above
Sterling Silver, Rhodium Finish
Gift Box

No. 921103 ..... **$5.70**
Sterling Silver, Rhodium Finish
Bright Plain Polished Applied and Enameled Masonic Emblem
No. 921104 ..... **$6.00**
Same as Above
1/20-12K Yellow Gold Filled



No. 921105 ..... **$4.30**
Sterling Silver, Rhodium Finish
Bright Plain Polished
No. 921106 ..... **$4.50**
Same as Above
1/20-12K Yellow Gold Filled

No. 921107 ..... **$1.75**
Nurses' Cuff Links, Mother of Pearl Buttons with Yellow Finish Caduceus Emblem and Attachments

No. 921108 ..... **$2.50**
"Foster" Quality Hamilton Yellow Nurses Cuff Links. Applied Emblem on Simulated Stone. Available in Mother of Pearl, Blue or Black Background.
NOTE In Ordering State Color of Stone.
No. 921109 ..... **$2.50**
Same as Above. Rhodium Finish

No. 921110 ..... **$1.50**
Ladies' Cuff Links, Mother of Pearl Buttons with White Metal Connecting Links

Electronically Welded Cuff Links

Foster's "Man Tailored" Men's Sets

Non-Tilt Action Tie Bars

ILLUSTRATIONS SLIGHTLY ENLARGED TO BRING OUT DETAIL—HANDSOMELY BOXED

Y25/2479 Set yellow $2.50
R25/2479 Set Rhod white $2.50
Y15/2479 Link yellow $1.50
R15/2479 Link Rhod white $1.50

Y26/2407 Set yellow/red stones $2.50
R26/2407 Set Rhod. white/blue stones . . . $2.50
Y15/2407 Link yellow/red stones $1.50
R15/2407 Link Rhod. white/blue stones . . $1.50

Y25/2410 Set yellow/crystal $2.50
R25/2410 Set Rhod white/crystal $2.50
Y15/2410 Link yellow/crystal $1.50
R15/2410 Link Rhod white/crystal $1.50

Y35/2440 Set yellow $3.50
Y20/2440 Link yellow $2.00

Y35/2465 Set yellow $3.50
R35/2465 Set Rhod white $3.50
Y20/2465 Link yellow $2.00
R20/2465 Link Rhod white $2.00

Y35/2428 Set yellow/red stones $3.50
R35/2428 Set Rhod white/blue stones . . . $3.50

Y35/2433 Set yellow/black $3.50
R35/2433 Set Rhod. white/black $3.50
Y20/2433 Link yellow/black $2.00
R20/2433 Link Rhod. white/black $2 00

Y35 2492 Set yellow $3.50
R35 2492 Set Rhod white $3.50
Y20/2492 Link yellow $2.00
R20/2492 Link Rhod white $2.00

R35/2454 Set Rhod white $3 50
R20/2454 Link Rhod white $2.00

BEAUTIFUL EMBLEMATICS

Y55/2499 Set yellow/black stone. $6.50
Y35/2499 Link yellow/black stone $3.50
Y30/2499 Tie Bar yellow/black stone . . . $3.00

R65/2499 Set Rhod white/black stone . . . .
R35/2499 Link Rhod white/black stone . . . $3.50
R30/2499 Tie Bar Rhod. white/black stone . $3.00

125/3510 Set Sterling Hand Engine-Turned $12.50
75/3510 Link Sterling Hand Engine-Turned $7.50
60/3510 Tie Bar Sterling Hand Engine-Turned $6.00

Y65/2508 Set yellow $6.50
Y35/2508 Link yellow $3.50
Y30/2508 Tie Bar yellow $3.00

R65/2508 Set Rhod white $6.50
R35/2508 Link Rhod white $3.50
R30/2508 Tie Bar Rhod white $3.00
Available in red, blue or black stones
Specify color of stone desired

35/2697S $3.50
Yel. black w/crystal
Wht. black w/crystal

35/2681S $3.50
Yel./Silver Oxidized Leaf
Wht./Brown Oxidized Leaf

35/2692S $3.50
Yel. black
Wht. black

50/2667S $5.00
Yel. Genuine Onyx
Wht. Genuine Onyx

50/2649S $5.00
Yel. black
Wht. black
Hand Engraved

50/2699S $5.00
Yel. Gen. Mother of Pearl
Wht. Gen. Mother of Pearl

50/2642S $5.00
Yel.
Wht.
Hand Engraved

50/2652S $5.00
Yel.
Wht.

50/2466S $5.00
Yel. or Wht.

50/2653S $5.00
Yel. only
Black ammoniated
Hand Engraved

50/2663S $5.00
Yel. black w/Cultured Pearl
Wht. black w/Cultured Pearl

50/2445S $5.00
Yel.
Wht.

MONEY CLIP
50/3584M $5.00
STERLING

50/2732S $5.00
Yel. Wht. Thunderbird
Wht. Yel. Thunderbird

50/2651S $5.00
Yel.
Wht.

50/2462S $5.00
Yel.
Wht.

OTHER SETS FROM $2.95 TO $25.00

SPECIFY COLORS DESIRED

65/2716S $6.50

Yel. Crystal
Wht. Blue Crystal

75/2432S $7.50
45/2432L $4.50 35/2432T $3.50

Yel. Cultured Pearl
Wht. Cultured Pearl

100/2473S $10.00
60/2473L $6.00 50/2473T $5.00

Yel. w/Genuine Diamond
Wht. w/Genuine Diamond

BEAUTIFUL STERLING FRONTS

75/3728S $7.50
45/3728L $4.50 35/3728T $3.50

Sterling Front
Engine Turned

75/3722S $7.50
45/3722L $4.50 35/3722T $3.50

Sterling Front
Hand Engraved

75/3739S $7.50
45/3739L $4.50 35/3739T $3.50

Sterling Front
Hand Engraved

Foster's STERLING SILVER

100/3718S $10.00
60/3718L $6.00 50/3718T $5.00

STERLING
Engine Turned

150/3698S $15.00
95/3698L $9.50 85/3698T $8.50

STERLING
Hand Engraved

125/3668S $12.50
75/3668L $7.50 60/3668T $6.00

STERLING
Hand Engraved

175/3481S $17.50
105/3481L $10.50 70/3481T $7.00

STERLING Black stone w/Genuine Diamond

150/3731S $15.00
95/3731L $9.50 85/3731T $8.50

STERLING — Hand Engraved

200/3545S $20.00
120/3545L $13.00 80/3545T $8.00

STERLING with Crystal
Hand Engraved

EMBLEMATICS

60/351S $6.00
35/351L $3.50 25/351T $2.50
Yel.
Wht.

75/2614S $7.50
45/2614L $4.50 35/2614T $3.50
Yel. Gen. Mother of Pearl
Wht. Gen. Mother of Pearl

Unit No. 87
Genuine Stone Tie Tacks
$3.50 each

GILBERT®
Career Building
SCIENCE TOYS
1909–1959
GOLDEN ANNIVERSARY

GILBERT

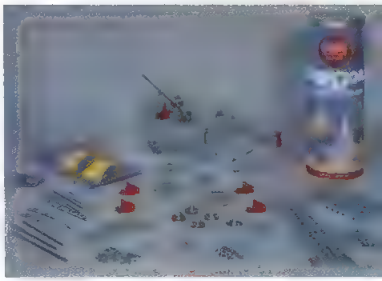
ERECTOR

For 50 Years — America's Greatest Career-Building Science Toy!

No. 10011 ERECTOR — THE BEGINNER'S SET

Smartly packaged and priced for volume selling! Attractive 4-color tube, newly designed for '59, offers high visibility shelf display, yet is compact and easy to store. Assortment of parts sufficient to make dozens of models, including Racing Car, Robot, Tank Truck, Water Tower and others. Tube itself used in many models, like robot and towers. Illustrated instructions Tube 11" high, 3½" diameter Packed 6 per carton Shipping weight 8 lbs

SUGGESTED RETAIL **$1.98**



No. 10021 ERECTOR — THE YOUNG BUILDER'S SET

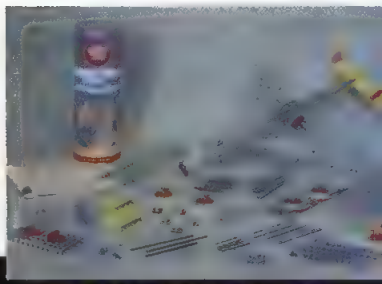
Self-displaying, self-selling! Bright new label gives this compact tube set real consumer appeal Quantity of girders, wheels, pulleys and other parts to build Cranes, Army Jeep, Robot, Derrick and many others. Illustrated instruction sheet printed both sides shows dozens of models Tube 12" high, 4½" diameter. Packed 6 per carton. Shipping weight 14 lbs.

SUGGESTED RETAIL **$2.98**

No. 10032 ERECTOR — THE ENGINEER'S SET

Big 14" high tube packed with big assortment of Erector parts to build Swept-back Wing Jet Fighter, Rockets, Mobile Radar Unit, Rocket Launcher Platform, Robot and many others Bright blue, red and yellow tube designed to attract attention wherever displayed Easy to handle easy to ship, handy to store. 14" x 5" diameter. Packed 6 per carton. Shipping weight 19½ lbs.

SUGGESTED RETAIL **$4.98**



THE A. C. GILBERT COMPANY
Erector Square,
New Haven 6, Connecticut

Printed in

Smart New Features and Bright New Packaging for '59

No. 10042 ERECTOR — THE AUTOMATIC RADAR SCOPE SET

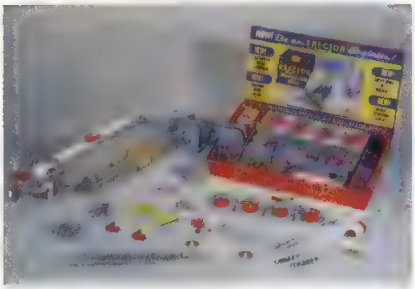
Big sturdy steel chest, beautifully designed for attractive parts display and with striking lithographed outside cover. Completely re-packaged, inside and out, for maximum sales appeal. Set has DC-3 battery-operated electric motor to put action into many models. Two tiers of parts, enough to build Radar Scanner, Airplane Ride, self-propelled trucks, Cranes, Jet Aircraft and others. Chest 16¾" long, 10½" wide, 3" high. Packed 6 per carton. Shipping weight 37 lbs.

SUGGESTED RETAIL **$9.98**

No. 10053 ERECTOR — THE ROCKET LAUNCHER SET

Brand new packaging and parts arrangement! Handsome outside lithographed cover on big steel chest; sides and ends of box represent factory which can be used with many models. Powerful electric motor has forward and reverse gear shift plus two power take-offs. Models built with set include Rocket Launcher that raises, lowers and fires rocket into space, plus Trucks, Cranes, Rocket Servicing Tower and others. Packed 3 per carton. Shipping weight 28 lbs.

SUGGESTED RETAIL **$18.98**



No. 10063 ERECTOR — THE AUTOMATIC CONVEYOR SET

Hours of fun with the ingenious automatic Materials Conveyor - built with this set — that moves parts by means of a long, endless belt and unloads them automatically into waiting cart! Steel Chest has beautiful new outside lithographed cover, new interior display tray and re-packaged parts arrangement, in two separate tiers. Powerful electric motor has forward and reverse plus two power take-offs. Outfit makes Dockside Hoists, Robot, Rocket Towers, Airplanes and many others. 18½" long, 10½" wide, 2⅞" high. Packed individually. Shipping weight 11 lbs.

SUGGESTED RETAIL **$24.98**

ckaging with plenty of "buy me" appeal! eel chests are handsomely lithographed the outside cover, have colorful inside splay when opened for store selling.

Electric ERECTOR Motors

No. 10002 ERECTOR MOTOR

SUGGESTED RETAIL **$7.98**

Powerful motor with forward and reverse speeds and 4 position gear shift. Rated at 120 volts, 60 cycles A.C. Approved by Underwriters' Laboratories. Packed 6 per carton. Shipping weight 16 lbs.

No. 10004 ERECTOR MOTOR

Powerful 3-volt electric motor fits Erector baseplate to make models self-powered — trucks, cars, etc. Operates beautifully on 2 ordinary flashlight cells — not included. Packed 6 per carton. Shipping weight 1 lb.

SUGGESTED RETAIL **$2.98**

Safety Tested
GILBERT HALL OF SCIENCE

Giant Radar Scanner, built with larger Erector sets, automatically revolves in 360° circle, searching the sky for aircraft.

No. 10073 ERECTOR — THE MUSICAL FERRIS WHEEL SET

Re-packaged and re-designed from top to toe! Extraordinary Sound Effects Unit (record player and reproducer) permits addition of carnival music to amusement park models or construction noises (air drills, riveting, etc.) to other models. Electric Motor with forward and reverse speeds and power take-offs, provides power. Nearly 18 lbs. of parts for building of hundreds of interesting models, including Rockets Jets, Launching Platforms, Cranes and many, many others. Sound unit plays 6" records at 78 RPM Steel chest with attractive lithographed cover is 20¼" long, 12¼" wide, 2¾" high. Packed individually. Shipping weight 18 lbs.

SUGGESTED RETAIL **$34.98**

No. 10083 ERECTOR — THE AMUSEMENT PARK SET

Amazing new Sound Effects unit reproduces carnival music to add realism to Merry-go-Round, Parachute Jump, Airplane Ride and similar amusement park models or construction sounds for such models as Cranes, Hoists and Derricks. This giant set has nearly 28 lbs. of Erector parts in dazzling variety and features powerful Electric Motor with forward-and-reverse plus 2 power take-offs. Also has Electro-Magnet for lifting metal parts. Set builds all models that can be made with smaller sets, including Automatic Conveyor, Rocket Launcher, etc. Steel chest 22" long, 13⅛" wide, 2¾" high. Packed individually. Shipping weight 29 lbs.

SUGGESTED RETAIL **$49.98**

No. 10093 ERECTOR — THE MASTER BUILDER SET

Build a record player that actually plays any standard 6" record at 78 RPM! Or, build a giant Robot that walks by itself with this finest of all Erector sets that's crammed with huge assortment of parts — over 38 lbs. — to make Jets, Texas Tower Satellite Scanners, Rocket Launcher Cranes, Hoists and multitude of fascinating models. Set has two motors, including one with forward and reverse speeds, 2 power take-offs and 4-position gear shift. Steel chest is 24¼" long, 14¼" wide, 4" high. Packed individually. Shipping weight 39 lbs.

SUGGESTED RETAIL **$74.98**

1909-1959 – Fifty Years of Toy Leadership

A. C. GILBERT 50 YEARS OF PROGRESS IN TOYS 1909 1959

GILBERT

CHEMISTRY

The Most Compelling Science Sets Ever Offered!

No. 12002 GILBERT CHEMISTRY

Plenty of fun and scientific experimentation, too, for the youngster that gets this junior set. Contains chemicals and apparatus for performing 250 interesting experiments, including Magic Blueprint, Vanishing Cream, Invisible Ink, etc. Safe for children able to read. Ample supply of chemicals. Contains Pyrex brand test tubes. Illustrated manual. Box 18" long, 10" wide, 1½" high. Packed 12 per carton. Shipping weight 32 lbs.

SUGGESTED RETAIL **$2.98**

. 12026 CHEMISTRY PERIMENT LAB

atures new Molecular del Building Kit — colored eres permit young chemto construct actual models chemical compounds he s just made! Big assortnt of chemicals; apparatus lludes Pyrex brand test bes, brush holder, rack, asure, etc. Dazzling white m display tray. Steel cabt 13¾" high, 3¼" deep, ½" wide. Packed 3 per car-. Shipping weight 25 lbs.

UGGESTED RETAIL **$7.98**

No. 12015 CHEMISTRY EXPERIMENT LAB

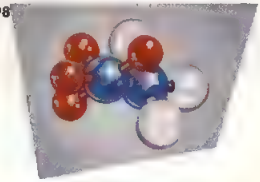
New, re-packaged, vastly improved! Ideal set for young chemist — more chemicals, more equipment, more experiments. Sparkling white foam tray displays chemicals beautifully, provides better shipping qualities. Illustrated manual and new ADVENTURES IN SCIENCE books. Experiments in secret writing, color printing and many, many more. Steel chest 9½" wide, 13¾" high, 3¼" deep. Packed 6 per carton. Shipping weight 20 lbs.

SUGGESTED RETAIL **$5.98**

No. 12036 CHEMISTRY EXPERIMENT LAB

Exciting experiments in the field of Crime Detection, plus new Molecular Model Building Kit for constructing actual models of chemical compounds, make this set a real value! Features Chromatography, the science of analyzing chemicals by color. Fascinating! Experiments in Testing Foods, Secret Writing, Inks, etc. Steel cabinet 9½" wide, 13¾" high, 3¼" deep. Packed 3 per carton. Shipping weight 25 lbs.

SUGGESTED RETAIL **$9.98**



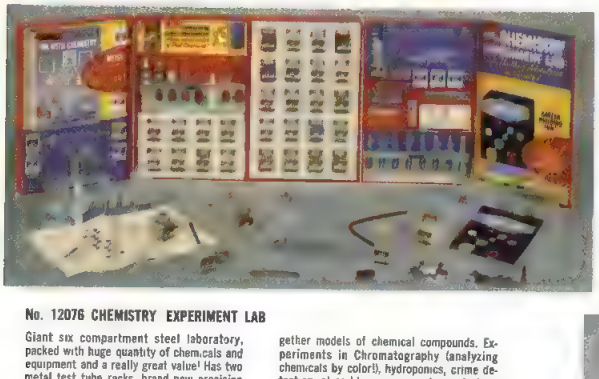
Elements like this one of ammonium nitrate are fun to put together with Gilbert molecular model building kit.

ALL GILBERT SETS ARE FULLY SAFETY-TESTED!

No. 12055 CHEMISTRY EXPERIMENT LAB

All new and with startling improvements for 1959! Giant set features brand new chemical Balance for precision weighing, plus Molecular Model Building Kit for creating actual chemical compound models. Big assortment of chemicals to perform hundreds of experiments in Glass Blowing, Chromatography (analyzing chemicals by color!), Atomic Energy, Food Testing, etc. Has Alcohol Lamp, metal test tube rack, 2 illustrated manuals. Steel cabinet opens to over 3 ft. 3½" wide, 13¾" high, 3¼" deep. Packed 3 per carton. Shipping weight 35 lbs.

SUGGESTED RETAIL **$17.98**



No. 12065 CHEMISTRY EXPERIMENT L

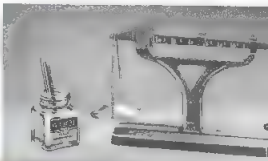
Complete home laboratory for the junior ch ist in this big five compartment steel cabi that opens to nearly 4 feet. Provides abunda of chemicals and apparatus to perform l dreds of experiments in field of chemical ma glass blowing, atomic energy, bead tests, hyc ponics and chromatography — the fascinat analyzation of chemicals by color. New Mole lar Model Building kit provides colored sphe to construct actual chemical compound mod New precision balance for accurate weigh White foam display tray — ships better, fo terrific! Steel chest 19-3/16" long, 13¾" wi 3¼" deep. Packed individually. Shipping wei 14 lbs.

SUGGESTED RETAIL **$21.98**

No. 12076 CHEMISTRY EXPERIMENT LAB

Giant six compartment steel laboratory, packed with huge quantity of chemicals and equipment and a really great value! Has two metal test tube racks, brand new precision Balance for accurate weighing, ring stand, beaker, graduated cylinder, alcohol lamp, gas generating bottle and atomic energy Spintheriscope. Molecular Model Building Kit includes colored spheres for putting together models of chemical compounds. Experiments in Chromatography (analyzing chemicals by color!), hydroponics, crime detection, glass blowing, mineralogy, plastics, etc. New white foam display. Cabinet 19" wide, 13¾" high, 3¼" deep. Opens to over 4 ft. Packed individually. Shipping weight 16 lbs.

SUGGESTED RETAIL **$29.98**



New professior balance perm accurate weig ing, has lots eye appeal.

GILBERT MICROSCOPE AND LAB SETS

EW Plug-in Illuminator

NEW Group Viewer

NEW Binocular Microscope

No. 13014 JUNIOR MICROSCOPE & LAB SET

Best ever in its price range! Brand new girder-type Microscope has 60-power magnification, professional table focus, tilt mirror and precision ground lenses. Positive rack-and-pinion action assures fine focus. Special Color Vu filters bring out all the brilliant hues of specimens. Set includes glass slides, forceps, dissecting needles and specimens. Illustrated manual. Box 18" long, 10" wide, 3" high. Packed 6 per carton. Shipping weight 15 lbs.

SUGGESTED RETAIL **$4.98**

No. 13024 SENIOR MICROSCOPE & LAB SET

Professional type three-objective revolving turret has powers of 60, 90 and 400, with "click-stop" selection. Has large adjusting wheel, parfocalized lens system and Ramsden type eyepiece. Positive rack-and-pinion table action assures minute focusing. Color-Vu Filters bring out brilliant, natural colors in specimens. Set contains live Shrimp Eggs, ready to hatch into swimming shrimp in 24 hours or less. Stains, chemicals, slides, Pyrex brand test tubes complete laboratory. Steel chest 9½" wide, 13¾" high, 3⅜" deep. Opens to nearly 1½ feet. Packed 3 per carton. Shipping weight 12 lbs.

SUGGESTED RETAIL **$9.98**

No. 13042 ADVANCED MICROSCOPE & LAB SET

Gilbert does it again — with two smashing new features to make Gilbert the "must stock" Microscope line for '59. Here in one set, is a three objective girder-type 'scope featuring 60, 250 and 500 powers in a revolving turret, plus a brand new Group Viewer to enable two or more to look through microscope at the same time, plus a new Micro-Tronic Ray Illuminator. Beam of light travels the length of illuminator neck, for pin-point directing onto specimen. Plug-in cord included. Rack & pinion table focus. Ramsden eyepiece, dissecting equipment, live Shrimp Eggs ready for hatching into swimming shrimp and array of chemicals and apparatus complete this great set. New Styrofoam insert provides maximum display and shipping protection. Packed 3 per carton. Shipping weight 17 lbs.

SUGGESTED RETAIL **$16.98**

No. 13053 GILBERT MICROSCOPE & LAB SET

Brand new and one of the finest laboratories ever made in Microscope field! Features new Micro-Tronic Ray Illuminator — plug-in light source that illuminates specimen slides from either top or bottom. Light travels along clear solid tube. In addition, giant 4-objective turret has powers of 60, 150, 250 and 500 powers, plus new Binocular Eyepiece that permits specimen viewing with both eyes, as with high price professional 'scopes. Rack-and-pinion focusing. Ramsden eyepiece, precision lens. Set includes real Shrimp Eggs for hatching into swimming shrimp in 24 hours or less, plus exclusive Color-Vu filters to bring out specimen hues. Steel cabinet with new packaging displays is 9½" wide, 13¾" high, 6½" deep. Opens to 28½". Packed 3 per carton. Shipping weight 20 lbs.

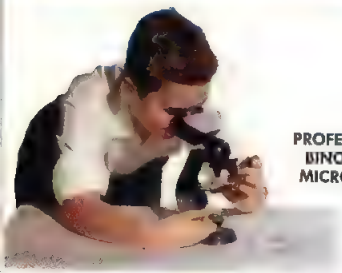
SUGGESTED RETAIL **$22.98**

The Greatest Microscope Line in Science Toy History!

REAL SHRIMP EGGS!

Hatch 'em into Live, Swimming Shrimps in 24 hour

All these photo sequences taken through a GILBERT Micros



PROFESSIONAL BINOCULAR MICROSCOPE

No. 13055 GILBERT MICROSCOPE & LAB SET

The ultimate in home microscope laboratories — and fully equipped with professional equipment. New girder type Microscope has 4-objective turret with powers of 60, 150, 250 and 500, plus new and exclusive 2-way Slide Holder that permits minute adjustments to position specimen slide beneath lens. In addition, set features new Micro-Tronic plug-in Ray Illuminator that directs light beam along curved neck to slide being viewed. Brand new Group Viewer allows two or more people to look through Microscope at same time! Color-Vu Filters and living shrimp eggs for hatching into swimming shrimp in 24 hours, plus assortment of stains, dissecting equipment, etc., complete this fine outfit. Steel cabinet 9½" wide, 13¾" high, 6½" deep. Packed 3 per carton. Shipping weight 20 lbs.

SUGGESTED RETAIL **$27.98**

No. 13063 GILBERT MICROSCOPE & LAB SET

Precision girder type Microscope with 3-objective turret with powers of 60, 90 and 400 Ramsden eyepiece, parfocalized lens system, optical glass and rack-and-pinion table focus. With new Group Viewer, several people can look through Microscope at same time — an exciting experience! Illustrated manual included. Steel cabinet 13¾" high, 9½" wide, 3⅝" deep. Packed 3 per carton. Shipping weight 11¼ lbs.

SUGGESTED RETAIL **$7.98**

***NEW* Group Viewer! Two or more can look through the Microscope at once!**

No. 13072 GILBERT MICROSCOPE & LAB SET

Not only a fine, professional quality Microscope with precision lens system, but a set with two exclusive and outstanding features: Group Viewer that permits several people to look through 'scope at same time plus new plug-in Micro-Tronic Ray Illuminator that directs beam of light along a curved neck to the slide being viewed. Microscope has 3-objective turret with 60, 250 and 500 powers and Ramsden eyepiece. Steel chest 13¾" high, 9½" wide, 3⅝" deep. Packed 3 per carton. Shipping weight 14½ lbs.

SUGGESTED RETAIL **$12.98**

GILBERT HALL OF SCIENCE

All sets equipped with PYREX brand test tubes.

No. 13082 GILBERT MICROSCOPE & LAB SET

A professional binocular instrument that appeals to student and expert, young and old. Precision Microscope has powers of 60, 150, 250 and 500 on a revolving 3-objective turret. Binocular eyepiece permits viewing with both eyes — a big advantage in experimental work. New Plug-in Micro-Tronic Ray Illuminator directs a beam of light along a curved tube right to the specimen slide! Truly a remarkable Microscope outfit, complete with specimen slides, dissecting equipment and illustrated booklet. Packed 3 per carton. Shipping weight 14¼ lbs.

SUGGESTED RETAIL **$19.98**

GILBERT LAB TECHNICIAN SETS

…th sets have brand new girder-type Micro-…ope, with positive rack-and-pinion table focus.

No. 13121 GILBERT LAB TECHNICIAN SET for Girls

This popular set, exclusive with Gilbert, has been improved in numerous ways and features a precision 60-power girder type Microscope with positive rack-and-pinion focus. Styro-foam insert trays provide striking display background plus reliable shipping qualities. Professional lab outfit designed for basic experimentation in biology, food testing, medicine and other fields. Exclusive Color-Vu Filters enable viewer to see specimens in natural, brilliant hues. Real live shrimp eggs hatch into swimming shrimp in 24 hours. Assortment of stains, chemicals. Steel chest 13¾" high, 9½" wide, 3⅝" deep. Packed 3 per carton. Shipping weight 15 lbs.

SUGGESTED RETAIL **$9.98**

No. 13130 GILBERT LAB TECHNICIAN SET for Girls

De luxe outfit in attractive, pastel zipper case with peel-off outside label. Features 3-objective turret Microscope with powers of 60, 90 and 400 powers and new girder-type construction. Live shrimp eggs hatch into swimming shrimp in 24 hours; Color-Vu Filters bring out brilliant hues in specimens. Lab Set includes assortment of stains, chemicals, specimens and apparatus. Packed individually. Shipping weight 3¼ lbs.

SUGGESTED RETAIL **$12.98**

GILBERT TELESCOPES

40 Power and 80 Power — Reflecting Mirrors

Safety Tested
GILBERT HALL OF SCIENCE

No. 13211 Telescope — packed in handsome zipper case with carrying handle.

No. 13211 GILBERT TELESCOPE

Explore the mysteries of space with this 80-power reflecting telescope that brings close-ups of Jupiter, the Moon, Saturn and other astronomical wonders. New sighting device makes it easy to locate constellations, planet, etc., before viewing. Has long, sturdy 26" steel tripod, metal swivel locks in any position. Includes Star Map and illustrated ADVENTURES IN THE SKY booklet. Packed in handsome zipper simulated leather carrying case. Packed 2 per carton. Shipping weight 13½ lbs.

SUGGESTED RETAIL **$17.98**

No. 13201 GILBERT TELESCOPE

Low-cost 40 power telescope designed for junior astronomers. Precision made: has parabolic mirror, Ramsden eyepiece, aluminized reflecting mirror, ground lens. Shows close-ups of Moon, Jupiter, Saturn and other planets. Includes clamp to fasten telescope to chair, table, fence or other mounting device. Includes Star Map and ADVENTURES IN THE SKY illustrated booklet. Packed 3 per carton. Shipping weight 9¼ lbs.

SUGGESTED RETAIL **$9.98**

NEW.... DIFFERENT.... GILBERT Star Finder

50 YEARS SCIENCE FAIRS 1908 1958

No. 13225 GILBERT MAGIC STAR FINDER

Introduced for the first time in '58 and one of the year's popular science sets! Clear plastic slides containing images of such constellations as the Big Dipper, Ursa Minor, Cygnus, etc., are placed in illuminated viewer and, when oriented with the North Star, locates the constellation sought in an instant. Set also includes built-in compass on illuminator. Illustrated ADVENTURES IN SCIENCE booklet, slides, illuminator and leak-proof batteries comprise set. Packed 6 per carton. Shipping weight 22 lbs.

SUGGESTED RETAIL **$7.98**

For your "Must Stock" List . . .

ILBERT® PHYSICS SET

No. 15100 GILBERT PHYSICS LAB

Nothing like it anywhere — a set every science-minded boy and girl in America will want! Contains large quantity of professional laboratory equipment, yet designed to provide hours of endless fun. Permits experiments in heat, light, optics, fluid dynamics, temperatures, air and water pressure, solar heat experiments, light bending and many others. Contains beaker, flask, radiometer, parabolic reflector, illuminator, optical bench, polarizing filters, alcohol lamp, glass cylinders and much more. Box is 21" long, 14" wide, 4" high. Packed 2 per carton. Shipping weight 10 lbs.

SUGGESTED RETAIL **$14.98**

No. 18000 SPACE AGE ERECTOR

An ingenious set containing cut-out plastic parts to build Missiles, Rockets, all types of Jet Aircraft and other space age materiel. Models can be put together in only a few seconds, come apart just as readily. No glue or cement needed. Real service insignia. Attractive four-color label illustrates some of the models that can be built; illustrated booklet shows many more. Packed 12 per carton Shipping weight 15 lbs.

SUGGESTED RETAIL **$3.98**

o. 11021 GILBERT UN WITH ELECTRICITY

earn about electricity safely — and have real fun oing it! Contains equipment and parts to make agnetic boat, jumping cork, many other things. uilds 1½ volt motor. Set contains powdered iron, mmonium chloride, bars, etc. New four-color packge has display lid that packs real sale-appeal wallop. Packed 12 per carton. Shipping weight 23 lbs.

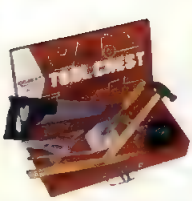
SUGGESTED RETAIL **$5.98**

No. 11032 GILBERT FUN WITH ELECTRICITY SET

Every boy who loves to find out why things happen, will want this exciting set that builds a rheostat, telegraph system, performs experiments in magnetism, static electricity and includes a DC-3 electric motor. Set completely safe in every way. Large selection of chemicals and apparatus. New four-color package has lots of display appeal. Packed 6 per carton. Shipping weight 24 lbs.

SUGGESTED RETAIL **$9.98**

GILBERT TOOL CHESTS



No. 14031 TOOL CHEST

Real value — a new set in a steel chest! Includes hammer, saw, ruler, pencil, Try-Square, magnetized screwdriver, steel triangle, pliers, sandpaper, assorted nails. 13" long, 7" wide, 4¾" high. Packed 12 per carton. Shipping weight 39 lbs.

SUGGESTED RETAIL **$3.98**

No. 14048 TOOL CHEST

Any boy would be proud to have this just like Dad's set of carpenter's tools. Contains hammer, saw, pliers, magnetized screwdriver, plane, steel try-square, steel triangle, sandpaper, etc. Steel chest 14½" long, 8¼" wide, 2" high. Packed 6 per carton. Shipping weight 22 lbs.

SUGGESTED RETAIL **$4.98**

No. 14051 TOOL CHEST

Plenty of tools here for a picnic table, club house or just puttering around! Set includes saw, hammer, brace & bit, magnetized screwdriver, pliers, plane, steel triangle, etc. Steel chest 14½" long, 8¼" wide, 2" high. Packed 6 per carton. Shipping weight 27 lbs

SUGGESTED RETAIL **$6.98**

No. 14061 TOOL CHEST

Ample selection of tools to build a playhouse, raft, workbench or innumerable other projects. Chest includes saw, hammer mallet, magnetized screwdrivers, pliers, steel triangle, try-square and dial-an-angle level. Steel chest 16" long, 8¼" wide, 3" high. Packed 6 per carton. Shipping weight 31 lbs.

SUGGESTED RETAIL **$7.98**

No. 14070 TOOL CHEST

Big assortment of tools packed in a big steel chest and featuring dial-an-angle level plus combination square with sliding miter angle. Other tools include brace & bit, crosscut saw, combination square, magnetized screwdrivers, pliers, mallet, plane, steel triangle, etc. Chest 16" long 8¼" wide, 3" high Packed 6 per carton. Shipping weight 40 lbs.

SUGGESTED RETAIL **$9.98**

No. 14081 TOOL CHEST

Complete set of tools for the advanced ior carpenter. Upright steel cabinet o to 20½" and contains hammer, brace & magnetized screwdrivers, chisels, pl awl, crosscut saw, pliers, dial-an-angle l combination square with sliding miter a and others. 19" high, 10" wide, 4" d Packed 3 per carton Shipping weight 39

SUGGESTED RETAIL **$14**

GILBERT PUZZLES

No. 15011 GILBERT PUZZLES

Set of five heavy gauge plated metal puzzles arranged on a card designed for rack selling. Packed 24 per carton. Shipping weight 4 lbs.

SUGGESTED RETAIL **49¢**

No. 15021 GILBERT PUZZLES

Mass sales — and attractive profit with this selection of 10 puzzles, arranged on a card created for rack display. Bright plated metal, heavy gauge wire. Solutions on reverse side of card. Packed 12 per carton. Shipping weight 4 lbs.

SUGGESTED RETAIL **98¢**

No. 15031 GILBERT PUZZLES

Contains 15 heavy-gauge, plated w puzzles mounted on sturdy pap board and packed in display ty folding box, printed in four colo Loaded with eye appeal — and sa appeal Packed 12 per carton Sh ping weight 7¼ lbs.

SUGGESTED RETAIL **$1.98**

FUR FASHIONS FOR 1959

This is the year of the "big change" in silhouette . . . the line now lithe, young, gently fitted—the flare is still there but deftly controlled, the sleeves gently tapered rather than wide. This is the year of the soft, young, feminine look that is so glamorous and flattering. This is the year that fur leads the way to high-fashion.

Mink

cherished the world over by women of good taste

Prime quality, densely furred pelts—hand picked, carefully matched, expertly "let out" . . . among the finest in the world!

The Full Length Let-Out Mink Coat (shown on the facing page). The ultimate in elegance! A fabulous coat, fashioned for you in the supreme majesty of precious Natural Mink . . . to shelter you in luxurious warmth from curved shawl collar to hemline. Incredibly beautiful—the thick-furred, lustrous hand-picked pelts perfectly matched and so expertly "let out" that they fall with the suppleness of silk in a rippling cascade of folds. Deep adjustable cuffs; silk lining. Approximately 46" long. Specify size 12 to 20

790-006 R300000 Emba *Autumn Haze** . . **$4000.00**
790-014 R300000 Emba *Argenta** **4000.00**
790-022 R335000 Emba *Cerulean** **4500.00**
790-048 R300000 Natural Ranch Mink . . **4000.00**

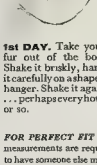
The Luxurious Let-Out Mink Stole (shown on the facing page). Long, extravagantly wide, and beautiful beyond comparison! Wear it with great elegance, any time of year. Its wearing possibilities are endless, its beauty unquestionably sublime. Styled with classic simplicity to accent the fur's own natural radiance . . . each perfectly matched pelt "let out" to flow with the fluidness of silk. The stole's only trim—a gentle curve of collar that lies perfectly flat. Rich silk lining.

790-055 R75000 Emba *Autumn Haze** **$995.00**
790-063 R75000 Emba *Argenta** **995.00**
790-071 R89500 Emba *Cerulean** **1195.00**
790-089 R75000 Natural Ranch Mink **995.00**

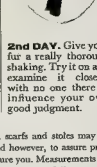
**TM Mutation Mink Breeders Assn.*
***UMPA—United Mink Breeders Assn.*

ALL FURS IN THIS CATALOG ARE SOLD ON 4 DAYS APPROVAL

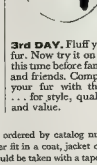
You may return them at the end of that time if you are not completely happy with your choice. However, since no way of packing will prevent them from crushing in transit, we ask that you follow the suggestions illustrated below before making your decision.



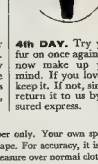
1st DAY. Take your fur out of the box. Shake it briskly, hang it carefully on a shaped hanger. Shake it again . . . perhaps every hour or so.



2nd DAY. Give your fur a really thorough shaking. Try it on and examine it closely, with no one there to influence your own good judgment.



3rd DAY. Fluff your fur. Now try it on . . . this time before family and friends. Compare your fur with theirs . . . for style, quality, and value.



4th DAY. Try your fur on once again . . . now make up your mind. If you love it, keep it. If not, simply return it to us by insured express.

FOR PERFECT FIT . . . scarfs and stoles may be ordered by catalog number only. Your own specific measurements are required however, to assure proper fit in a coat, jacket or cape. For accuracy, it is best to have someone else measure you. Measurements should be taken with a tape measure over normal clothing. Specify: *1.* ***Bust Size*** (place tape over fullest part in front, over shoulder blades in back). *2.* ***Hip Measurement*** (measure snugly, over fullest part). *3.* ***Sleeve Length*** (measure from shoulder to wrist with arm extended). Also specify: *A.* your regular coat size and *B.* coat length; *C.* your height in shoes; *D.* your weight including normal clothing.

MINK . . . descriptions of natural colorings

*Emba Autumn Haze** natural light brown mutation mink . . . fluid amber, touched with sunlight
*Emba Argenta** natural gray mutation mink . . . silvery as shimmering moonglow
*Emba Cerulean** natural blue mutation mink . . . pale silver, blue-smoke undertones
*Unipa** and Great Lakes Natural Ranch Mink* . . . deep-tone brown, rich with radiant highlights

We show many lovely furs on the pages that follow

. . . but we can supply many, many more. Write us if you haven't found the fur, the style, the color or the size you want. Tell us all you can about it. We will get it for you.

Note. *10% Federal Excise Tax must be added to all prices listed for furs in this catalog.*

For magnificence . . . Let-Out Natural Mink!

Jackets that are the very essence of elegance, whether you wear them daytime or nighttime . . . any season of the year

The Ultra Smart 27" and 32" Jackets . . . both fabulously beautiful in Natural Mink! Fashioned by a master's hand—the styling crisp, young, spirited, universally flattering. The thick-furred pelts "let out" to ripple in a controlled flare of folds. Silk lining.

The 27" Jacket. Specify even size 10 to 20.

790-097 R159500 Natural Emba *Autumn Haze** **$2200.00**
790-105 R185000 Natural Emba *Cerulean** **2500.00**
790-113 R159500 Natural Ranch Mink. **2200.00**

The 32" Stroller. Specify even size 10 to 20.

790-139 R210000 Natural Emba *Autumn Haze**. **2800.00**
790-147 R239500 Natural Emba *Cerulean** . . **3200.00**
790-154 R210000 Natural Ranch Mink . . **2800.00**

The Beautiful Cape-Jacket . . . half cape, half jacket—with the versatility of both. And tailored for the ultimate in elegance in precious Natural Mink! Styled with purposeful restraint so that the whole focus is on the shimmering luster of the perfectly matched pelts . . . each one "let out" to fall in sweeping grace from collared neckline to just below waist. Extravagant tuxedo panels dominate the front . . . while turn-back cuffs create wide bracelets of fur to artfully define the "sleeves". Silk lining. About 25" long. Specify even size 10 to 20.

790-162 R92500 Natural Emba *Autumn Haze** **$1250.00**
790-170 R92500 Natural Emba *Argenta**. **1250.00**
790-188 R109500 Natural Emba *Cerulean** . . **1500.00**
790-196 R92500 Natural Ranch Mink. **1250.00**

**TM Mutation Mink Breeders Assn.* *Per color descriptions, see page 129*

For splendor... Let-Out Natural Mink!

A tapered jacket, a blouson cape . . . new as this moment, but timeless too—in the glorious beauty of precious Let-Out Natural Mink

The Tapered Box Jacket . . . Natural Mink topper of outstanding chic and beauty. Just 25" long for all season wearability, and styled with classic simplicity to put all emphasis on the rich-sheened loveliness of the fur itself . . . each pelt carefully matched, expertly "let-out" to taper in a fluid column of grace from roll collar to short hemline. Wear the sleeves three-quarter length (so smart with your long gloves) or roll them down to the wrist when you choose. Two slash pockets, rich silk lining. Specify even size 10 to 16.

790-204	**R135000**	Natural Emba *Autumn Haze**	**$1800.00**
790-220	**R125000**	Natural Emba *Argenta**	**1800.00**
790-238	**R159500**	Natural Emba *Cerulean**	**2100.00**
790-246	**R135000**	Natural Ranch Mink	**1800.00**

The Stunning Blouson Cape . . . excitingly new, gloriously beautiful in let-out Natural Mink! Styled in the manner of Paris . . . the free, young, easy blouson silhouette created through an almost abrupt tapering of the lustrous pelts at cape's hemline—at sides and at back—while front panels fall straight-as-an-arrow from an enchanting sweetheart collar. Stunning over a chemise or sheath . . . and so classic in its elegance, you can wear it over anything in your wardrobe—this year and the next and the next. Silk lining. Specify even size 10 to 18.

790-253	**R92500**	Natural Emba *Autumn Haze**	**$1250.00**
790-261	**R92500**	Natural Emba *Argenta**	**1250.00**
790-279	**R109500**	Natural Emba *Cerulean**	**1500.00**
790-287	**R92500**	Natural Ranch Mink	**1250.00**

*TM Matalon Mink Breeders Assn. *For color descriptions, see page 129.*

Let-Out Natural Mink Stoles

Queenly wraps to drape regally 'round your shoulders . . . any time of day or night, any month of the year

E The New Collared Cabochon Stole . . . incredibly beautiful! Created only for you who are leaders in fashion—the magnificent Cabochon interprets Paris' brilliant new collared "blouson" look in the matchless splendor of let-out Natural Mink. Back is gently bloused, pancis are lavishly wide. Silk lining. 2 inside pockets.

790-295	**R75000**	Natural Emba *Autumn Haze**	$ 995.00
790-311	**R75000**	Natural Emba *Argenta**	995.00
790-329	**R89500**	Natural Emba *Cerulean**	1195.00
790-337	**R75000**	Natural Ranch Mink	995.00

F The Chic Chemise Stole . . . fashion's newest triumph, here its most magnificent interpretation—in glorious let-out Natural Mink! The young, soft, gently rounded line is achieved by artful shirring of the supple pelts with the extra fullness placed at sides only for a perfect chemise silhouette. Flattering collar, rich silk lining.

790-345	**R65000**	Natural Emba *Autumn Haze**	$895.00
790-352	**R65000**	Natural Emba *Argenta**	895.00
790-360	**R75000**	Natural Emba *Cerulean**	995.00
790-378	**R65000**	Natural Ranch Mink	895.00

G The Stunning Cowled Stole . . . fashioned for your moments of great elegance in precious let-out Natural Mink. Styled to emphasize the lustrous loveliness of the fur itself . . . the stole's stark simplicity is dramatized with an enchanting cowled neckline—captivating when dropped low on shoulders, queenly when worn high. Silk lining.

790-386	**R79500**	Natural Emba *Autumn Haze**	$1095.00
790-394	**R79500**	Natural Emba *Argenta**	1095.00
790-402	**R95000**	Natural Emba *Cerulean**	1295.00
790-410	**R79500**	Natural Ranch Mink	1095.00

**TM Mutation Mink Breeders Assn. For color descriptions, see page 129*

. . . the Ultimate in Luxury

Stoles of supreme beauty . . . in the dark radiance of Let-Out Natural Ranch Mink or any of three glorious mutations

(H) **The Collared Classic Stole** . . . beautiful beyond comparison in let-out Natural Mink! Wear it with elegance—looped gaily over bare shoulders, or tossed casually over a tweed suit. Its wearing possibilities are endless, its beauty sublime. Fashioned with classic simplicity to accent the fur's natural radiance—and richly lined with silk.

790-428	**R65000**	Natural Emba *Autumn Haze**	**$895.00**
790-436	**R65000**	Natural Emba *Argenta**	**895.00**
790-444	**R75000**	Natural Emba *Cerulean**	**995.00**
790-451	**R65000**	Natural Ranch Mink	**895.00**

(K) **The Cut-Away Suit Stole** . . . brief, brilliant, beautiful—over suits, dresses, gowns. Fashioned to embrace your shoulders in a sweep of splendor . . . the let-out Natural Mink pelts shaped to drape in fluid loveliness to waist-depth at back—to the stunning cut-away styling of the wide front panels, left long enough to cover a suit-jacket.

790-469	**R59500**	Natural Emba *Autumn Haze**	**$795.00**
790-477	**R59500**	Natural Emba *Argenta**	**795.00**
790-485	**R67500**	Natural Emba *Cerulean**	**895.00**
790-493	**R59500**	Natural Ranch Mink	**795.00**

(L) **The Classic Suit Stole** . . . fashioned for timeless elegance in let-out Natural Mink. Beautiful over everything but especially stunning over suits . . . the wide, fluid, straight-cut panels stopped short (just waist-high) at front in dramatic contrast to the deep-draped back. Captivating collar frames your face. Two slit pockets, rich lining.

790-501	**R59500**	Natural Emba *Autumn Haze**	**$795.00**
790-519	**R59500**	Natural Emba *Argenta**	**795.00**
790-527	**R67500**	Natural Emba *Cerulean**	**895.00**
790-535	**R59300**	Natural Ranch Mink	**795.00**

*TM Mutation Mink Breeders Assn. *For color descriptions, see page 129*

Precious Let-Out Natural Mink

Beautiful stoles, fashioned of generously sized, hand picked pelts . . . and proportioned for you who are petite-to-average in height

(E) The Lovely Collared Stole . . . perfectly proportioned for you who are about 5-ft. 4-in. (or less) in height. Ultra smart and every inch magnificent in let-out Natural Mink! Circles your shoulders in beauty . . . drapes to a deep, curving arc across back, its length "just right" to loop or to wear in free-swinging panels. Silk lining.

790-543	**R49500**	Natural Emba *Autumn Haze**.	**$695.00**
790-550	**R49500**	Natural Emba *Argenta**.	**695.00**
790-568	**R54500**	Natural Emba *Cerulean**.	**750.00**
790-576	**R49500**	Natural Ranch Mink.	**695.00**

(F) The Smart Cut-Away Suit Stole . . . a masterpiece of classic simplicity in let-out Natural Mink! The thickly furred pelts worked in folds of flowing beauty that drape to the waist in back, taper to front panels with slanting, "cut-away" ends just long enough to cover a suit's jacket. Perfect with suits—with everything! Silk lining.

790-584	**R49500**	Natural Emba *Autumn Haze**.	**$695.00**
790-592	**R49500**	Natural Emba *Argenta**.	**695.00**
790-600	**R54500**	Natural Emba *Cerulean**.	**750.00**
790-618	**R49500**	Natural Ranch Mink.	**695.00**

(G) The Beautiful Pouch-Pocket Stole . . . a lustrous, lovely "embrace" of fabulous let-out Natural Mink to drape regally over bare shoulders . . . or to top a dress, a suit, a coat in splendor! Styled simply to emphasize the shimmering beauty of the fur itself . . . swirls deep in back, curves gently then to form pouch pockets. Silk lining.

790-626	**R49500**	Natural Emba *Autumn Haze**.	**$695.00**
790-634	**R49500**	Natural Emba *Argenta**.	**695.00**
790-642	**R54500**	Natural Emba *Cerulean**.	**750.00**
790-659	**R49500**	Natural Ranch Mink.	**695.00**

**T.M. Muskrats Mink Breeders Assn. For color descriptions, see page 120*

. . . Investments in Elegance!

All-season "little furs", styled for the average or more petite figure . . . and created for grandeur in Let-Out Natural Mink

(H) The Blouson Cape-Jacket . . . beautiful Natural Mink wrap that is both cape and jacket—fashioned to dramatic loveliness through a clever handling of the fur itself! Full pelts are worked vertically to form the blouson back, while those at front are "let out" to flow with the gentleness of silk. Soft collar, deep cuffs, slash pockets.

790-667	**R52500**	Natural Emba *Autumn Haze**.	**$750.00**
790-675	**R52500**	Natural Emba *Argenta**.	**750.00**
790-683	**R57500**	Natural Emba *Cerulean**.	**795.00**
790-691	**R52500**	Natural Ranch Mink.	**750.00**

(K) The Stunning Pocket Stole . . . styled with couturier genius, and fashioned for magnificence in let-out Natural Mink. Wear it over dresses, suits, gowns—wear it everywhere, every season! Styled to sweep in a deep drift of softness . . . from flattering collar to gracefully rounded panels that conceal two pockets. Silk lining.

790-709	**R49500**	Natural Emba *Autumn Haze**.	**$695.00**
790-717	**R49500**	Natural Emba *Argenta**.	**695.00**
790-725	**R54500**	Natural Emba *Cerulean**.	**750.00**
790-733	**R49500**	Natural Ranch Mink.	**695.00**

(L) The Cowled Pocket Stole . . . "little fur" of regal beauty! The supple let-out Natural Mink pelts used generously to fall elbow-deep over arms . . . to create a stunning cowled neckline that sweeps downward into great arcs of pockets. Wear it on formal occasions, or to enhance a simple daytime frock. Wear it always with great elegance. Silk lined.

790-741	**R52500**	Natural Emba *Autumn Haze**.	**$750.00**
790-758	**R52500**	Natural Emba *Argenta**.	**750.00**
790-766	**R57500**	Natural Emba *Cerulean**.	**795.00**
790-774	**R52500**	Natural Ranch Mink.	**750.00**

**TM Mutation Mink Breeders Assn.* *For color description, see page 129.*

The Rich, Soft Furs . . . Luxuriously Warm!

Pamper yourself with the deep-napped warmth of a sheared Raccoon coat or jacket . . . indulge yourself with the shimmering loveliness of Sheared Beaver, or with the soft flattery of a Dyed Seal jacket. You'll love your fur, whichever you choose— for its radiant beauty and comforting warmth.

Natural Sheared Raccoon
Fur origin: Northern United States

Natural Sheared Raccoon Coats . . . wonderfully warm, remarkably hardy, exceptionally beautiful whether you choose the magnificent full length coat for supreme warmth and luxury, or the smart three-quarter length that is so flattering to all. Both styled with a gently flaring softness, a non-bulky light-on-the-shoulder grace never before possible because of the fur's natural deep, dense pile Expert shearing works this miracle . . gives the thick-furred pelts a down-like softness, a fabric-like suppleness . . makes their natural smoky brown colorings even more rich and beautiful. Coats have soft roll collars, deep cuffs, slash pockets, rich linings. *Specify even size 10 to 20.

790-782 R45000 Full Length Coat (approx. 46″) **$595.00**
790-790 R39500 Three-Quarter Length (approx. 36″) **525.00**

Let-Out Natural Sheared Beaver
Fur origin: Canada

Seven-Stripe Let-Out Natural Sheared Beaver . . . coats of great luxury, created for you in a fur beloved for its sumptuous softness, for its great warmth and remarkable durability for the unparalleled flattery of its natural smoky brown, silver-shadowed brilliance The sheared, densely furred pelts are dark brown with a subtle gray cast, shimmering to silver gray, pale as moonlight . . and fashioned to sweep in a seven-stripe flurry of flares from soft roll collar to rippling hemline. Stunning—whether you choose the three-quarter length coat or its full length counterpart. Both with wide cuffs, slash pockets, rich linings. *Specify even size 10 to 20

790-808 R59500 Three-Quarter Length (approx. 36″) **$795.00**
790-816 R65000 Full Length Coat (approx. 46″) **895.00**

**Larger sizes also available—at a slight increase in price*

Natural Sheared Raccoon
Fur origin: Northern United States

E **The Swagger Sheared Raccoon Jacket . . .** smartly 25" long, it's the topper you'll slip into before the first frost, wear right on through the winter and well into spring. It's so comfortable, so flattering, so wearable-with-everything! Styled to follow the lines of fashion's favored softer silhouette . . . the thick-napped fur sheared so that it drapes with the fluidness of fabric. Never bulky, never cumbersome . . . always beautiful in the silver-shadowed luster of its natural smoky brown colorings. Jacket has roll collar, deep cuffs, slash pockets, luxurious lining. Specify even size 10 to 20.
790-824 R25500 Jacket (approx. 25" long). **$350.00**

Let-Out Natural Sheared Beaver
Fur origin: Canada

F **The Dapper Sheared Beaver Jacket . . .** "little fur" of many lives, for it possesses a rare and versatile elegance that lends itself so beautifully to daytime doings as it does to formal affairs. Wearable so many months of the year . . . you'll slip into its comforting softness on the first crisp autumn day, revel in its luxurious warmth all winter long—wear it on spring days too, for its silvery, smoky brown loveliness contrasts so prettily with bright-tone silks. Styled to emphasize the fur's deep-napped softness . . . has roll collar, deep cuffs, side vents Silk lining. Specify even size 10 to 20.
790-832 R29500 Jacket (approx. 25" long). **$395.00**

Cape of Good Hope Dyed Seal
Fur origin: Union of South Africa

G **The Stunning Dyed Seal Jacket.** Dyed to the deepest, darkest, richest, go-with-everything midnight brown tones . . . portrait of elegance over every suit or dress in your wardrobe! Caressingly soft to the touch and light as a snowflake on your shoulders . . . this is a fur loved for its lustrous beauty, its amazing durability and warmth. The soft-napped pelts draped with the suppleness of velvet in this perfect interpretation of the ultra smart slim-line silhouette. Collar rolls high; deep cuffs adjust the sleeves; side vents animate the gentle, rippling flare. Silk lining. Specify even size 10 to 20.
790-840 R35000 Jacket (approx. 25" long) **$495.00**

Furs of Polished elegance . . . So Young, So Smart

*Light on your shoulders and fashioned with a young, drape-to-the-figure grace . . . the new fur coats are lovelier than ever before! Shown here—sophisticated Black Dyed Persian Lamb, all black or touched with the radiance of Cerulean*Mink . . . and the marvelous Let-Out Dyed Muskrat coats that you can count on for years of beautiful wear.*

Black Dyed Persian Lamb

Fur origin: Southwest Africa

The Full Length Greatcoat . . . for you, a coat of rare distinction that reaches the pinnacle of fashion elegance. Dramatic—the rich, deep-carved beauty of Black Dyed Persian Lamb accented with a drift of precious Cerulean Mink! Slip it on grandly—how lustrous, luxurious, lovely. Slip it on casually—how light, how comfortable and warm. Fashioned to drape softly in the young, lithe lines of the newest silhouette . . . the back a mere whisper of flares, the sleeves gently tapered to ease into cuffs, the collar a silvery curve of Cerulean Mink—or of Black Dyed Persian Lamb. Both versions stunning! Approx. 46" long Silk lined. **Specify even size 10 to 20.

790-857 R35000 With Natural Emba *Cerulean** Mink Collar **$495.00**
790-865 R32500 With Black Dyed Persian Lamb Collar . . . **450.00**

Black Dyed Persian Lamb

Fur origin: Southwest Africa

The Chic Black Coat . . . about 38" long, and the ultimate in smart sophistication in the richly sheened, close-curled beauty of Black Dyed Persian Lamb! Wonderfully warm but so light in weight, you'll wear it from the first nip of frost 'til well into spring. And so young, so flattering! The back sweeps out in a deftly controlled ripple of fluid flares . . . collar stands high to frame your face while deep cuffs make the sleeves adjustable to any length you wish. Very smart, very beautiful—whether you choose it with the Black Dyed Persian Lamb collar as shown, or with a collar of Cerulean Mink—pale as silver. Silk lining **Specify even size 10 to 20

790-873 R29500 With Black Dyed Persian Lamb Collar . . . **$395.00**
790-881 R31500 With Natural Emba *Cerulean** Mink Collar. **425.00**

**T.M. Mutation Mink Breeders Assn.* *See page 720 for color description.*

E

F

Black Dyed Persian Lamb

Fur origin: Southwest Africa

E **The Jaunty Finger-Tip Jacket** . . . 27" long and so young, so lovely—we've had it tailored with the glorious Cerulean Mink collar as shown, or with a collar of Black Dyed Persian Lamb. Styled with couturier genius—notice how side vents animate the jacket's gentle flare while slash pockets remain unobtrusive, how sleeves are tapered to be worn pushed up or down-to-wrist. The whole—simply stunning in the lustrous, lapidary-like beauty that belongs exclusively to Black Dyed Persian Lamb! Silk lining. Specify even size 10 to 20.
790-899 R22500 With Natural Emba *Cerulean** Mink Collar..**$295.00**
790-907 R21000 With Black Dyed Persian Lamb Collar.... **275.00**

Dyed Let-Out Muskrat

Fur origin: Northern United States

F **The Popular 27" Jacket** . . . fits so beautifully into your plans, whether the occasion calls for a casual dress or a glamorous gown. In "Crown Royal," a radiant pastel brown . . . and so all-season wearable—you'll slip it on for warmth in cold weather and to ward off chilly breezes as summer approaches. Styled to follow the dictates of fashion's new softer silhouette . . . the lustrous Dyed Muskrat pelts "let-out" in the same manner as are really costly furs to drape with fluidness and grace. Collar turns back ever so gently. Sleeves taper nicely into saucy, wide cuffs. Silk lined. Even sizes 10 to 20.
790-915 R25500 Specify size.. . . . . **$350.00**

Dyed Let-Out Muskrat

Fur origin: Northern United States

G **The Beautiful Full Length Coat** . . . approximately 46" long to wrap you regally in warmth and splendor. Fashioned for magnificence (and for winters of wear) of prime Northern Muskrat . . . the lustrous, thickly furred pelts dyed to radiant pastel brown tones and "let-out" as are the world's most costly furs to drape with the suppleness of fabric. Sweep this beautiful coat about you—the back swings out in a graceful flare, collar stands high, sleeves taper into wide, shaped cuffs. You're a picture of loveliness—and so wonderfully warm! Silk lining. In "Crown Royal," a radiant pastel brown. **Even sizes 10 to 20.
790-923 R45000 Specify size **$595.00**

***Larger sizes also available—at a slight increase in price*

G

Deluxe Quality Dyed Mouton-Processed Lamb

E

Fur with a "million dollar" look at a low, low price!

F

G

F The Ultra Smart Finger-Tip Coat. Darling, dashing, debonair . . . as delightful over party frocks as it is with daytime suits or a casual sweater 'n' skirt. Falls in a new hug-to-you slimness to just below waist (27" approx. length). Has pert side vents, stand-up collar, deep cuffs that adjust the length of the sleeves. Very warm, very lovely in Dyed Mouton-Processed Lamb. Specify even size 10 to 18.

790-964 R5250 Logwood (dark brown)..... **$69.95**
790-972 R5950 Blonde (honey beige)..... **79.95**
790-980 R5950 Charcoal (dark gray)..... **79.95**

F The Stunning Stroller. Beloved from college campus to Park Avenue for its luxurious warmth . . . for the chic simplicity of its very new slim-line styling. Approx. 32" long. Stand-up collar; deep, adjustable cuffs. Dyed Mouton-Processed Lamb. Specify even size 10 to 18.

790-931 R6750 Logwood (dark brown)..... **$89.95**
790-949 R7450 Blonde (honey beige)..... **99.95**
790-956 R7450 Charcoal (dark gray)..... **99.95**

G The Warm, Beautiful Seven-Eighths Coat. The perfect winter coat! Approximately 40" long, and very gently flared to fall in new-fashion slenderness—it is wonderfully flattering to women of all ages. Extra warm, extra beautiful in Dyed Mouton-Processed Lamb. Has roll collar, deep adjustable cuffs. Specify even size 10 to 18.

791-004 R8250 Logwood (dark brown)..... **$109.95**
791-012 R8950 Blonde (honey beige)..... **119.95**
791-038 R8950 Charcoal (dark gray)..... **119.95**

Steering, lifting, and propulsion of the new Self-Propelled Travelift are by hydraulics. Turning radius is short and maneuverability excellent. Four small levers control the entire operation. These models with capacities of 7, 12 and 25 tons.

Travelift & Engineering Inc., also 12 different Travelift models to safely and efficiently handle any boat-lift problem

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CONSUL NEW IN ANCARROW LINE

The new 19' V-drive Consul is said to be the world's fastest stock pleasure runabout powered with a stock engine.

Ancarrow Marine Incorporated, Richmond, Va., is adding new models to its futuristic styled fleet.

Aquilifer will again be offered in two models. The 25' Aquilifer Mark I, with hydraulic powered convertible top, electric windows, electric windshield wipers, optional air conditioning, and all of the luxury features of the 60 mph Aquilifer, is one of the most luxurious runabouts in the world.

A new trend in styling is set by the new Consul, a 19', single cockpit, V-drive speedster. The Consul is said to be the fastest stock pleasure runabout in the world powered with a stock engine.

Praetorian, a 19' speedster, will still be available with the straight drive for those who prefer this type. She reflects new styling and design features.

Patrician, a 19' six-passenger, family runabout, is being offered in two versions, straight drive and V-drive. A larger selection of engine horsepower is being offered and she too has had her beauty enhanced by styling and design changes. More speed per horsepower will be obtained.

Gladiator is the most versatile boat in the fleet. She is a 20' open-decked utility. Despite her rugged build, she has both speed and comfort. Available with a choice of nine engine installations and a large selection of optional equipment Gladiator is suitable for a wide variety of uses and family fun.

Aquilifer, the luxurious runabout of Ancarrow's line, is guaranteed to attain a speed of sixty miles per hour.

QUALITY, SPEED AND SEAWORTHINESS ...TO MAKE YOUR BOATING DREAMS COME TRUE...

...the salty OUT O' GLOUCESTER 30'

Definite departure from production-line duplicates, the salty OUT O' GLOUCESTER 30' is *incomparable in its class.*

From hollow keel molded skeg and double-planked Philippine mahogany hull, to walk-around teak decks and fiberglass cabin top, OUT O' GLOUCESTER 30' has the built-in quality, speed-ability and seaworthiness which—with her luxury-look—make her a *stand-out in any fleet.*

Her flying bridge, with walk-between entry, is roomier. She's been given a chrome pulpit and sturdy chrome stanchions. Larger gas storage tanks hold over 200 gallons. From stem to stern she's a *fisherman's dream!*

Look around inside! The complete bathroom; spacious, separate cabins with wider bunks sleeping four; enlarged, fully-equipped galley with efficient garbage disposal unit; gobs of storage space, and large dinette—these are *features you'll usually find only in bigger, far more expensive boats.*

Twin 135 hp Palmer V-drive engines (other engine options*) give the salty OUT O' GLOUCESTER 30' a top speed of 28 *smoothriding* miles an hour. Her clipper bow and accentuated flare let bow waves pass aft, eliminating spray and assure *maximum stability* in rough water.

Designed in America by Phil Bolger of Gloucester, OUT O' GLOUCESTER 30' is *handcrafted in Japan—ruggedly constructed with painstaking attention to detail* — and fitted out in our yard at Gloucester.

Send now for free brochure and specifications of this super Sport-Fisherman family Cruiser—the *quality* boat that gives you new, superlative values in *prestige, performance and thrilling pride of ownership!*

*at slight additional cost

Sorry, we can't be at the New York Boat Show this year, but we will be at Miami in February. Make OUT O' GLOUCESTER 30 a Miami-Must, and come see us, won't you?

$14,500 completely equipped, f.o.b. Gloucester

All Prices and Specifications Subject to change Without Notice

For Demonstration Appointments at Miami This Winter, Please Contact Home Office, Gloucester

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Beacon Marine Basin, Gloucester, Massachusetts

1847

1847 ROGERS BROS.

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The oldest nationally advertised silverplate, 1847 Rogers Bros. enjoys a reputation for enduring quality and beauty no other silverplate can equal . . . mother to daughter recommendations have made it "fine family silver" for over 110 years.

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1847 1847 ROGERS BROS.
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1847

1847 ROGERS BROS.

America's Finest Silverplate

Retail Price List for All Patterns

Effective July 1, 1958

Subject to change without notice. All goods billed at prices prevailing on date of shipment. There is no Federal Tax on silverplated flatware.

PLACE SETTING PIECES	One Retail	One List	Eight Retail	Eight List	Twelve Retail	Twelve List
Teaspoons	$1.00	$1.20	$ 8.00	$ 9.60	$12.00	$14.40
Forks	2.00	2.40	16.00	19.20	24.00	28.80
Knives	3.25	3.90	26.00	31.20	39.00	46.80
Viande* Forks*	2.00	2.40	16.00	19.20	24.00	28.80
Viande Knives*	3.25	3.90	26.00	31.20	39.00	46.80
Salad Forks	2.00	2.40	16.00	19.20	24.00	28.80
Dessert or Oval Soup Spoons*	2.00	2.40	16.00	19.20	24.00	28.80
Round Bowl Soup Spoons*	2.00	2.40	16.00	19.20	24.00	28.80
Cream Soup Spoons*	2.00	2.40	16.00	19.20	24.00	28.80
Service Spoons (Soup or Dessert)†	2.00	2.40	16.00	19.20	24.00	28.80
Spreaders, Butter or Cheese	2.00	2.40	16.00	19.20	24.00	28.80
OTHER PLACE SETTING PIECES						
After Dinner Coffee Spoons	1.00	1.20	8.00	9.60	12.00	14.40
Cocktail Forks	2.00	2.40	16.00	19.20	24.00	28.80
Iced Drink Spoons	2.00	2.40	16.00	19.20	24.00	28.80
Fruit Spoons*	1.25	1.50	10.00	12.00	15.00	18.00

Viande Knives have serrated blades for better cutting.

*Not available in Springtime or Flair
†Springtime and Flair only
‡Heritage only.
*Reg. U.S. Pat. Off

SERVING PIECES	Retail Each	List Each
Butter Knife	$ 2.50	$ 3.00
Cheese Server, Hollow Handle	5.50	6.60
Cold Meat or Serving Fork	4.50	5.40
Combination Carving Set	21.75	26.10
Gravy Ladle	4.50	5.40
Jelly Server	3.00	3.60
Long Server	5.75	6.90
Pastry Server, Small‡	3.00	3.60
Pickle or Lemon Fork	3.00	3.60
Pie or Pastry Server, Hollow Handle	6.50	7.80
Pierced Relish Spoon	2.75	3.30
Pierced Tablespoon	3.00	3.60
Punch Ladle, Hollow Handle	17.50	21.00
Round Server	4.50	5.40
Roast Set, Hollow Handle	17.50	21.00
Steak Set, Hollow Handle	12.50	15.00
Salad Set, 2-piece, Flat Handle	8.00	9.60
Salad Set, 2-piece, Hollow Handle	10.75	12.90
Serving or Salad Spoon	4.50	5.40
Serv-a-set (Serving Spoon, Serving Fork and Gravy Ladle)	12.00	14.40
Soup Ladle, Hollow Handle	10.00	12.00
Sugar Spoon	2.50	3.00
Sugar Tongs	3.25	3.90
Tablespoon	3.00	3.60

Handles of pieces at one side of the plate curve toward those on the other for rich balance and exciting table symmetry.

SPRINGTIME

Each tiny petal and leaf perfectly and delicately formed to look "cut-in" by hand . . . a balanced place setting.*

HERITAGE

Traditional magnificence rarely found in silverplate. *Heritage* is always in style.

FLAIR

The best in contemporary design. . . a completely balanced place setting.*

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Sleek and sophisticated with delightful simplicity.

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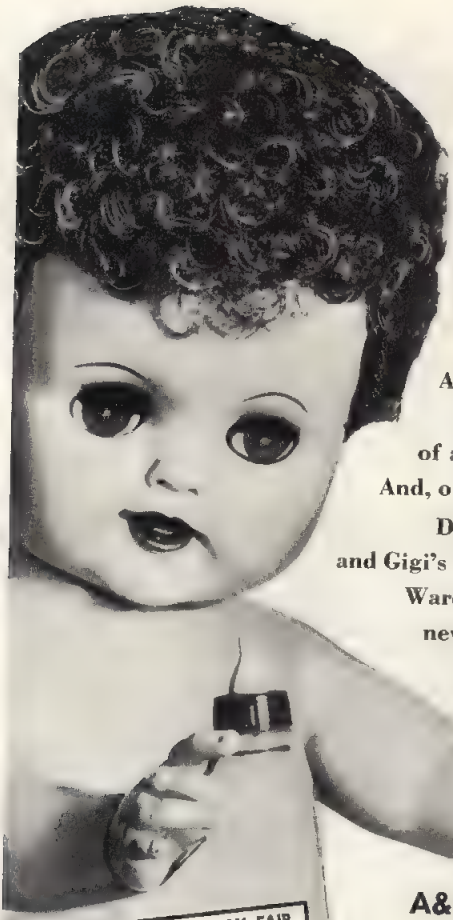
A romantic design in the spirit of today yet with a flavor of the past.



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ROOM 457

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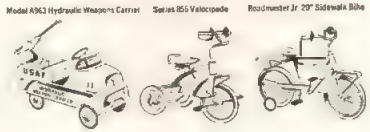
PEDAL DRIVE! SMALLER SIZE! LOWER PRICE!

Kids too small to ride any other tractor can now pretend they're plowing under the spinach with this new AMF Pedal Drive Tractor. It's small enough for children as young as two years old, which opens up greener sales fields for you. And it's so low priced that any kid with a piggy bank that rattles can pay for it himself. Talk about traffic! Talk about sales traction! This one has it! For details see your AMF sales representative or send for our very latest illustrated catalog at no cost.



AMF

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CHRIS-CRAFT

Chris-Craft's 1959 fleet includes ten new sports boats harnessing higher horsepower and speeds; two new offshore sport fishermen; and twenty commodious cruisers and yachts embodying new comfort features. All are of Philippine mahogany construction, and are batten-seamed and double planked.

Leading the sports boat fleet is the new 17′ Sportsman with a roomy cockpit, and two-tone styling, with speeds to 40 mph. There's also a new twin-cockpit, 42 mph 17′ Ski Boat. The new 20′ Sportsman has increased cockpit roominess, and speeds to 38 mph.

The 24′ Sportsman with 8′ beam handles up to 275 hp for speeds to 38 mph. The cockpit seats nine with optional midships seat. A bow compartment accommodates gear and optional toilet.

The Continental series offers a new 18-footer with speeds to 40 mph, and a 21-footer with speeds to 41 mph provided by engines to 275 hp. A Landau top with sliding canopy or a convertible top is optional for the "21." A 26′ Continental has a roomy cockpit.

The twin cockpit Capri series leads off with a new 18-footer with speeds to 40 mph. The Capri and Continental series offer interiors in colorful durable vinyl. The 21′ Capri embodies twin-finned styling, twin-cockpits and speeds to 41 mph. A Landau top is optional for this model.

The 19′ Silver Arrow is a twin-cockpit sports-boat in the 40 mph class. Foredeck, flaring fins, and shaped engine box are fiberglass. Optional midships ski-tow fits into the range light socket.

A new 25′ semi-enclosed Cruiser leads off the cruiser fleet. Comfortable lounges and a forward toilet compartment equip the "Semi" for overnight cruising. Wrap-around windshields, clipper bow and one-piece fiberglass cabin top are featured.

New "Twenty-sixes" include a Sports Express with open cockpit and vee-berth cabin with toilet forward, and the "Commuter" which has a semi-enclosure over the forward part of the cockpit.

Chris-Craft's 27′ Constellation offers a 10′ beam. Engine options up to a pair of Model-283 V-8's provide speeds to 37 mph. Both flybridge and cabin windshields ventilate, and the cabin is complete with galley, dinette, twin wardrobes, vee-berth stateroom forward, and private toilet compartment.

Cruising accommodations for four are also offered in a new 28′ Constellation which features wide protected decks. Dinettes convert for sleeping.

The 31′ Constellation sleeps six, and has a full-length lounge which converts for sleeping, in addition to galley, dinette, twin wardrobes, forward stateroom and "head." One-level cockpits are featured on both the 28′ and 31′ "Connies." Twin engine options provide speeds to 32 mph.

The 32′ Commander features six-sleeper accommodations, plus a roomy cockpit with built-in stern seat, and semi-enclosed bridge with ventilating windshields and sliding-glass sideshields. Twin engines provide speeds to 33 mph. A new 32′ Sedan has controls enclosed in a spacious salon.

A new idea in cruiser layouts has been developed for Chris-Craft's 33′ Sports Cruiser. Galley, dinette, control station and cockpit are all on the same level. A semi-enclosure protects bridge, galley and dinette. A private toilet-room is just a step below the bridge. A vee-berth stateroom is forward.

The new 33′ Sport Fisherman combines the seagoing hull and interior accommodations of the 33′ Sports Cruiser with a fishing flybridge and a spacious cockpit that will accommodate up to four fishing chairs. Both feature high chines forward and raised-sheer design for soft, dry riding, and offer twin engines up to 550 hp for speeds to 35 mph.

Showpiece of the cruiser fleet is the 33′ Futura, featuring standard teak decks, and comfortable cruising accommodations. Sharp clipper bow and sweeping sheerline distinguish the Futura which is offered with choice of twin engine options.

Chris-Craft's new 35′ Constellation offers spacious decks, flybridge controls, and twin engine options up to Model-283 V-8's. Cabin accommodations for four or six include L-shaped galley, dinette, wardrobes, private toilet-room, and comfortable vee-berths.

Chris-Craft's new 40′ Conqueror, a double cabin cruiser with built in sundeck, features low aft cockpit, open-styled deckhouse, and large owner's cabin aft. Accommodations for eight are offered, with twin engine options up to 350 hp, including diesels.

A new 40′ Constellation is a flush-deck yacht with extended cruising accommodations for six, and a roomy aft deck.

The new 42′ Constellation has Chris-Craft's classic-shaped bow, straight sheer styling, walk-around decks, accommodations for eight. The "42" and 40-footer series feature open interior styling that unites deckhouse, dinette and galley into a single living area. Owner's stateroom aft on the 42′ "Connie" has adjoining toilet facilities.

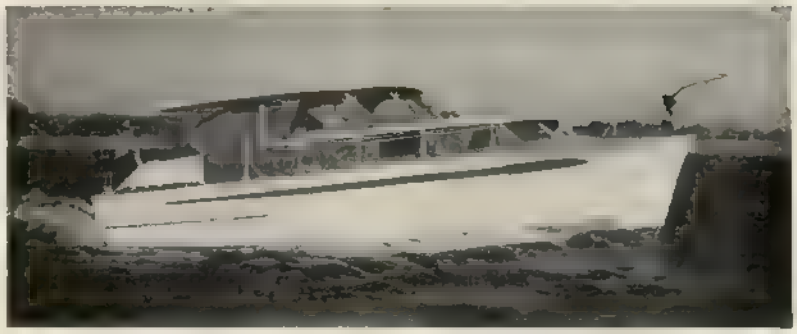
The 55′ Constellation features spacious decks and accommodations for ten. Twin engine options up to 600 hp include diesels, and provide speeds to 25 mph. Both master and guest staterooms aft have twin beds, wardrobe and vanity, and separate toilet facilities. The dining lounge which converts for sleeping and the private forward stateroom also have adjoining facilities. The bridge on all larger Constellation models can be equipped with hard top and extended side-shields, or completely enclosed.

Most luxurious new yacht is the 65′ Constellation, powered with twin diesels and fully equipped for living afloat. The bridge and forward portion of the aft deck are sheltered by a hard top, wrap-around ventilating windshield and extended sideshields with sliding glass. An L-shaped deckhouse lounge doubles as a dining area in the Cordovan-paneled deckhouse. Forward, the dinette-lounge opposite the galley converts for sleeping. This area and the captain's cabin are served by adjoining toilet facilities. Each of the aft cabins and the deckhouse have separate facilities. The "65" has a 16½′ beam and a Philippine mahogany hull.

Right: Chris-Craft's 31-foot Constellation has galley, dinette, vee-berth stateroom and private toilet room. Sleeps six.

Below: Chris-Craft's 40-foot Sport Fisherman offers twin engine options up to 550 hp including diesel engines.

Below: Some of the pleasing lines belong to Chris-Craft's 21-foot Continental, a mahogany constructed craft. Her engine options of up to 275 hp provide speeds to 41 mph.



Left: Colonial's "34" sedan cruiser sleeps six, has an 11'2" beam and 2'6" draft. Planking is cedar, Everdur fastened. Power from 95 hp to 225 hp.

Below: Colonial double cabin "40" sleeps eight, has 13'6" beam and 2'10" draft. Twin power, hydraulic clutch controls, and reduction drives are standard. Gasoline or diesel.

COLONIAL

The Colonial Fleet for 1959 presents eleven models ranging from 24' to 53'. All are built on the Colonial "Roun-Vee" hull and, with the exception of the "24" Utility and Express models, twin power with reduction drives and hydraulic clutch is standard.

The "24" Utility has an open cockpit and forepeak with toilet. A folding canvas top is optional. The craft has a complete galley, and sleeps four. Power is supplied by a Gray 170 hp V-8 engine.

The "34" line includes a four-sleeper Express, a six-sleeper Sedan, and the Gulf Stream model, which sleeps two. The Express has a large cockpit and permanent top with sliding side windows. A folding canvas top is available. The trunk cabin and forward area have full headroom, and include a complete galley and dinette, plus an enclosed toilet. Forward are two permanent berths. The "34" Sedan has the same trunk cabin arrangement as the Express plus a roomy aftercockpit, and a large deckhouse with a lounge that converts into a double bed. The "34" Gulf Stream cruiser has a large one-level cockpit, a pilot seat and two side seats. Dinette and galley unit are optional. Forward are two permanent berths and a separate toilet. Twin power selections range from 109 to 225 hp.

There are two 38' models in the Colonial Fleet for 1959—the "38" Sedan and Express. Alternate interior arrangements are offered in the trunk cabins of both models to provide sleeping facilities for four or six in the Express, and six or eight in the Sedan. Both feature wide side decks and handrails. The Standard trunk cabin interior has a dinette and a snack bar galley. As an alternate arrangement, a sofa replaces the snack bar and converts into upper and lower berths.

The sedan model has a spacious deckhouse equipped with a lounge that converts into a double bed. Twin power selections range from 125 to 225 hp.

For the offshore fisherman, Colonial offers a "39" Custom Sport Cruiser with the same interior arrangements as the "38" Express, but with dual controls and fly bridge.

Also presented is the Double-Cabin Fly Bridge "40", flagship of the Colonial Fleet, with sleeping facilities for eight. The salon deckhouse has large windows, a lounge that converts into a double bed, a dinette that converts into a double, and a Formica-topped galley with a large ice chest. The deckhouse is one level. Aft is a master stateroom with two berths and an adjoining toilet room. In the forward area is another toilet room and two permanent berths. Twin gasoline power is standard, but diesel may be specified.

Sportiest of all Colonials is the new "41" Custom Sport Cruiser, a raised-deck sport fisherman. She will sleep six, and features a dinette, complete galley and toilet room. In the forepeak area are two permanent berths plus a toilet. Standard equipment includes dual control, fly bridge, and teak cockpit and side decks. The foredeck is canvas-covered. Fuel capacity is 200 gallons; fresh water 75.

The "53" Custom Motor Yacht features living facilities for ten and a wide range of twin power in gasoline or diesel.

DOUGLAS SCOTT

A new 26' steel cruiser in three different stages of completion is introduced by Douglas Scott Development Corp., West 150th Street, Cleveland, Ohio. Except for Stage 3—hull only—this craft is offered in operating condition with only the custom trim left for finishing.

Stage 1 is the complete cruiser with just the hull and interior left unpainted. Sink, ice chest, bunks and enclosed toilet are built in. Sleeping accommodations for four are provided. Stage 2 is the semi-complete cruiser in full operating condition. Refinishing plus design and installation of the cabin interior and accessories are left for the owner. In both these stages, cabin superstructure and bulkhead are complete with windows installed in the cabin sides. Gas and water tanks, cooling system and engine controls are installed. Power unit and gas tank are housed under the flush cockpit floor. The cockpit is self-bailing. The hull is finished primed and can be finished in any color desired. Stage 3 is the assembled hull only.

Called the Steel Navigator, this Class 1 craft was designed by John B. Clark. Overall length is 25' 11"; beam is 8'; draft is 2' 6". There is 6' headroom in the cabin. The seaworthy steel hull has a V-bottom, sharp bow, and generous tumble home. A cruising speed of 15 mph is provided by a 95 hp Chris-Craft engine.

Douglas Scott's 26' Steel Navigator, available in three stages of completion, from bare hull to cruiser complete, ready for paint, varnish. Beam is 8 feet.

Some of the best fishing waters in the Bahamas

The Grand Bahama Club at West End

Enchantress takes some visitors out for a day's sport

STAFFORD SANDS'S *favourite island in the BAHAMAS*

Stafford L. Sands is an attorney, a member of the Bahamas House of Assembly and Chairman of the Nassau, Bahamas, Development Board. He is also a zealous angler. His powerful Enchantress *enables him to show the islands he loves to friends, who may come aboard skeptical of his conviction that these islands are the best in the world, but invariably end up enchanted by* Enchantress *and Mr. Sands's beloved Bahamas*

I'd be much happier about this assignment if I'd been instructed to name my favourite islands in the world."

For me, the choice would be an easy one. Where else but the Bahamas? I was born here. I've never seen anything to match them.

Among these islands of ours, I have many favourites, dictated sometimes by where the fish are running best when I have the time to go after them. The area near West End, Grand Bahama, is certainly one of my favourite spots, and since no one in this series has told you about that part of our Colony, I'd like to.

It's an easy, 55-mile run across the Gulf Stream from Palm Beach to West End, a village notable principally because of its glamourous Grand Bahama Club, one of the largest Out Island resorts in the Bahamas.

Some astounding catches, not only of world-record weight, but in number and variety, have been taken in these waters. There's good casting from the shore, bonefishing on the flats, inshore reef fishing for more varieties than I have space to catalogue and exciting deep-sea angling in the Gulf Stream for marlin, sailfish, tuna, bonito, dolphin, kingfish and wahoo.

Guides are available through the Grand Bahama Club or a local guest house, Hope Bight Lodge. West End has an airport, radio-telephone service and supplies of gas, fuel and water for yachtsmen. And, like all our islands, this area is blessed with fine beaches, magnificent seascapes and a kindly climate the year around.

I think you'll like it.

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Heading for West End from the Lake Worth Inlet, a 10-knot cruiser can make the trip in a shade over six hours.

Fourth largest of the Bahama Islands, low-lying, heavily pine-forested Grand Bahama has an area of 430 square miles and a population of only 4600. Lumbering and fishing are the leading occupations, although the new free port under construction at Hawksbill Creek and a housing development at Bootle Bay are expected to earn Grand Bahama a new niche in the commercial world. There is also a U.S. missile tracking station at Gold Rock Creek.

Usually the best time to cross the Gulf Stream is at night, timing the departure to arrive at West End shortly after daybreak, because it is usually cooler and the wind less strong than during the day. Not shown on the charts but one of the best navigational aids to yachtsmen approaching West End is a new radar tower at Bootle Point, about five miles southeast of West End. The red light atop the 420 foot tower is flashing and the lower two, at 100 foot intervals, are steady. The lights can be picked up while the loom of West Palm Beach is still visible astern.

The Grand Bahama Club, a sprawling installation which is the Bahamas' largest Out Island resort, has gas, diesel fuel, water and ice and 130 rooms for visitors. Newest facility at West End is the Buccaneer Yacht Club, which has more than five feet of water at its piers and can accommodate about 20 yachts. There are six guest rooms, bar, lounge, gift shop and liquor store, and gas and fuel. The West End Servicenter (Esso) has gas, fuel, water, ice and mechanics for minor repairs. The Hope Bight Lodge offers good food and accommodations.

From West End, it is a run of 48 miles on a course of 53 degrees to Walker Cay, northernmost of the Bahamas at the tip of the Abaco chain. With 10-15 feet of water over most of this route, it can be traveled easily after dark, but Walker Cay should be approached in daylight, following the white paths cleared through the dark sea grass by propellers.

Rent Cruisers To Fishermen

Walker Cay also has a 250-foot radio mast, which may be picked up easily halfway from West End. The Walker Cay Club pier is protected by a stone breakwater on the ocean side, and has space for six or seven 50-foot boats in addition to the cruisers maintained by the club for rental to fishermen. The club, operated by Mr. and Mrs. S. Stanley Griffin, has gasoline, diesel fuel and 110 volt electricity at the dock and ice made from purified rain water. Ashore, accommodations include 16 double rooms with showers and a 30' x 60' swimming pool.

Seventy miles to the southeast is Green Turtle Cay, the next major settlement in the Abacos, but along the way are numerous interesting islands and harbors to poke into and the trip shouldn't be hurried. Because of the numerous cays and occasional rocks which dot the area, night running is not recommended without a local pilot. *(Continued on next page)*

HOUSEBOATS

FALLS CITY MARINETTE

The Marine Division of Falls City Flying Service, Louisville, Kentucky, introduces an improved version of the 28′ all-aluminum Marinette. Outstanding feature is its cruiser-type vee-bottom hull. The inboard version powered by a 70 hp Graymarine attains speeds up to 18 mph. The outboard model will do 20 mph with two 35 hp engines.

The hull is constructed of ⅛″ aluminum plate, completely welded, with stringers and bulkheads welded to hull. Styrofoam is used for buoyancy and soundproofing.

"Weather conditioning" is provided by a blanket of glass fiber insulation. There are sleeping accommodations for four, a modern galley, complete head and screened-in jalousie windows and door. The cabin has 6′3″ headroom and adequate closet and storage space.

FLOTEL

Flotel continues to offer its basic triple hull of aluminum. The hulls come in three sizes, 22′, 28′ and 34′. There is a standard cabin plan for each hull with stainless-steel galley, toilet and mahogany interior. The 22′ houseboat sleeps four. Light in weight and low in cost, they save on horsepower and upkeep. All have water-tight compartments and Harborite decks. Hulls alone may be purchased.

The company's Sun-Tan Special is a 15′ x 7′ triple-hull aluminum pontoon boat that, because of its 500-pound weight, is as easy to trail as a runabout. Each Sun-Tan has 9 watertight compartments.

Flotel is a product of the Flotel Division of Gennett & Sons, Inc., 1 Main St., Richmond, Ind.

PLUCK'S CRAFT

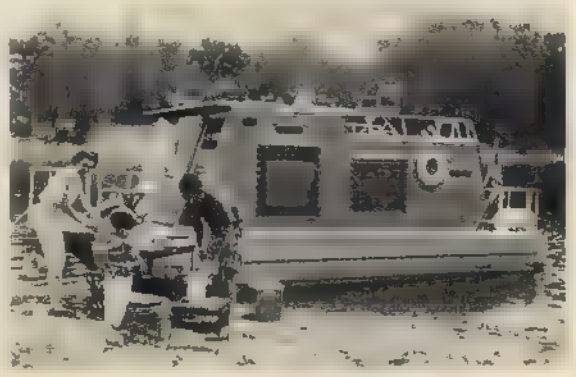
All-steel river houseboats in 38′ and 41′ versions are made by Pluck's Craft, 915 West Main St., Louisville 2, Ky.

Each model is equipped with twin engines in stern with V-drive, 110-volt generator, hot and cold water, shower, pressure water system, and two staterooms which can sleep six.

Above: Play Sure Craft Pontoon Boat built by Midwest Consolidated Sales, Inc., St. Paul, Minn., has 8′ beam and 22′ LOA (which includes the pontoons).

Left: The 28′ all-aluminum Marinette by Falls City Flying service, Louisville, Ky., is built with a V-bottom hull. She will accommodate either inboard or outboard power, single or twin

Right: Land and Water Marine Cruiser, built by Trail-it Coach Mfg. Co., Des Moines, Iowa, has retractable wheels. She sleeps four in her 8′ beam and 26′ LOA. Interior is mahogany and Formica; roof deck is covered with fiberglass.



Left: The 26′ houseboat by Holiday Boats, St. Paul, Minn., has steel hull with 7 inch draft. Salon is finished with oak frames and mahogany walls. Dinette has convertible booth that seats six, sleeps two. There are two bunk beds.

Right: Flotel's 22-footer has aluminum hull and Harborite decks. Sleeping accommodations are for four. Hulls alone may be purchased if desired.

Driftwood, world's largest outboard-powered (three 60-hp Mercurys) houseboat, was built by Vita Floating Homes, Northport, L. I. She is 60′ in length and 28′ in width. Appointments include such things as wall-to-wall carpeting, tiled bathrooms, push button roll up windows. The plywood hull is covered with fiberglass.

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Every Acme instrument is hand tempered of finest brass, polished, engraved and perma-lacquered. Precision machined valves are leakproof and hand-honed for smooth operation. Each instrument is fully guaranteed against defects due to faulty material or workmanship for twenty years from the date of purchase. Shipped from Michigan.

ACME MASTER . . . CORNET, TRUMPET, TROMBONE. Unquestionably the finest in the world! Deluxe, custom-built instruments . . . superb in tone and intonation, from softest pianissimo to loudest fortissimo. Flexible of scale, absolute in response, and always under the control of the performer . . . they are preferred by the greatest artists of our time . . . an excellent choice for beginners too.

Capable of executing every effect a modern arranger can devise . . . the Acme Master cornet, trumpet and trombone are equipped with a patented device for micrometric tuning . . . leakproof, precision-fitted, hand-honed valves that are feather-light, fully responsive and exceptionally easy in action. Made of polished solid brass, richly engraved and finished with a protective lacquer coating. Top and bottom caps, finger rings and buttons, braces, mouthpiece receiver, slides, slide rings and pulls are made of pure nickel silver.

All necessary accessories are included with each instrument. Cases are sold separately. (See description and prices below at right).

761-015	**D11950**	Master Cornet and accessories	**$225.00**
761-023	**D11950**	Master Trumpet and accessories	**225.00**
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Patented tuning device permits micromatic tuning; enables player to pull to A and return in the same tuning position. Trombone slides are hand-lapped to smooth perfection . . . give the Acme just about the slickest slide action made. Hand tempered bell with integral self-folded rim. All necessary accessories included. Cases listed at right.

761-049	**D7950**	Artist Cornet and accessories	**$150.00**
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ACME STANDARD . . . CORNET, TRUMPET, TROMBONE. Constructed with all the care and perfection of the masters, by the makers of America's finest medium priced band instruments. Recommended for and used extensively by the music student in high school and college who wants a moderately priced instrument. Acme Standard cornets, trumpets and trombones look, feel and perform like those of much higher price because of their light, easy action and smooth tonal quality. Finest materials and workmanship make them top-notch performers. Made of golden brass . . . polished and lacquered to a fine lustre.

Both the Acme Standard trumpet and cornet have fine box-spring valves that are precision ground and fitted to micrometric precision. Inset top caps, modernistic bell and mouthpiece bracing.

Slides of the Acme Standard Trombone are perfect. Made of finest nickel silver that is tempered, drawn, lapped and fitted to perfection equal to any high grade trombone made. Accessories are included with each instrument. Cases sold separately, see description below.

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761-098	**D5650**	Standard Trombone and accessories	**104.50**

CASES FOR CORNETS, TRUMPETS, TROMBONES. Choice of regular Gladstone cases with fabricoid coverings and plush linings or deluxe Gladstone cases covered with finest quality fabricoid, lined with silk plush and leather bound. All have convenient fitted compartments for the necessary accessories. These handsome cases protect the instrument . . . let you store and carry it safely.

761-106	**D2195**	Cornet Deluxe Gladstone Case	**$40.00**
761-114	**D1095**	Cornet Regular Gladstone Case	**20.00**
761-122	**D2195**	Trumpet Deluxe Gladstone Case	**40.00**
761-130	**D1095**	Trumpet Regular Gladstone Case	**20.00**
761-148	**D3195**	Trombone Deluxe Gladstone Case	**58.50**
761-155	**D2195**	Trombone Regular Gladstone Case	**40.00**

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ACME MASTER . . . CORNET, TRUMPET, TROMBONE. Unquestionably the finest in the world! Deluxe, custom-built instruments . . . superb in tone and intonation, from softest pianissimo to loudest fortissimo. Flexible of scale, absolute in response, and always under the control of the performer . . . they are preferred by the greatest artists of our time . . . an excellent choice for beginners too.

Capable of executing every effect a modern arranger can devise . the Acme Master cornet, trumpet and trombone are equipped with a patented device for micromatic tuning . . . leakproof, precision-fitted, hand-honed valves that are feather-light, fully responsive and exceptionally easy in action. Made of polished solid brass, richly engraved and finished with a protective lacquer coating. Top and bottom caps, finger rings and buttons, braces, mouthpiece receiver, slides, slide rings and pulls are made of pure nickel silver

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Patented tuning device permits micromatic tuning; enables player to pull to A and return in the same tuning position. Trombone slides are hand-lapped to smooth perfection . . . give the Acme just about the slickest slide action made. Hand tempered bell with integral self-folded rim. All necessary accessories included. Cases listed at right.

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Both the Acme Standard trumpet and cornet have fine box-spring valves that are precision ground and fitted to micrometric precision. Inset top caps, modernistic bell and mouthpiece bracing

Slides of the Acme Standard Trombone are perfect. Made of finest nickel silver that is tempered, drawn, lapped and fitted to perfection equal to any high grade trombone made. Accessories are included with each instrument. Cases sold separately; see description below.

761-072	**D5950**	Standard Cornet and accessories	**$110.00**
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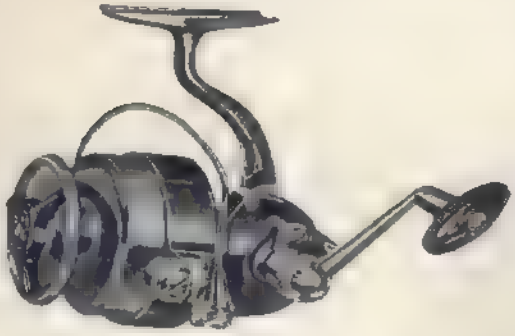
761-098	**D5650**	Standard Trombone and accessories	**104.50**

CASES FOR CORNETS, TRUMPETS, TROMBONES. Choice of regular Gladstone cases with fabricoid coverings and plush linings or deluxe Gladstone cases covered with finest quality fabricoid, lined with silk plush and leather bound. All have convenient fitted compartments for the necessary accessories. These handsome cases protect the instrument . . . let you store and carry it safely.

761-106	**D2195**	Cornet Deluxe Gladstone Case	**$40.00**
761-114	**D1095**	Cornet Regular Gladstone Case	**20.00**
761-122	**D2195**	Trumpet Deluxe Gladstone Case	**40.00**
761-130	**D1095**	Trumpet Regular Gladstone Case	**20.00**
761-148	**D3195**	Trombone Deluxe Gladstone Case	**58.50**
761-155	**D2195**	Trombone Regular Gladstone Case	**40.00**

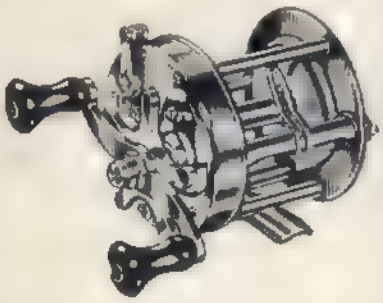
Heavy Duty Spinning and Casting Reels



PFLUEGER "SEA STAR"

For salt water spinning and fresh water trolling. Die cast aluminum frame and spool. Drag has extra smooth, adjustable takeup. Gear housing encases long, stainless steel spool shaft—no spool wobble. Large [illegible] gear precision cut from solid brass 3¾ to 1 gear ratio. Retrieves 20" per crank revolution. Fishcatic line capacity 250 yds. 12 lb. monofilament. Reel wt. 16 ozs. Ship. wt. 3 lbs.

15R84-1938.....RETAIL **$32.95**



SHAKESPEARE SERVICE REELS #1944M & #1946M

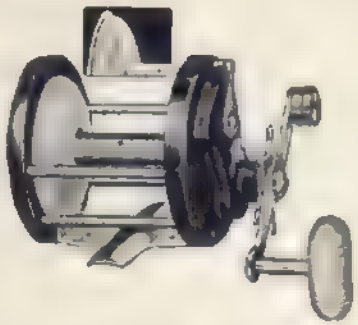
With two handles, a conventional double crank and a torpedo style balanced crank, alum. spool. For trolling or casting with mono[illegible]. Star drag and optional non-reverse crank. 3-unit construction with frame of brass, heavily chromed. Steel bearings, phosphor bronze bushings and brass gears. Ship. wt. 3 lbs.

Model #1944M: Capacity—225 yds. 15 lb. monofilament.

15R75-1170.....RETAIL **$19.95**

Model 1946M. Capacity: 325 yds. 15-lb. test monofilament.

15R76-1233.....RETAIL **$20.95**



BRONSON 210 "TRAVELER"

Lightweight durable surfcaster. Has Bronson "Dri-Line" anodized sp[illegible] for mono lamen or braided line. Prevents line [illegible] behind spool. Black bakelite end plates. Plastic, torpedo shaped hand[illegible] grips. Free spool. Star drag. Line capacity: 200 yds. Reel wt. 13 oz. Ship. wt. 3 lbs.

15R80-585.....RETAIL **$8.95**

MITCHELL SALT WATER REEL

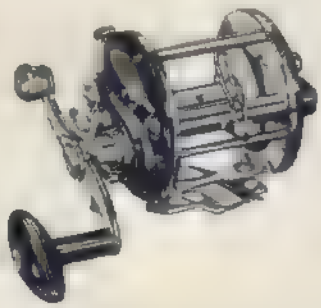
Planomatic gears combine advantages of cross and level wind. No backlashes. Smooth drag adjusts from 4 to 70 lb. tests. Positive full ball pickup with non-wearing Duralon line guide. Torpedo sh[illegible] folding [illegible] handle on stainless steel [illegible] and reel foot [illegible]. Corrosion resistant finish. Capacity, 500 yds. 8 lb. test. Ship. wt. 3 lbs.

Model 302. Crank on left side of reel as shown.

15R85-2207.....RETAIL **$37.50**

Model 303. Crank on right side of reel for left handed casts.

15R115-2207.....RETAIL **$37.50**



PFLUEGER 2000 "BOND"

The Bond is a new reel for salt or fresh water fishing. Equipped with star drag, freespool, and level wind. Geared to run when main gear is in freespool. Designed for monofilament or braided line. Bakelite plates with chrome rings. Balanced torpedo handle crank. Gear ratio, 3.77 to 1. Line capacity: 300 yds. 15 lb. test monofilament line. Ship. wt. 3 lbs.

15R74-938.....RETAIL **$15.95**

PFLUEGER "SAL-TROUT" #1558

A single action reel for deep wireline trolling. For steelhead fishing and excellent for trolling [illegible]ke trout. Single torpedo grip handle **(Not double as shown).** Spool is [illegible] Adjust[illegible]e drag and sliding click. Capacity: 400 yds. 45 lb. test monel wire line or 210 yds. 15 lb. test nylon line. Brass finished in satin nickel. 1" pillars, 5½" plates. Wt. 20¾ oz. Ship. wt. 2 lbs.

15R82-818.....RETAIL **$10.50**

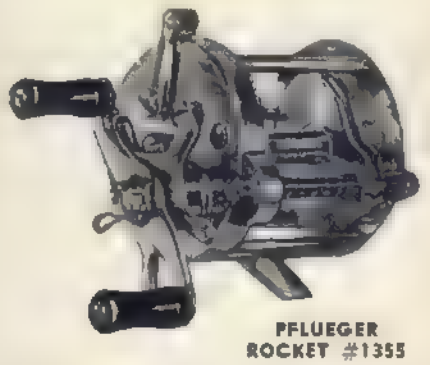
AIREX "MASTEREEL"

Extra large capacity of 300 yds. 15-lb. test mono[illegible] Extra[illegible], [illegible] brake [illegible] to free spooling with a flick of your finger. Completely anodized against corrosion. Counter balanced handle reverses for compact storage. Gears guaranteed for life. Gear ratio: 3.88 to 1. Slide-type anti-reverse. Perfectly balanced. Reel wt. 15 ozs. Ship. wt. 3 lbs.

15R86 1995.....RETAIL **$34.50**

Extra empty spool for above reel

14R22-150.....RETAIL **$2.50**



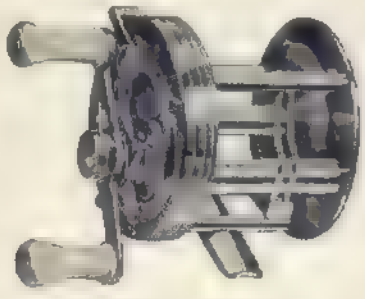
PFLUEGER ROCKET #1355

With both level wind and star wheel drag. For all types of fresh or salt water fishing. Shift lever engages or disengages star wheel drag. Large brass gears and bronze bearings. Adjustable anti-backlash and sliding click. Constructed of chromed brass. Capacity: 250 yds. 15 lb. test.

15R83-936 Ship. wt. 3 lbs.....RETAIL **$15.95**

Pflueger 1375 Monofilament Rocket. Same as Rocket model 1355, except designed for monofilament line. Specially reinforced aluminum spool. Torpedo handle and double crank handle both included. Holds 300 yds. 12-lb. test monofilament. Ship. wt. 4 lbs.

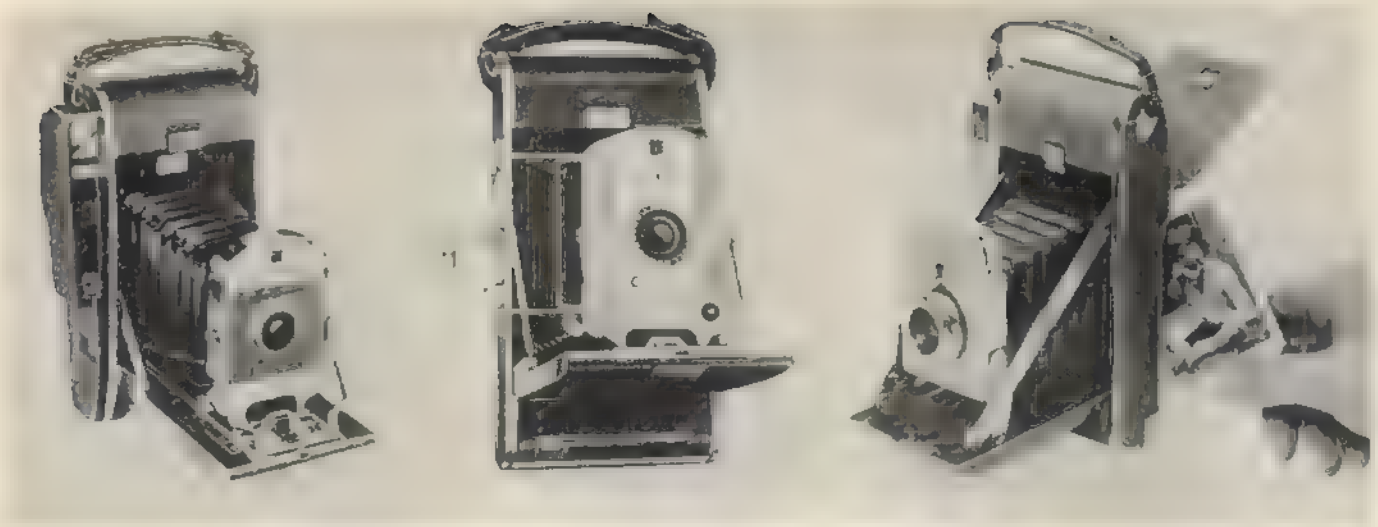
15R81-996.....RETAIL **$16.95**



BRONSON 65 "DO-ALL"

Star drag, level wind reel. Salt water, river or lake [illegible] Salt-water resistant heavy chrome plate. [illegible]ed metal spool. Thumb controlled handle reverse. Quick take apart. Capacity: 150 yds. 20-lb. test line. Reel wt. 9 oz. [illegible]

15R79-996.....RETAIL **$16.95**



60-SECOND POLAROID LAND CAMERAS

Model 150—Polaroid's newest!

A brand new Land camera [illegible] automatic [illegible] view [illegible] Ships wt 8 lbs

6Q35-8796... .. .. ..RETAIL **$109.95**

Speedliner Model

Improved version of the original Polaroid Land Camera. [illegible] prints [illegible] other for electronic [illegible] Ship wt 8 lbs

6Q20-7560. . . . . RETAIL **$94.50**

Highlander Model

A pocket-sized Polaroid 60-second camera at a popular price. Makes 8 wallet-sized (2¾x3⅛") [illegible] Ship wt 5 lbs

6Q19-5820 . . . RETAIL **$72.75**

Shoulder Case— [illegible] Ship wt 1 lb

11Q44-796 .... RETAIL **$9.95**

complete polaroid Gift Kits

- CAMERA
- LEATHER CASE
- FLASH GUN
- BOUNCE FLASH BRACKET
- 2 ROLLS OF FILM
- 2 ALBUMS

A complete outfit for individual or presentation giving. This kit is [illegible] Polaroid cameras described on this page. Each set consists of camera of your choice, top grain cowhide compartment case to camera and accessories [illegible] flash bracket helps give natural look to flash shots. 2 rolls of film, two 16 page albums, a kit for making print corners and an orange filter for dramatic cloud shots. With Highlander camera. Ship. wt 7 lbs

10Q35-8798.....RETAIL **$109.95**

With Speedliner camera. Ship wt 14 lbs

10Q36-10796 .....RETAIL **$134.95**

With Model 150 camera. Ship. wt. 14 lbs

10Q38-11996.....RETAIL **$149.95**

POLAROID FILM

"Highlander" Film. Type 32 ASA 200 Pan chrom. tic

5Q33-798.....RETAIL (6 ROLLS) **$8.18**

For all cameras except Highlander Types 42 ASA 200 Pan. or type 44 ASA 400 Pan.

5Q34-1028—Type 42..RET., (6 ROLLS) **$11.88**

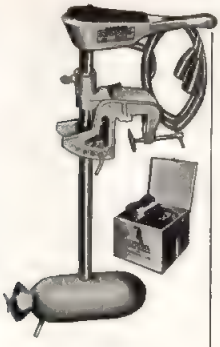
5Q35-1100—Type 44..RET., (6 ROLLS) **$13.14**

TECH "One *Minute*" TIMER FOR YOUR POLAROID

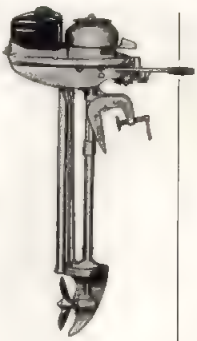
A new timer to prevent over or under exposure of your Polaroid prints. Spring powered mechanism sounds bell at the end of 60 seconds. Screws on [illegible] all Polaroid cameras

11Q171-376

RETAIL **$5.95**



SILVERTROL ELECTRIC OUTBOARD. Fisherman's favorite, because it's noiseless, easy to carry, simple to operate. Up to 2½ MPH on standard 12-volt heavy duty auto battery . . . higher speeds on 18v or 24v. Thumb screw tightens for fixed steering. You get pushbutton control of 4 speeds, 360° steering, full reverse, instant starts. Lifetime-lubricated motor runs 8 to 12 hours on one battery charging
810-531 C7087 Motor . . . **$94.50**
Battery Charger and Carrying Case . . . for 6v or 12v battery (not incl.)
810-549 C2890 Charger, Case. **$34.50**



NEPTUNE "MIGHTY MITE" OUTBOARD Weighs just 17 lbs . . but it's a pint-sized powerhouse! Hitch it on your dinghy, canoe or sailboat . . it starts instantly, runs quiet and smooth at trolling speeds, yet has plenty of power at full throttle. Has 1.7 HP motor, 2 port single cylinder Moisture-proof magneto, centrifugal pump, siphon cooling, underwater exhaust, 1-qt gas tank. Easy to operate Length 13⅜", width 6¼", stern height 15". Good for years of rugged service. Unusual value
810-028 C6713 Neptune Motor. **$89.50**

AIR-COOLED 2½ HP "COMMANDO". First 2½ HP outboard costing under $120! It's air-cooled to cut maintenance to a minimum, and weighs just 22 lbs Gives speeds up to 8 mph. Automatic rewind, full 360° steering, full reverse, underwater exhaust Design is so simple nothing much can go wrong. Rugged construction of aluminum, steel and bronze castings and machined parts—no sheet metal. Power head may be removed quickly and used for electric generator, pumps, saws, lawn-mowers!
811-661 C6997 Commando . **$99.95**

Write for Free Literature on Our Complete Line of

BOATS and MOTORS

We carry the complete line of Geneva runabouts and fishing boats We also carry a full line of the finest outboard motors available. Write for descriptive literature and prices . . . we'll be happy to supply them.

Delight any Boat owner with These Gifts

AQUA SPEEDOMETER. Precision instrument with transom-mount assembly. 3-color dial with 5 to 45 MPH calibration, in chromed brass case, 2⅛" high. Safety-spring transom clip releases nylon impact tube when struck by underwater objects. With 12 ft. Koroseal tubing, mounting screws.
809-905 B733 Aqua Speedometer. **$12.20**

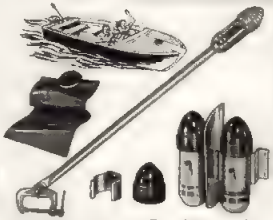
Ⓕ

Ⓔ

Ⓔ **AIRGUIDE MARINE COMPASS.** 5 degree calibration. Alnico V magnet, airplane-type compensators. Aluminum gimbal Excellent value.
809-829 B430 Plastic Compass **$7.50**
Ⓕ **ILLUMINATED CHROME BINNACLE** for above. 2-power magnifier. Vertical or horizontal mount
809-897 B630 Size 4¾x4½". **$10.50**

LIFE PRESERVER BOAT CUSHION. Lastingly buoyant, provides both safety and plenty of comfort. Dashing 3-color plaid with contrasting edges. Fine Kapok is electronically sealed in vinyl plastic. Stands up under years of heavy use. Approved by U. S. Coast Guard.
810-945 B330 Cushion, 15x15x2". **$5.50**

BOARDING LADDERS. Made of tough 1" aluminum tubing, with traction-grooved varnished hardwood steps for slip-proof use Rubber covered, adjustable stand-offs and hooks fold flat for stowing Available in 2 sizes. From Minn
811-570 D898 3-Step Ladder, 36" high . . **$14.98**
811-588 D777 2-Step Ladder, 30" high **12.98**



3-IN-1 MARINE LIGHT KIT. Everything your boat needs in the water, and on the road. Deluxe bow and stern lights, red polyethylene flag with "jewel" reflector. Extra red lens converts stern light to trailer light . . . flag clips on for extra safety Triple chromed-plated
811-679 B417 3-in-1 Light Kit. **$6.95**

FIBERGLAS BOAT KIT. Makes boat stronger, more handsome . . . makes maintenance easier. Kit includes cleaner, color, 8 qts. resin, 44" wide Fiberglas cloth (10 yds. for 14' boat, 9 yds. for 12' boat). Specify White, Green or Blue. From Ill.
811-687 D2300 For 14' Boat. 31 lbs. **$34.50**
811-695 D2197 For 12' Boat. 31 lbs. **32.95**

YOUR ONE-STOP SOURCE FOR...

A Completely New Line for '59

featuring

Popular-Priced Dolls...

High-Heeled, Fully Jointed, Drink, Wet, Tears and Attractively Packed Items

AN Allied QUALITY DOLL

ALLIED-GRAND DOLL MFG. CO., INC. B'KLYN, N.Y.

You Are Cordially Invited to Visit Our

PERMANENT SHOWROOM
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FINEST QUALITY STERLING SILVER

ALVIN STERLING

Designed, manufactured and guaranteed by the GORHAM MFG. COMPANY

Showing beautifully designed back of handle with name as bossed in each piece
Chapel Bells
Luncheon Knife, Modern Blade
Illustrations Actual Size

*Chapel Bells**

SOLID STERLING SILVER

Introduces not only a strikingly new design of classical origin but a pleasing departure from the conventional proportions of older patterns. Women say, "It's the kind of pattern that goes well with all china." Just enough length has been added to the knife handle to make it comfortable in use. Notice the slenderness of all handles, adding grace . . . yet weight, which makes silver durable, has not been sacrificed. Note, too, the added length of the salad fork handle . . . a practical length for all salads. A lovely pattern that offers the advantage of style Soft butler finish.

* *Trade Marks*

STAPLES	Retail Price Without Tax Each	List Price Each
Teaspoon	$ 4.09	$ 4.90
*Luncheon or Place Knife	5.61	7.08
Luncheon or Place Fork	6.14	7.36
Salad, Pastry or Fish Fork, Ind	5.68	6.82
Cream Soup Spoon	5.45	6.54
*Dinner Knife	7.05	8.46
Dinner Fork	8.64	10.36
Butter Spreader, Flat Handle	4.55	5.46
*Butler Spreader, Hollow Handle	4.55	5.46
FANCY DOZENS	**Each**	**Each**
Cocktail or Oyster Fork	$4.09	$4.90
Coffee Spoon (After Dinner)	2.50	3.00
Dessert or Oval Bowl Soup Spoon	6.36	7.64
Iced Beverage Spoon	5.45	6.54
CARVING SETS	**Each**	**Each**
*Roast Carving Set, 2 pc., Knife and Fork	$38.54	$46.37
Roast Carving Steel	19.32	23.18
*Slicer, 10" Blade	12.50	15.00
*Carver's Assistant	12.50	15.00
*Steak Carving Set, 2 pc., Knife and Fork	20.45	24.54

4-PIECE PLACE SETTING

Knife, Fork, Teaspoon, Salad Fork

Luncheon Size	Retail	$21.82
	List	$26.16
Dinner Size	Retail	$25.46
	List	$30.54

5-PIECE PLACE SETTING

Knife, Fork, Teaspoon, Salad Fork
Cream Soup Spoon

Luncheon Size	Retail	$27.27
	List	$32.74
Dinner Size	Retail	$30.91
	List	$37.10

6-PIECE PLACE SETTING

Knife, Fork, Teaspoon, Salad Fork
Cream Soup Spoon, Butter Spreader

Luncheon Size	Retail	$31.82
	List	$38.18
Dinner Size	Retail	$35.45
	List	$42.54

FANCY SINGLE PIECES	Retail Price Without Tax Each	List Price Each
*Bar or Party Knife	$ 6.36	$ 7.64
Bonbon or Nut Spoon	5.45	6.54
Butter Knife	8.18	9.82
Butter Pick or Olive Fork	5.23	6.28
Cake Separator, Hollow Handle	10.00	12.00
*Cheese Server	6.36	7.64
Cold Meat or Salad Fork	10.91	13.10
Cream or Sauce Ladle	6.82	8.18
Gravy Ladle	12.50	15.00
Jelly Server	6.82	8.18
Lemon Fork	4.32	5.18
*Pie Server	10.68	12.82
Salad Fork, Serving	17.05	20.46
Salad Spoon, Serving	17.05	20.46
Sugar Spoon	6.36	7.64
Sugar Tongs	8.18	9.82
Table or Serving Spoon	10.68	12.82
Tomato Server, Flat Handle	15.00	18.00

*Hollow Handle, Mirror finish Stainless Steel Blades or Tines

FINEST QUALITY STERLING SILVER
ALVIN STERLING
Designed, manufactured and guaranteed by the GORHAM MFG. COMPANY
This beautiful handle look will be for Engraving, complements the floral design in perfect harmony
Luncheon Knife Modern Blade
Illustrations Actual Size
Chased Romantique*
SOLID STERLING SILVER
Fashionable, smart and richly endowed with the beautifully chased scroll and flower effects of the romantic Louis XV Period, that again becomes the mode of the day.
Its slender, flute-like panels lend a touch of feminine dignity, the deep-cut chased effects being emblematic of the pomp and splendor of the period from which it was inspired.
The excellence of design is accentuated by its beautiful, bright butter finish.
* Trade Marks

	Retail Price Without Tax Each	List Price Each
STAPLES		
Teaspoon	$4.09	$4.80
*Luncheon or Place Knife	5.91	7.08
Luncheon or Place Fork	5.14	7.36
Salad Pastry or Fish Fork, Ind.	5.68	6.82
Cream Soup Spoon	5.45	6.54
*Dinner Knife	7.05	8.46
Dinner Fork	8.64	10.36
Butter Spreader, Flat Handle	4.55	5.46
*Butter Spreader, Hollow Handle	4.55	5.46
FANCY DOZENS	Each	Each
Cocktail or Oyster Fork	$ 4.00	$4.80
Coffee Spoon, After Dinner	2.50	3.00
Dessert or Ora. Bowl Soup Spoon	6.36	7.64
Iced Beverage Spoon	5.45	6.54
CARVING SETS	Each	Each
*Roast Carving Set, 2 pc. Knife and Fork	$38.64	$46.37
Meat Carving Steel	19.32	23.18
*Slicer, 10" Blade	12.50	15.00
*Carver's Assistant	12.50	15.00
*Steak Carving Set, 3 pc., Knife and Fork	20.45	24.54

4-PIECE PLACE SETTING

Knife, Fork, Teaspoon, Salad Fork

Luncheon Size	Retail	$21.82
	List	$26.18
Dinner Size	Retail	$25.45
	List	$30.54

5-PIECE PLACE SETTING

Knife, Fork, Teaspoon, Salad Fork, Cream Soup Spoon

Luncheon Size	Retail	$27.27
	List	$32.74
Dinner Size	Retail	$30.91
	List	$37.10

6-PIECE PLACE SETTING

Knife, Fork, Teaspoon, Salad Fork, Cream Soup Spoon, Butter Spreader

Luncheon Size	Retail	$31.82
	List	$38.18
Dinner Size	Retail	$35.45
	List	$42.54

	Retail Price Without Tax Each	List Price Each
FANCY SINGLE PIECES		
*Bar or Party Knife	$ 6.36	$ 7.64
Bonbon or Nut spoon	5.45	6.54
Butter Knife	6.18	8.82
Butter Pick or Olive Fork	5.23	6.28
Cake Separator Hollow Handle	10.00	12.00
*Cheese Server	6.36	7.64
Cold Meat or Salad Fork	10.91	13.10
Cream or Sauce Ladle	6.82	8.18
Gravy Ladle	12.50	15.00
Jelly Server	6.82	8.18
Lemon Fork	4.32	6.18
*Pie Server	10.68	12.82
Salad Fork, Serving	17.05	20.46
Salad Spoon, Serving	17.05	20.46
Sugar Spoon	6.36	7.64
Sugar Tongs	8.18	9.82
Table or Serving Spoon	10.68	12.82
Tomato Server, Flat Handle	15.00	18.00

*Hollow Handle, Mirror finish Stainless Steel Blades or Tines

FINEST QUALITY STERLING SILVER
ALVIN STERLING
Designed, manufactured and guaranteed by the GORHAM MFG. COMPANY
This beautiful handle back, suitable for Engraving, complements the front design in perfect harmony.
Luncheon Knife, Hollow Blade
Illustrations Actual Size
Della Robbia*
SOLID STERLING SILVER
A pattern of sheer beauty and charm with a romantic background. Designing genius has translated into lovely sterling the spirit of eternal youth from the works of Luca Della Robbia, famous sculptor of the fifteenth century.
Its finely modeled decorative motif is a true adaptation of the purity of line and harmony of design that have been brought down from the Renaissance.
The excellence of design is accentuated by its beautiful bright butler finish.
*Trade Marks

STAPLES	Retail Price Without Tax Each	List Price Each
Teaspoon	$4 09	$ 4.80
*Luncheon or Place Knife	5.91	7.00
Luncheon or Place Fork	6.14	7.36
Salad Pastry or Fish Fork, Ind.	5.58	6.82
Cream Soup Spoon	5.45	6.54
*Dinner Knife	7.05	8.46
Dinner Fork	8.84	10.36
Butter Spreader, Flat Handle	4 55	5.46
*Butter Spreader, Hollow Handle	4.55	5.46

FANCY DOZENS	Each	Each
Cocktail or Oyster Fork	$ 4 09	$ 4.90
Coffee Spoon (After Dinner)	2 50	3.00
Dessert or Oval Bowl Soup Spoon	6.36	7.64
Iced Beverage Spoon	5.45	6.54

CARVING SETS	Each	Each
*Roast Carving Set, 2 pc., Knife and Fork	$38.64	$46.37
Roast Carving Steel	19 32	23.18
*Slicer, 10" Blade	12.50	15.00
*Carver's Assistant	12.50	15.00
*Steak Carving Set, 2 pc., Knife and Fork	20.45	24.54

4-PIECE PLACE SETTING
Knife, Fork, Teaspoon, Salad Fork
Luncheon Size — Retail $21 82, List $26.18
Dinner Size — Retail $25.46, List $30.54

5-PIECE PLACE SETTING
Knife, Fork, Teaspoon, Salad Fork, Cream Soup Spoon
Luncheon Size — Retail $27 27, List $32.74
Dinner Size — Retail $30 91, List $37 10

6-PIECE PLACE SETTING
Knife, Fork, Teaspoon, Salad Fork, Cream Soup Spoon, Butter Spreader
Luncheon Size — Retail $31 82, List $38.18
Dinner Size — Retail $36.45, List $42.54

FANCY SINGLE PIECES	Retail Price Without Tax Each	List Price Each
*Bar or Party Knife	$ 5.36	$ 7.64
Bonbon or Nut Spoon	5.45	6.54
Butter Knife	6.75	8.82
Butter Pick or Olive Fork	5.23	6.28
Cake Separator, Hollow Handle	10.00	12.00
*Cheese Server	6.36	7.64
Cold Meat or Salad Fork	10.91	13.10
Cream or Sauce Ladle	6.82	8.18
Gravy Ladle	12 50	15.00
Jelly Server	6.82	8.18
Lemon Fork	4.82	6.18
*Pie Server	10 68	12.82
Salad Fork, Serving	17 05	20.46
Salad Spoon, Serving	17 05	20.46
Sugar Spoon	6.36	7.64
Sugar Tongs	8.18	9.82
Table or Serving Spoon	10.68	12.82
Tomato Server, Flat Handle	15.00	18.00

*Hollow Handle, Mirror finish Stainless Steel Blades or Tines

FINEST QUALITY STERLING SILVER
ALVIN STERLING
Designed, manufactured and guaranteed by the GORHAM MFG. COMPANY
Back of handles are beautifully modeled with delicate protective tapered border. Pattern name embossed in all teaspoon handles.
Luncheon Knife, Modern Blade
Illustrations Actual Size
Rosecrest*
SOLID STERLING SILVER
Love and Roses belong to the young in heart . . . and here in this fresh, new ALVIN creation we find one of today's most fashionable patterns that expresses the lovely sentiment of love and roses in beautiful sterling silver.
Slender, graceful, beautifully balanced handles assure hand comfort in use, and make this one of those precious services that becomes more and more cherished as the years pass by. Its beautiful reflections and highlights are softened by its smooth butler finish that lends charm to the table ensemble. All blades are Mirror-Finish, Stainless Steel.
*Trade Marks

	Retail Price Without Tax	List Price
STAPLES	**Each**	**Each**
Teaspoon	$ 4.09	$ 4.90
*Luncheon or Place Knife	5.91	7.08
Luncheon or Place Fork	6.14	7.36
Salad, Pastry or Fish Fork, Ind	5.68	6.82
Cream Soup Spoon	5.45	6.54
*Dinner Knife	7.95	9.46
Dinner Fork	8.64	10.36
Butter Spreader, Flat Handle	4.55	5.46
*Butter Spreader, Hollow Handle	4.55	5.46
FANCY DOZENS	**Each**	**Each**
Cocktail or Oyster Fork	$4.09	$ 4.90
Coffee Spoon (After Dinner)	2.50	3.00
Dessert or Oval Bowl Soup Spoon	6.36	7.64
Iced Beverage Spoon	5.45	6.54
CARVING SETS	**Each**	**Each**
*Roast Carving Set, 2 pc., Knife and Fork	$33.64	$40.37
Roast Carving Steel	19.32	23.18
*Slicer, 10" Blade	12.90	15.00
*Carver's Assistant	12.90	15.00
*Steak Carving Set, 2 pc., Knife and Fork	20.45	24.54

4-PIECE PLACE SETTING
Knife, Fork, Teaspoon, Salad Fork

Luncheon Size	Retail	$21 82
	List	$26.16
Dinner Size	Retail	$28.45
	List	$30.54

5-PIECE PLACE SETTING
Knife, Fork, Teaspoon, Salad Fork
Cream Soup Spoon

Luncheon Size	Retail	$27.27
	List	$32.74
Dinner Size	Retail	$30.91
	List	$37.10

6-PIECE PLACE SETTING
Knife, Fork, Teaspoon, Salad Fork
Cream Soup Spoon, Butter Spreader

Luncheon Size	Retail	$31 82
	List	$38.18
Dinner Size	Retail	$35 45
	List	$42 54

	Retail Price Without Tax	List Price
FANCY SINGLE PIECES	**Each**	**Each**
*Bar or Party Knife	$ 6.36	$ 7.64
Bonbon or Nut Spoon	5.45	6.54
Butter Knife	8.19	9.82
Butter Pick or Olive Fork	5.23	6.28
Cake Separator, Hollow Handle	10.00	12.00
*Cheese Server	6.36	7.64
Cold Meat or Salad Fork	10 91	13.10
Cream or Sauce Ladle	6.82	8.18
Gravy Ladle	12.50	15.00
Jelly Server	6.82	8.18
Lemon Fork	4.32	5.18
*Pie Server	10.68	12.82
Salad Fork, Serving	17.05	20.46
Salad Spoon, Serving	17.05	20.46
Sugar Spoon	6.36	7.64
Sugar Tongs	8.18	9.82
Table or Serving Spoon	10 68	12.82
Tomato Server, Flat Handle	15.00	18.00

*Hollow Handle, Mirror finish Stainless Steel Blades or Tines

FINEST QUALITY STERLING SILVER
ALVIN STERLING
Designed, manufactured and guaranteed by the GORHAM MFG. COMPANY
Showing beautifully designed back of handle, with name engraved in each piece
Luncheon Knife, Modern Blade
Illustrations Actual Size
French Scroll*
SOLID STERLING SILVER
A flourishing prelude to the styles of tomorrow
The fantasy of scrolls from the LOUIS XV and LOUIS XVI periods . . . richly and delicately moulded into a series of sweeping graceful curves, unbroken, yet carved to reflect beautifully the scintillating high-lights created by its soft undulating surfaces . . . gives life to this lovely pattern.
Here, in ALVIN'S newest pattern in sterling . . . FRENCH SCROLL . . . is a style developed in keeping with the present-day demand for modernized sterling patterns from the classical period that prevailed during the reign of the Kings LOUIS, in the years 1700 to 1800. Soft Butler Finish.
* Trade Marks

STAPLES	Each	Each
Teaspoon	$4.09	$4.90
*Luncheon or Place Knife	5.91	7.08
Luncheon or Place Fork	6.14	7.36
Salad, Pastry or Fish Fork, Ind.	5.68	6.82
Cream Soup Spoon	5.45	6.54
*Dinner Knife	7.05	8.46
Dinner Fork	8.64	10.36
Butter Spreader, Flat Handle	4.55	5.46
*Butter Spreader, Hollow Handle	4.55	5.46
FANCY DOZENS	**Each**	**Each**
Cocktail or Oyster Fork	$4.09	$4.90
Coffee Spoon (After Dinner)	2.50	3.00
Dessert or Oval Bowl Soup Spoon	6.36	7.64
Iced Beverage Spoon	5.45	6.54
CARVING SETS	**Each**	**Each**
*Roast Carving Set, 2 pc., Knife and Fork	$38.64	$46.37
Roast Carving Steel	19.32	23.18
*Slicer, 10" Blade	12.50	16.00
*Carver's Assistant	12.50	16.00
*Steak Carving Set, 2 pc., Knife and Fork	20.45	24.54

4-PIECE PLACE SETTING

Knife, Fork, Teaspoon, Salad Fork

Luncheon Size — Retail $21.82, List $26.18

Dinner Size — Retail $25.45, List $30.54

5-PIECE PLACE SETTING

Knife, Fork, Teaspoon, Salad Fork, Cream Soup Spoon

Luncheon Size — Retail $27.27, List $32.74

Dinner Size — Retail $30.91, List $37.10

6-PIECE PLACE SETTING

Knife, Fork, Teaspoon, Salad Fork, Cream Soup Spoon, Butter Spreader

Luncheon Size — Retail $31.82, List $38.18

Dinner Size — Retail $35.45, List $42.54

FANCY SINGLE PIECES	Each	Each
*Bar or Party Knife	$ 6.36	$ 7.64
Bonbon or Nut Spoon	5.45	6.54
Butter Knife	5.18	6.82
Butter Fork or Olive Fork	5.23	6.28
Cake Separator, Hollow Handle	10.00	12.00
*Cheese Server	6.36	7.64
Cold Meat or Salad Fork	10.91	13.10
Cream or Sauce Ladle	6.82	8.18
Gravy Ladle	12.50	15.00
Jelly Server	6.82	8.18
Lemon Fork	4.32	5.18
*Pie Server	10.68	12.82
Salad Fork, Serving	17.05	20.46
Salad Spoon, Serving	17.05	20.46
Sugar Spoon	6.36	7.64
Sugar Tongs	6.18	8.82
Table or Serving Spoon	10.68	12.82
Tomato Server, Flat Handle	15.00	18.00

*Hollow Handle, Mirror finish Stainless Steel Blades or Tines

FINEST QUALITY STERLING SILVER
ALVIN STERLING
Designed, manufactured and guaranteed by the GORHAM MFG. COMPANY
Luncheon Knife, Modern Blade
Bridal Bouquet*
SOLID STERLING SILVER
All the beauty and charm of flowers, from the delicate forget-me-not in the shank of the handle to the wild rose of late summer and autumn's chrysanthemum, are brought out in bold relief giving it a special kind of loveliness not found in any other pattern.
Each piece is custom made for the discriminating by artists long skilled in the age-old art of silversmithing. It is of substantial weight, yet delicately balanced for hand comfort in use. It will serve you with distinction and dignity through all of your years. *Trade Marks

STAPLES	Each	Each
Teaspoon	$ 4.09	$ 4.80
*Luncheon or Place Knife	5.01	7.06
Luncheon or Place Fork	6.14	7.36
Salad, Pastry or Fish Fork, Ind.	5.68	6.85
Cream Soup Spoon	5.45	6.84
*Dinner Knife	7.05	8.46
Dinner Fork	8.64	10.36
Butter Spreader, Flat Handle	4.55	5.46
*Butter Spreader, Hollow Handle	4.55	5.46

FANCY DOZERS	Each	Each
Cocktail or Oyster Fork	$ 4.09	$ 4.80
Coffee Spoon (After Dinner)	2.50	3.00
Dessert or Oval Bowl Soup Spoon	5.36	7.04
Iced Beverage Spoon	5.45	6.84

CARVING SETS	Each	Each
*Roast Carving Set, 2pc., Knife and Fork	$38 64	$46.37
Roast Carving Steel	19 32	23.18
*Slicer, 10" Blade	12.50	15.00
*Carver's Assistant	12.50	15.00
*Steak Carving Set, 2 pc., Knife and Fork	20.45	24.64

4-PIECE PLACE SETTING

Knife, Fork, Teaspoon, Salad Fork

Luncheon Size	Retail	$21 82
	List	$26.16
Dinner Size	Retail	$25.46
	List	$30.84

5-PIECE PLACE SETTING

Knife, Fork, Teaspoon, Salad Fork, Cream Soup Spoon

Luncheon Size	Retail	$27 37
	List	$32.74
Dinner Size	Retail	$30 91
	List	$37.10

6-PIECE PLACE SETTING

Knife, Fork, Teaspoon, Salad Fork, Cream Soup Spoon, Butter Spreader

Luncheon Size	Retail	$31 82
	List	$38.18
Dinner Size	Retail	$35.45
	List	$42.64

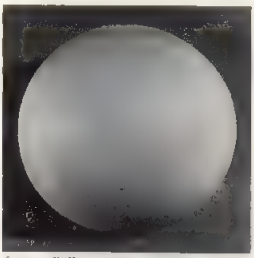
FANCY SINGLE PIECES	Each	Each
*Bar or Party Knife	$ 6.36	$ 7.64
Bonbon or Nut Spoon	5.45	6.84
Butter Knife	8.16	9.82
Butter Pick or Olive Fork	5.23	6.28
Cake Separator, Hollow Handle	10.00	12.00
*Cheese Server	6.36	7.64
Cold Meat or Salad Fork	10.91	13.10
Cream or Sauce Ladle	6.82	8.18
Gravy Ladle	12.50	15.00
Jelly Server	6.82	8.18
Lemon Fork	4 32	5.18
*Pie Server	10 68	12.82
Salad Fork, Serving	17 05	20.46
Salad Spoon, Serving	17 05	20.46
Sugar Spoon	6 36	7 64
Sugar Tongs	8 18	9 82
Table or Serving Spoon	10 68	12 82
Tomato Server, Flat Handle	15 00	18.00

*Hollow Handle. Mirror finish Stainless Steel Blades or Tines

NEW TOYS ON PARADE

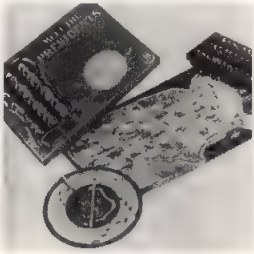
Tournament Archery set has a forty two inch hardwood bow, three arrows with suction cups, finger tab and quiver made of cowhide leather. $2.98. Outdoor Sports Mfg. Co., 500 Broad st., Forestville, Conn.

Coppertone table and chair set for youngsters. Chairs have padded seats. Table can be used for games or for home work. Furniture is sturdily built. Main Machine Co.; Henry Katz, 200 Fifth ave.

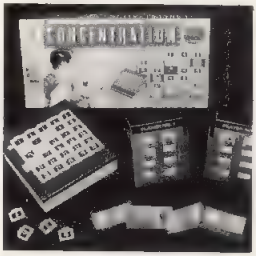


Sports Ball is made of vinyl in brilliant shades of red, green and yellow. They are finished in simulated pebble grain and have reinflating valve. 98¢. Econolite Corp., 8900 Bellanca ave., Los Angeles.

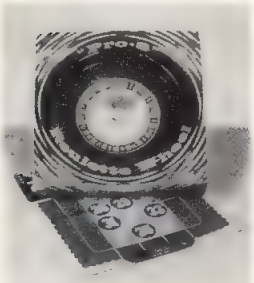
Tap-a-Song Calliope has full octave. Numbers are in eight different colors and color-keyed song board is supplied. Child squeezes bulbs to produce notes. Bar-Zim; Henry Katz, 200 Fifth ave.



Meet the Presidents is game based on lives of the chief executives. There are 33 Presidential coins and a full color map of the United States. Two to four players. $3.50. Selchow & Righter, 200 Fifth ave.

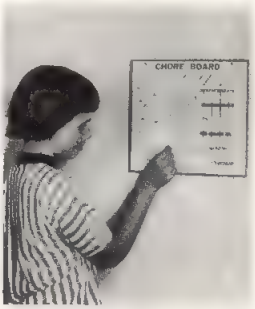


Concentration is based on TV game. Goal is to match hidden items and numbers to work out picture word puzzle solutions. Players vie for gifts and money. $4. Milton Bradley, 74 Park st., Springfield, Mass.



Roulette Wheel is the professional eight inch size. It retails for $1. Other models available for $2 and $3. Firm also makes bingo, mah jongg, chess, checkers sets, etc. Cardinal, 49 W. 27th st., New York.

Dick Clark friendship ring is self-adjustable buckle ring designed for teen-age fans of the TV disc jockey. Ring is suitable for boy or girl and it has an unusual finish. $1.95. Ben Adams, 73 W. 47th st., New York.



Chore Board lists tasks to be done by child. It has removable coin slot tab from which he collects money paid for his work. Board encourages enterprise. $1.98. Chore Board Co., 4290 Piedmont ave., Oakland, Cal.

E $13.98 20-inch

U $6.69

H $7.69

G $8.69

F $14.98

14-inch Betsy McCall . . Walks

Betsy is a "little Girl" yet so fashion-conscious! She's bisque-finished vinyl plastic with rooted Saran hair and lashed moving eyes. She walks when guided, has jointed arms, legs, waist . . turning head

G Betsy in rayon lined checked gingham coat, gingham dress, beret, rayon socks, shoes, lace-edged panties.
49 N 3663 Betsy with ensemble. Shpg. wt. 2 lbs. $8.69

H Betsy in cotton dress with nylon trimming. Matching panties, straw bonnet, rayon socks, sandals.
49 N 3662—Betsy in play wear. Shpg. wt. 2 lbs. $7.69

U Trunk with wardrobe for 14-in. Betsy. Fiberboard, metal hinges, latch 15x9½x6 in. Felt jumper dress, blouse, 2-pc. pajamas, bathrobe, panties, straw hat, 2 pairs of shoes, socks. Betsy doll not included
49 N 3661—Trunk with wardrobe. Shpg. wt. 3 lbs. . . . $6.69

Big Toni Walking Dolls . . . with Toni* Play-Wave Kit

E American Beauty Doll in her formal gown of nylon tricot. She has all features described on the opposite page . . and walks, too. Bouffant skirt is fully draped over pink taffeta underskirt. Comes in strapless sette slip with lace-edged taffeta panties. Long hose, silver-color slippers. Her pin and earrings are simulated rhinestone.
49 N 3773 20-inch doll. Shpg. wt. 3 lbs. $13.98
49 N 3672—14-inch doll. Shpg. wt. 2 lbs. 9.98
79 N 03793—25 inch doll. Shpg. wt. 6 lbs. 17.98

F Walking Bride radiant in her luxurious gown of nylon lace and net. Billowing skirt over hooped taffeta petticoat. Peaked, decorated bridal cap has fingertip-length nylon tulle veil. Lace edged taffeta panties, full length hose. High heel slippers are decorated with simulated rhinestones. Imitation diamond ring and pearl earrings.
79 N 03796 25 inch doll. Shpg. wt. 6 lbs. $19.95
49 N 3786—20-inch doll. Shpg. wt. 4 lbs. 14.98
49 N 3674—14-inch doll. Shpg. wt. 2 lbs. 10.98

*Toni Kit has comb, brush, curlers, play-wave solution in squeeze bottle applicator

To Fit Dolls from 14 to 21 inches tall

T Accessory Outfit. 2-way stretch girdle, bra, nylon hose, garters. Shoes in plastic case. Shpg. wt. 10 oz.
49 N 3449—14 to 15 inches. $1.39
49 N 3451—18-19 in. $1.39 49 N 3452 20-21 in. . . 1.39

V Jumper and Blouse. Rayon satin jumper, nylon blouse. Sewed-in taffeta half slip. Panties. Wt. 1 lb.
49 N 3461 14 to 15 inches. $2.39
49 N 3462—18-19 in. $2.69 49 N 3463—20-21 in. . . . 2.89

W 3-pc. Negligee Set. Negligee, nightgown and panties of sheer nylon, trimmed with lace. Shpg. wt. 1 lb.
49 N 3408—14 to 15 inches. $3.98
49 N 3409—18-19 in. $2.69 49 N 3410 20-21 in. 2.89

X Bridal Gown Set. Ruffled rayon taffeta with nylon net overskirt, cap and veil. Panties. Shpg. wt. 1 lb.
49 N 3484—14 to 15 inches. $3.29
49 N 3485—18-19 in. $3.98 49 N 3486 20-21 in. 4.39

Y Chic gown . . nylon lace over rustling rayon taffeta. Panties. Shpg. wt. 1 lb.
49 N 3366—14 to 15 inches. $2.89
49 N 3367 18-19 in. $3.29 49 N 3368—20-21 in. . . . 3.39

TO ORDER CLOTHING: *Measure doll from head to foot, order the size nearest height of doll.*

We are Fashionable Dolls..Demure and Pretty

19-inch Doll, Trousseau and Trunk **$11.79**

Sophisticated Walking Bride. 19-inch doll of vinyl plastic has jointed arms and legs, turning waist and vinyl head. Rooted Saran hair, lashed go-to-sleep glassene eyes. Wears heavy rayon satin bridal gown with lacy net overskirt and overblouse. Net veil, lace-trimmed rayon panties, full length hose, high heels and nosegay. Her trousseau includes rayon taffeta party dress with ruffled half slip, street dress with matching hat and handbag; gaily printed cotton sundress; lace-edged ninon robe; bra and panties, extra pair high heels; pearl-like earrings and necklace. Fibreboard trunk 20½x9½x7 in. high has snap latch, metal hinges

49 N 3677—19-inch doll, trousseau and trunk. Shipping weight 5 pounds. **$11.79**
49 N 3676—15-inch doll, trousseau and trunk. As above, but doll does not have turning waist. Trunk 15½x10½x5 inches. Shipping weight 3 pounds. **$7.98**
49 N 3688—19-inch doll in wedding gown only. Shipping weight 2 pounds. **5.97**
49 N 3687—15-inch doll in gown. No turning waist. Shipping weight 1 lb. 8 oz. **4.97**

18-inch Doll, Wardrobe and Steel Trunk **$16.75**

Pert Teenager has all vinyl body, jointed arms and legs, turning waist and soft vinyl head. Rooted Saran pony tail hairdo. Lashed go-to-sleep glassene eyes. Wears full-skirted rayon taffeta dress with gathered waist, scoop neckline, "gardenia" at bodice; half-slip; panties, high heels and nylon hose. Wardrobe: cotton school dress; rayon taffeta housecoat, embossed cotton coat, denim pedal pushers, rayon taffeta formal; extra high heels and nylons, comb, brush, mirror and 6 plastic hangers. Trunk, 9½x9½x20¾ in. long of enameled steel. Piano-type hinges, 2 snap latches, metal handle. 3 drawers with leather pulls, extra doll clothes hangers.

79 N 03657—Shipping weight 13 pounds. . . . . Complete set **$16.75**
49 N 3671—Doll with wardrobe only. No trunk. Shipping weight 2 lbs. **11.77**

Build your order to $20.00 or more and use Sears Convenient Easy Terms

Low-Priced, Fully Jointed Dolls

- Long-lashed bright glassene eyes that go to sleep
- Rooted plastic hair to comb, brush and set
- All have soft vinyl heads and arms. A, B and C have firm vinyl bodies. Nurse (D) has hard plastic body
- A, B, and C have turning waists to pose so prettily

A **Grownup walks** when guided by hand, bending knees permit sitting. Wears full cotton skirt with blouse trimmed with gold color buttons, belt, natural straw hat, net gloves, net half-slip, cotton panties, high heels and nylons. Chromspun hair

49 N 3794—18-inch doll. Shipping weight 2 pounds. **$7.79**

B **Teenager** with perky Saran pony tail hairdo. Dressed for a party in a full-skirted pale blue rayon taffeta dress with metallic gold-color stripes, fluffy white nylon trim at neckline; attached half slip, panties, earrings, rosebud corsage, high heels and nylons

49 N 3656—18-inch doll. Shipping weight 2 pounds. **$5.79**

C **Undressed Glamor Girl** wants style-conscious "little mother" Wears rayon chemise, full-length nylon hose, high heels. Has flower spray in long curly Saran hair. For clothing see pages 434-435

49 N 3696—15-inch doll. Shipping weight 1 pound 6 ounces. **$3.59**
49 N 3697—18 inch doll. Shipping weight 1 pound 12 ounces. **4.64**
49 N 3698—20-inch doll. Shipping weight 2 pounds. **5.77**

D **Walking Nurse with "Baby" in Carriage.** Nurse has rooted acetate fiber hair and wears white cotton uniform with blue trim, cape and cap, knit panties; nylon hose and vinyl shoes. 8-in vinyl baby has molded hair, jointed arms and legs. Wears rayon fleece snowsuit. Flexible vinyl carriage, 8x4x11½ in. long has movable hood and turning removable wheels

49 N 3747—14-inch Nurse. Shipping wt. 2 lbs. . . . . Complete set **$5.87**

I'm Dew Drop

I DRINK, WET, CRY TEARS

A 7.98

C 7.29

D

Looking for Their Little Mothers

A Dew Drop with Swing, Playchair She'll be very good when you put her in her swing or chair. Like a real baby she cries tears, drinks, wets, coos all over. Fully jointed, with molded hair, sleeping eyes, lashes. Wears cute romper, bonnet, booties. Bottle included. Swing with plastic seat abt. 27½ in. high; chair (1) abt. 12½ in. high, converts easily to stroller (2). *Only at Wards by Mail.* Ship. wt. 5 lbs. 4 oz.
48 T 4286—Abt 21-in. doll. $7.98

B "Sweetums" is such a beautiful baby in her organdy bonnet and long dress with taffeta slip, knit panties, tiny booties. Wrap her gently in her shirt of satin and lace. She's all vinyl, fully jointed, with molded hair, sleeping eyes, lashes. *Drinks, wets, cries* when you squeeze her. Nurser bottle incl. Ship. wt. 2 lbs. 12 oz.
48 T 4287—Abt. 16-in. doll. $5.98

B 5.98

C Dew Drop with Layette, Play Pen Combination 16-in. all vinyl baby has fun in her play pen. Fully jointed, with rooted hair, sleeping eyes, lashes. Cries tears, drinks, wets, coos. Wears pretty romper.

Layette includes bonnet, booties, shirt, panties, clothespins, soap, bottle, bottle brush.

Play Pen has wood frame, Masonite bottom, abt. 19 in. sq.; 10½ in. deep.
48 T 4268 M—Combination Dew Drop with Layette, Play Pen. Wt. 6 lbs. $7.29
48 T 4264—16-in. Dew Drop with Layette only. Wt. 2 lbs. 14 oz. . . . $4.79

D 48 T 4265—12-in. Dew Drop in romper with diaper, sponge, Q-tips bottle, bottle brush, booties, soap, clothespins. Wt. 1 lb. $2.98
48 T 4323 M—Play Pen only as described above. Wt. 2 lbs. 12 oz. $2.79

Betsy Wetsy . . . Wets and Cries Real Tears

E Betsy Wetsy in Trunk. This lovable curlyhead *cries tears, drinks, wets* too. All vinyl baby with rooted hair, fully jointed; sleeping eyes, lashes. In 2-pc sunsuit with extra dress, bonnet, petticoat, booties, diaper, pins, 3 puffs, tissues, washcloth, clothespins, soap, rubber pants, bottle. In trunk with snap lock.
48 T 4240—11½ in. Wt. 2 lbs. 8 oz. $6.98
48 T 4237—13½ in. Wt. 3 lbs. . 7.79
48 T 4241—16 in. Wt. 5 lbs. 12 oz. 9.98

F Betsy Wetsy with Layette It's fun to change her when she wets, comfort her when she cries. All vinyl baby, fully jointed, with molded hair, sleeping eyes. Layette includes: nightie, diaper, pins, bottle, washcloth, soap, powder puffs. (Dress, bonnet, *slip, extra accessories with 2 larger sizes—no nightie*). Gift boxed.
48 T 4234—11½ in. Wt. 2 lbs. 4 oz. $3.98
48 T 4235—13½ in. Wt. 3 lbs. . . . 5.79
48 T 4236—16 in. Wt. 4 lbs. 6.79

Betsy Wetsy $3.98 11½-in.

E 6.98
11½-in.

F

I'm Toodles...

SEE ME ON TV

(D) Toodles in Super-Kart It's a proud "mother" who takes Toodles out in her metal shopping cart. She's such a precious armful, all soft vinyl, fully jointed. She has rooted hair, *new "rolling eyes"* that flirt with you under long curled lashes. She drinks from her bottle, wets, goes to sleep. Coos when you squeeze her. Wears exquisite cotton sateen rompers, shoes, socks, hairbow. Super-Kart, about 24 in. high, becomes Stroller or High Chair when shopping basket is removed. Grocery cartons, bottle incl.

48 T 3923 M—Abt. 23-in. doll in Super-Kart. Ship. wt. 13 lbs..... 17.98

(E) Toodles Toddles, WALKS with you, stands alone too. Bewitching toddler has *"rolling eyes"* that flirt with you, go to sleep. You'll love her long curled lashes. All lightweight vinyl, fully jointed, with molded hair. Wears adorable seersucker rompers with eyelet embroidered collar, perky sunbonnet, socks, toddler shoes. Ship. wt. 4 lbs.

48 T 3921M—Abt. 23 in. tall. 11.98

(F) Infant Toodles in Car Bed. Soft cuddly newborn baby in glamorous lace-trimmed satin bunting with tuck in satin bonnet over her rooted hair. Underneath she wears dainty rompers, booties. Soft vinyl baby, fully jointed, with sleeping eyes, lashes, coo voice. Quilted plastic car bed, abt. 20 in. long, has steel frame, folding handles. Inflated plastic mattress. Wt. 5 lbs. 8 oz.

48 T 3922—Abt. 16-in. doll... 11.98

Shopping Cart | It's a High Chair | It's a Stroller

← Tiny Tears in Gift Box

(G) (H) Beloved Tiny Tears . . . now with exclusive new Rock-a-bye Eyes She's the only doll that stays awake until you rock her gently in your arms. *Slo-o-owly* her beautiful eyes close and she goes to sleep. More like a real baby than any other doll . . . actually drinks from her bottle, wets her diaper, blows soap bubbles with her bubble pipe, "cries" real tears. Velvet skin body is fully jointed; plastic head, exquisite features. Dressed in embossed cotton rompers.

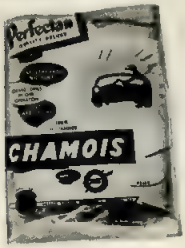
ACCESSORIES INCLUDE: Bottle, diaper, pins, booties, sponge, bubble pipe, washcloth, pacifier, instruction booklet. All are gift boxed.

(G) 48 T 3920—Abt. 13½-in. Rooted Hair Doll, Accessories, extra Dress, Panties. Ship. wt. 3 lbs. 7.98

48 T 3918—Abt. 11½-in. Rooted Hair Doll, with Accessories (no extra dress or panties). Wt. 2 lbs. 2 oz..... 5.98

(H) 48 T 3919—Abt. 11½-in. Molded Hair Doll, Accessories, Extra Dress, Panties, Bonnet. Wt. 4 lbs. 6.98

WHIRL-A-WAY ROTATING BRUSH . . . cleans windows, car, boat, awnings, etc. Has built-in Hydraulic Sudser—pull handle for suds, push for rinse. Telescoping handle locks instantly at any length from 2 to 4 ft. Scratchless horsehair brush whirls at 1500 rpm. Eliminates wiping. Has water regulator, shut-off valve. Attaches to garden hose.
528-190 B450 Whirl-A-Way Brush. . **$6.95**



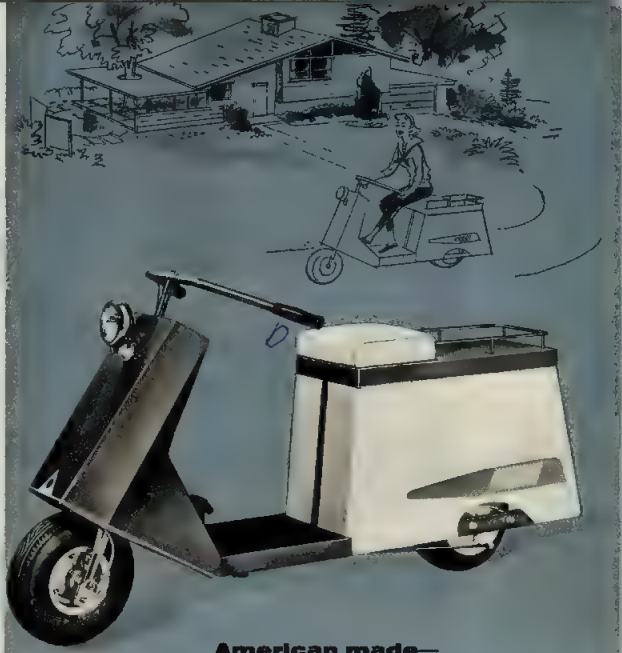
FULL SKIN CHAMOIS . . . fine, soft, long-lasting sheepskin chamois. 100% oil tanned. Dip in water . . . shine windows bright and clear, make car finish sparkle without hard rubbing. Won't scratch ever. Wrings out clean, ready to use over and over again. Choice of 2 convenient sizes. Guaranteed washable.
528-224 B298 27x30" Chamois. . **$4.50**
528-240 B432 37x30" Chamois. . . . **6.50**

Sno-Chaser

Car Wash Mitt

SNO-CHASER . . . keeps car windows clear. Has long-reach plastic bristle brush, scraper, broad squeegee. Plastic handle has inch scale for measuring snow depth.
528-638 B69 Sno-Chaser, 25" long. **$1.00**

DYNEL CAR WASH MITT. Extra soft, extra absorbent. Not affected by harsh soaps.
528-646 B150 Dynel Mitt, 9x11". . . **$2.50**



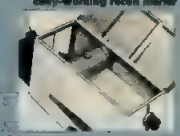
American made— yet priced as low as imports!

New Ever-Ready Motor Scooter

Feature for feature, it's the best scooter value anywhere

- **Made in America . . .** to auto industry standards.
- **Continental Engine . . .** 4 HP, 4 cycle. Has recoil starter, magneto power supply, 1-qt. oil tank.
- **Automatic Transmission . . .** no shifting necessary.
- **1-gal. gas tank . . .** 80 miles per gallon of gas.
- **Twist-grip throttle . . .** motor and light switches.
- **Smooth performer . . .** coil spring shock absorbers give a cushioned ride even at top speed of 50 mph.
- **Carries 3 people . . .** with optional rear seat.
- **Padded driver's seat . . .** leatherette covered.
- **400x6 2-ply tires . . .** foot-operated rear brake.
- **Welded steel frame . . .** for safety. Has 53" wheel base, measures 73" long overall.
- **Accessories galore . . .** kick stand, headlight, oversize stop and tail lights, rubber floor mat, luggage compartment, chrome luggage rack.

Easy-working recoil starter

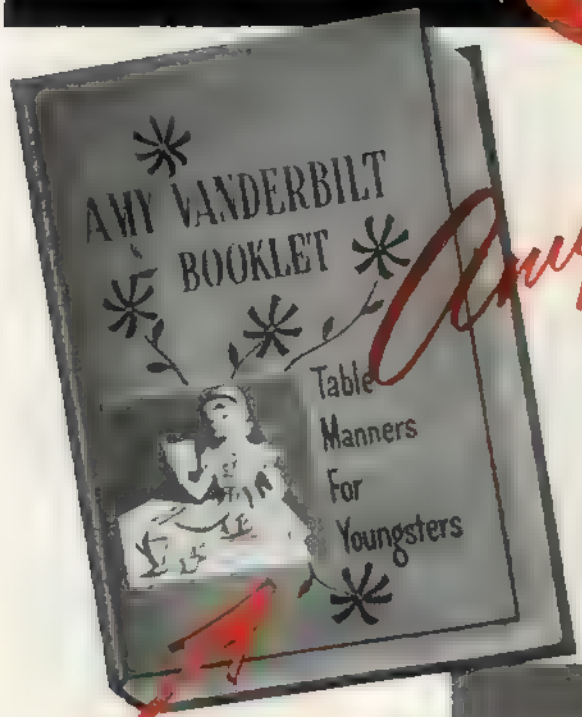

Extra big luggage compartment

EVER-READY MOTOR SCOOTER . . . the "extra car" every family needs!

Big, highway-size Ever-Ready Motor Scooter has the husky power and "expensive" features you'd expect to find only on higher priced models. Students and suburbanites love its quick, easy mobility . . . workers and businessmen appreciate its low-cost transportation and parking ease. Full 90-day warranty against defective parts and workmanship. Includes manual, parts list, service dealer list. White and Fire Engine Red. Baked enamel finish. From Ill. Wt. 225 lbs.

528-653 D24995 Motor Scooter . . **$329.95**
528-661 D385 2-Pass. Rear Seat. . **4.95**
528-679 D2300 Speedometer. **29.95**
528-687 D325 Ignition Lock. **4.50**
528-695 D300 Plastic Storage Cover **3.95**

don't miss this IRWIN exclusive . . .



Amy Vanderbilt

TEA SETS

AMERICA'S FOREMOST AUTHORITY ON MANNERS
Author of
AMY VANDERBILT'S COMPLETE BOOK OF ETIQUETTE

A powerful sales combination . . . the specially written Amy Vanderbilt booklet on Table Manners for Youngsters PLUS an exciting selection of 1959 styled tea sets.

The Child LEARNS While She PLAYS

EVERY SET INCLUDES THE AMY VANDERBILT BOOKLET ON TABLE MANNERS FOR YOUNGSTERS

YOU WIN WITH IRWIN CORP

FLASH Cash In on Amy Vanderbilt's coast to coast impact on TV and Radio . . . in Newspapers and Magazines.

IRWIN CORPORATION Showrooms: 200 Fifth Ave., New York
Executive Offices: 650 Water St., Fitchburg, Mass.
Factories: Fitchburg, Mass., Leominster, Mass., Nashua, N. H.

Again! only from ANCARROW

so much that's really *NEW*

The Praetorian Sports Speedster . . .
Hotter than ever!

The Patrician . . .
All New for '59!

The Consul . . .
One of a kind!

For '59—from Ancarrow—comes a dazzling line-up of swift beauties . . . the "Fleet of the Future" that will set tomorrow's pace. The rugged *Gladiator* and the sleek *Patrician*. The fiery *Praetorian*. The one and only incomparable *Aquiliter* and the magnificent *Aquiliter Mark I*. Standard Bearer in The World of Boats.

And now—breathtakingly new—the untamed, unleashed Ancarrow *Consul*.

Six beautiful boats. Boats with the style and performance, the speed and distinction that is unmistakably *Ancarrow*. Boats you'll want to own . . . *just for the thrill of it.*

Write for our free, illustrated brochure, showing the six boats of Ancarrow's "Fleet of the Future—For '59!"

Ancarrow
Marine, inc.

1721 Summit Ave.
Richmond, Virginia

Andy Gard

REMOTE CONTROL

M G SPORTS CAR

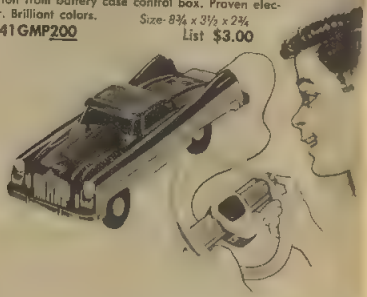
A model of the popular MG Sports Car steers left, right, forward or reverse. Glowing lights. Authentic steering wheel action from battery case control box. Proven electric motor. Brilliant colors. Size- 8¾ x 3½ x 2¾

NO. 141GMP200 List $3.00

Andy Gard FIRE DEPARTMENT SET

Includes one versatile electric motor Fire Truck. Complete with fire chief helmet, red push jeep, fire chief car, packed in two color display carton. App. 3½ lbs.

NO. 104GMP400 List $6.00



NEW LOW PRICE!

ELECTRONIC SHOOTING GALLERY

Uses the electric eye principle. Battery powered electric motor driven revolving target. Litho metal with futuristic plastic gun. "Bull's Eye" hit sounds buzzer and lights "Hit" sign. Revolving jungle action target teaches coordination and shooting skill. Size 22¾ x 9 x 11¾

List $6.00

NO. 161GMP400

NEW! ELDINA SPORTSTER

JUST LIKE DAD'S! Forward—reverse—left or right—with STEERING WHEEL CONTROL! Steering wheel is 8¼" in diam. App. 2 lbs.

NO. 352GMP400 List $6.00

SPACE MISSILE TARGET

Big 23" plastic and metal space target game. Magnificently illustrated metal litho Target revolves when dart is inserted stops when fired

- Dramatic full color space motif
- Suction cup missile darts
- Automatic target stop and start

List $6.00

NO. 164GMP400

NEW REVOLUTIONARY ACTION

ELECTRIC MOTOR POWERED

RUN-A-BOUT FIGHTER PLANE

Safe high speed revolving 4 blade prop. Clack clack", sound machine gun fire power. Realistic control stick and trigger buttons. Rugged construction. App. 2 lbs.

NO. 152GMP200 List $3.00

ALL PRICES QUOTED ARE LESS BATTERIES

KODAK • ANSCO • ARGUS

Argus "C-44" Camera Kit. A newly designed 35mm miniature camera with a superimposed image coupled range finder. Lens is 4 element, 50mm F2.8 Cintargon, coated and color corrected. Shutter is back-of-lens type, and has speeds from 1/10 to 1/300 of a second. Bulb synchronized for flash M and X, double exposure prevention, body shutter release. Uses all color or black and white film. Complete in display box with flash gun and leather case. Ship. wt. 4 lbs.

10Q45-9856 .. .. RETAIL **$120.70**

Ansco Super Memar Camera. An unmatched value in a precision miniature camera. Color corrected Apotar F 2.8 coated lens, newest light value system. Prontor SVS shutter, MYX synchronized 1 to 1/300 second coupled range-view finder, level film advance counter, each frame end cocks the shutter, prevents double exposure. Uses all 35mm color and black and white film. Ship. wt 3 lbs.

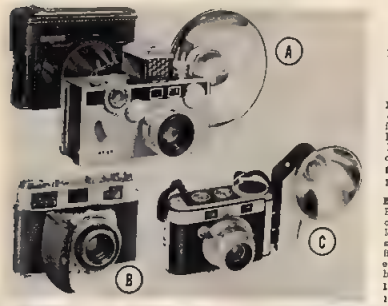
8Q7-5258—Camera only ..... RETAIL **$74.50**

Camera as above, with F:2.8 lens.

8Q33-7323 ..... RETAIL **$126.50**
11Q9-490—Carry case. Ship. wt. 1 lb. . .$6.95
11Q10-561—Flash unit. Ship. wt. 2 lbs. . .$7.95

Ansco Memar Camera. A precision made 35mm camera. The world's finest low-cost 35mm camera. Features: metal body, covered with Black grained material, hinged back, color corrected F:3.5 coated Apotar lens, set in a 1/200 second flash shutter double exposure preventer, built-in self timer, fully synchronized. Uses all 35mm color or black and white. Ship. wt. 3 lbs.

8Q6-2930—Camera only .....RETAIL **$41.50**
11Q9-492—Carry case. Ship. wt. 1 lb. . .$6.95
11Q10-581—Flash unit. Ship. wt. 2 lbs. . .$7.95



New Argus "C-3 Match Matic." Incorporates all the features of the previous popular C3 camera. Has an F:3.5 Cintar 50mm coated lens set in a shutter which is synchronized with speeds from 1/10 to 1/300 second. Coupled range finder, meter with readings in LVS numbers which set the exposure dial. Uses all 35mm color or black and white film. Complete in display box with meter flash gun and case. Ship. wt. 4 lbs.

10Q48-5896

RETAIL **$74.95**

Eastman Kodak Retina 111C. A deluxe 35mm camera with built-in exposure meter, self timer, coupled range finder with projected field frame, single film advance. Equipped with a 50mm coated F.L Lanon C lens in a synchronized Compur shutter, speeds from 1 to 1/300 second. FAMY synchronization. Uses all color or black and white film. Ship. wt. 3 lbs.

8Q37-14000 .RETAIL **$175.00**
11Q170-1180—Carry Case. Ship. wt. 1 lb RETAIL **$14.50**

Eastman Kodak "Signet 40." 35mm camera. Smartly styled in Black with bright metal trim. This camera is perfect for taking color or black and white pictures. Has a lumenized Ektanon F 3.5 lens set in a synchronized shutter with speeds from 1/5 to 1/400 second. Coupled range finder combined with view finder. Rapid film advance, automatic film stop and exposure counter double exposure preventer. Complete with detachable flash unit in gift box. Ship. wt. 4 lbs.

10Q31 5000 . . . . . RETAIL **$62.50**
11Q143-798—Carry Case. Ship. wt. 1 lb. RETAIL **$9.95**

KODAK STEREO CAMERA. Has matched F:3.5 Kodak Anaston lenses. F.ash shutter with 4 speeds to 1/200th second. Also features exposure meter, distance selector, built-in spirit level for horizontal pictures, automatic shutter cocking, double exposure preventer, exposure counter, drop-in film loading and many other conveniences. Uses 135 size cacr films

6Q32-7160 .....RETAIL **$88.50**
11Q120-820—Carrying Case .. .RETAIL **$10.25**
11Q121-856—Standard Flashgun .RETAIL **$10.45**

KODASLIDE STEREO VIEWER. Battery powered. Features focusing and intercoular controls. Sharp single element lenses.

11Q122-1100 - RETAIL **$13.75**

KODAK 50 SIGNET CAMERA with Kodalite super-M flashholder. Compact lightweight miniature camera with many new, automatic features. New, fast 44mm F/2.8 lens. Kodak 8 speed synaro 250 shutter. Zone focusing, or scale focusing from 2½ feet to infinity. Double exposure prevention. New loading ease, with no-thread film loading **Complete with built-in Photoelectric exposure meter.** Ship. wt. 4 lbs

10Q40-8600 ..... .RETAIL **$82.50**

All leather carrying case for above camera.

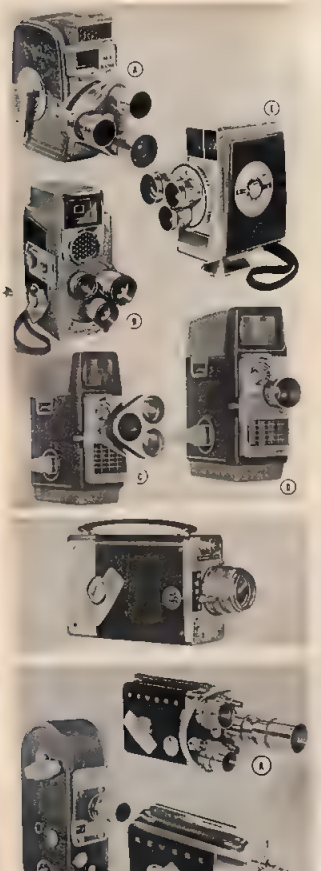
11Q144-798.... ..... .RETAIL **$9.95**

LOOK
INTO THIS ONE!
Yashica
635
CONVERTIBLE
USES NO. 120 or 35MM FILM black and white or color

A reflex camera with separate viewing and picture taking lenses. Equipped with three element color corrected lenses. F.3.5 set in a super automatic shutter with speeds from 1 to 1/500 second and better, plus time and bulb action. Lever built-in synchronization for all types of flash. Deluxe simulated leather body trimmed in pebbled leather, with built-in magnifier for critical focusing. Uses rubber 620 film, taking twelve 2½x2½" pictures, or 35mm color or black and white film. Semi automatic film transport for both film sizes. Complete with deluxe leather compartment case. Ship. wt. 5 lbs.

8Q38-5396 ..... RETAIL **$69.95**
Imported flash unit for above. With built-in reflector and battery. Ship. wt. 2 lbs

11Q186-985 .... RETAIL **$14.95**



Electric Eye Cameras

The Electric Eye Camera is the most advanced idea in picture taking methods in years. Takes all of the work out of photography and puts "real" pleasure in showing. Each camera is ruggedly constructed and lenses are of the most advanced formulas. Merely aim camera and the electric eye adjusts the lens to the slightest change that might be needed.

8mm Movie Cameras

(A) KEYSTONE KA-3 ELECTRIC EYE CAMERA

This 3-lens camera is equipped with 13mm f/1.9 lens. FF standard lens, plus conversion lenses for 9mm wide angle and 25mm telephoto type. Exceptionally quick in operation because it is constructed of lightweight aluminum. Beautifully finished in Gray vinyl, and brushed satin chrome. Simple to operate and easy to wind. Quick type handles. Uses 8mm roll film. Ship. wt. 4 lbs.
7Q62-11200 ..... RETAIL $149.50

(B) REVERE CA-4 EYE-MATIC MAGAZINE TURRET CAMERA

The ultimate in 8mm automatic movie cameras. Combines convenience of magazine load with fast f 1.8 three lens turret system for normal, wide angle and telephoto shots. Ship. wt. 4 lbs.
7Q65 15950 ..... RETAIL $189.50

Revere CA-2 Eye-Matic Spool Turret Camera. Fast f/1.8 three lens turret system. Uses 8mm roll film. Ship wt. 4 lbs.
7Q67 13580 ..... RETAIL $168.50

Revere CA-3 Eye-Matic 8mm Magazine Camera. Quick magazine loading "Magazine Heart Beat" camera. Has new lens advance. f/1.8 Wollensak Wocated lens. Cam motor run and single frame. Powerful motor. Ship. wt. 4 lbs.
7Q68-13580 ..... RETAIL $169.50

Revere CA-1 Eye-Matic 8mm Spool Camera. Same features as CA-3, with spool loading. Ship wt 4 lbs
7Q68-11180 ..... RETAIL $139.50

Cases for Eye-Matic Cameras. Full grain genuine cowhide. Rich Ranch Tone. For CA-1 and CA-3 models. Ship. wt. 4 lbs.
11Q138-1400 ..... RETAIL $17.50

For CA-2 and CA-4 models. Ship. wt. 4 lbs.
11Q139-1480 ..... RETAIL $18.50

(C) BELL & HOWELL TURRET LENS MOUNTED CAMERA

Equipped with extremely fast f/1.8 prime lens 2½X telephoto and 8.5mm wide angle auxiliary lens. Very effective in very shots instantly. Fully automatic or manual operation. Ship wt. 5 lbs. Roll film load.
7Q83-12795 ..... RETAIL $159.85

(D) BELL & HOWELL AUTOMATIC MOVIE CAMERA

Model 392. Equipped with sharp-color-corrected pre-focused 10mm f/1.8 lens. Fully automatic or manual control. Pleasingly designed case with handsome finish in two-tone Gray. Ship. wt. 5 lbs. Roll film load.
7Q84-10395 ..... RETAIL $129.85

(E) DEJUR ELECTRA

Equipped with f/1.8 coated three-lens turret system lenses. Can be used either with the electric or manual operation. New metal design body and lens mounting. Uses 8mm roll film. Single sprocketless loading. Ship. wt. 5 lbs.
7Q85-11250 ..... RETAIL $149.85

BELL & HOWELL 16mm ELECTRIC EYE CAMERA

Electric eye movie camera model 200EE. Electric eye continually sets the lens as you shoot. Features: fast 25mm f/1.9 super Cencal lens which puts 56% more picture on your film, expresmat 3-second magazine loading—easy rachet winding, turns on your film, expresmat 3-second magazine loading—easy rachet winding, turns on 3 camera speeds (16, 24, 32, 48, 64 frames per second), automatic under-exposure viewfinder warning flag saves wasted film footage, die-cast aluminum construction beautifully styled in Black morocco and satin chrome. Ship. wt. 10 lbs
7Q88-26395 ..... RETAIL $328.95

16mm Movie Cameras

(A) MODEL C-38 16MM MAGAZINE TURRET CAMERA. Modern streamlined design. Superbly engineered. Rotating 3-lens turret with corresponding automatic view finders. Divergent turret head allows use of extreme wide angle lens in combination with 6" telephoto lens. 3 speeds and single frame exposure. Satin chrome and leather finish. Wollensak 1-inch f/1.9 lens in focusing mount. Accessory lenses mount listed.
7Q72 17950 ..... RETAIL $224.50

CARRYING CASE. Top grain cowhide. Room for extra film and accessories. Adjustable shoulder strap
11Q157 1400 ..... RETAIL $17.50

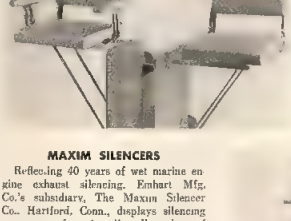
(B) MODEL C-37 16MM SINGLE LENS MAGAZINE CAMERA. Modern streamlined design with satin chrome finish and leather trim. New objective finder. Extremely long run spring motor with new type ratchet winding key. Simplified exposure dial. 3 speeds and single frame exposure. Many other features that make movie making a constant source of delight and satisfaction. Fitted with f/1.9 lens in focusing mount.
7Q73-13560 ..... RETAIL $196.50

CARRYING CASE. Top grain cowhide. Room for extra film and accessories. Adjustable shoulder strap
11Q137-1400 ..... RETAIL $17.50

(C) CRITERION A-8 16MM SPOOL CAMERA. Easy-handling lightweight construction. **F:3.5 coated lens.** Interchangeable lens mount for wide angle or telephoto. Cleared for single frame or continuous run. **Features included:** audible footage indicator, click scene indicator, 7 governor controlled speeds, exposure guide. Uses 50 to 100 ft. reels. Brown scuff-proof finish vinyl covering and chrome trim.
7Q4-8750 ..... RETAIL $114.50

Above: The curved windshields used on Trojan's Sea Breeze 28 express cruiser are supplied by McClarin Plastics, Hanover, Pa. The windshields are resistant to impact and weather. McClarin also produces fiberglass boat tops and cast Plexiglass mirror clips and rosettes.

Above: Two Maxim silencers for below water line installation



Left: Comfortable, sturdy helmsman seats, made by Scott Port-a-Fold, come with and without arm rests. Upholstered in vinyl, choice of many colors

WOOLSEY PAINT

Satin finishes are getting greater emphasis for boat exteriors with Woolsey's Nauticolors colorant system.

Nauticolors are made by the addition of tube colorants to ready-mixed colors of Cawlux Marine Finish. The colorants are in liquid form and mix instantly and evenly. To get a satin or gloss finish in a variety of colors, the boat owner mixes the tube colorant with the proper base paint. The satin effects are made from a special white base. Woolsey's seventy Nauticolors are quick drying and will remain fast even under severe exposure to elements.

Among the new products featured by Woolsey is a self-spraying lacquer enamel to match the original factory finish of Johnson, Evinrude and Mercury outboard motors. The enamel is also useful for marine accessories including gasoline tanks, motor carriers, fittings, anchors and boat trailers.

Another new item is Vinyl Plastic Surfacer for filling surface holes and scratches. Available in white for use under pigmented finishes or mahogany for use under varnish, the plastic surfacer has great impact resistance and elasticity.

The products are made by Woolsey Paint & Color Co., Inc., 205 E. 42d St., New York City, N. Y.

WOOSTER BRUSH

Everything about the Yachtsman paint brush was designed for the needs of the boat owner. Each is handcrafted of selected soft natural white bristle. The brush is designed to lay on fine marine paints and varnishes with little trace of brush marks.

Bright, brass-plated ferrules won't corrode in salt air and handles are black plastic that can't crack or peel around moisture and water, according to the manufacturer. Yachtsman brushes, a product of The Wooster Brush Co., Wooster, Ohio, are available in standard sizes up to 4", and are sold by marine supply dealers.

MAXIM SILENCERS

Reflecting 40 years of wet marine engine exhaust silencing, Emhart Mfg. Co.'s subsidiary, The Maxim Silencer Co., Hartford, Conn., displays silencing equipment for virtually all makes of American marine engines. Silencer information sheets, designed specifically for each engine manufacturer, are available.

The Maxim line includes silencers for the conventional type of above-the-water line engine installations, for the modern, high speed diesel and gasoline engines and others for below-the-water-line service, such as in auxiliary engines for sailboats.

Ansul's roundish fire extinguisher

SCOTT PORT-A-FOLD

Addition of a line of larger, heavier and more luxurious helmsman seats is announced by Scott Port-a-Fold, Inc., Archbold, Ohio.

Known as Pilot Master Marine Seats, there are ten models in the new line. Four are 360-degree swivels and six are non-swivel seats. All are available with or without upholstered arm rests.

Metal parts are bright polished aluminum for salt water and rust resistance, and swivel models have Nylon bearings. Covering is weatherproof vinyl plastic in a choice of red, green, yellow or blue with white trim, or solid white.

ANSUL EXTINGUISHERS

A new family of dry chemical fire extinguishers is made by Ansul Chemical Co., Marinette, Wis. The extinguishers feature "fresh fill" performance including maximum fluidization, absolute gas tightness and simple operation. The units are called Ansul "D" models. Four models comprise the "D" line. Five-pound, ten-pound, 20-pound and 30-pound capacities.

The operation of the 20- and 30-pound extinguishers has been simplified by using the hose to prevent accidental puncturing of the CO_2 cartridge. This arrangement eliminates the ring-pin, cutting out one step in activating the extinguisher.

A number of changes have been made to increase the models' resistance to corrosion. These include a restyled fill cap, a highly corrosion resistant paint job and a new type of thread and gasket seal on the forged steel hose connection.

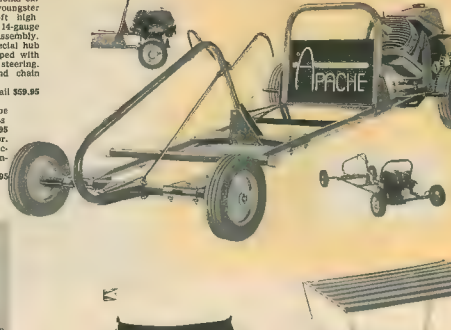
Visual seals tell at a glance if the hose has been removed and the extinguisher pressurized.

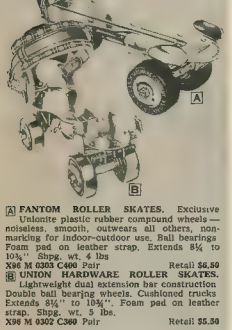
Ansul also manufactures dry chemical fire equipment ranging from two-pound extinguishers to large wheeled stationary and mobile units to 4000-lb. capacity.

MOTORIZED CAR FOR ADULTS AND CHILDREN

APACHE MODEL "8" CAR. Racing and educational car for children or adult. The dream of every youngster come true! It's 6-ft. long, 28-in. wide and 2-ft high. Sturdy enough to hold 350 lbs. Tough 12- and 14-gauge steel construction with special clamp and bolt assembly. 8" x 1.75 semi-pneumatic tired wheels with special hub to take heavy load and ultite bearings. Equipped with dual wheel hand brake and automotive-type steering. Chain drive; centrifugal clutch. Sprocket and chain mechanism. Shpg. wt. 51 lbs. FOB Minn.
98 F 0201 C4497 Car without motor ..... Retail **$59.95**

Car with 2½ h. p. Clinton Motor. 2-cycle rope starter, hand gas control. Shpg. wt. 76½ lbs.
98 F 0202 C7495 Car with motor. Retail **$99.95**
Car with 2¾ h. p. Briggs & Stratton Motor. Rapid starting 4-cycle engine equipped with special carburator and recoil starter. Hand gas controls. Shpg. wt. 83 lbs.
98 F 0203 C8995 Car with motor Retail **$119.95**

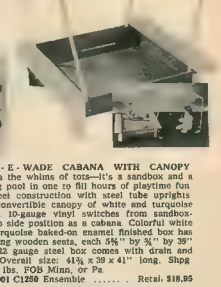




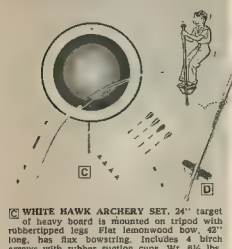
A FANTOM ROLLER SKATES. Exclusive Unilonite plastic rubber compound wheels — noiseless, smooth, outwears all others, non-marking for indoor-outdoor use. Ball bearings. Foam pad on leather strap. Extends 8¾ to 10¾". Shpg. wt. 4 lbs.
X96 M 0303 C400 Pair Retail **$6.89**

B UNION HARDWARE ROLLER SKATES. Lightweight dual extension bar construction. Double ball bearing wheels. Cushioned trucks. Extends 8½" to 10¾". Foam pad on leather strap. Shpg. wt. 5 lbs.
X96 M 0302 C360 Pair Retail **$5.50**

PUP TENT AND CAMPING SET. Made by famous Remco, known for authenticity and durability. The "Marine Raider" ensemble contains everything needed for fun right in the back yard as well as a weekend hike. Just what the youngsters need for "roughing it" in true Marine tradition. Contains a sturdy khaki colored pup tent with the marine emigsnia, tent poles (one with a blue Marine Raider pennant), pegs and ropes, plus mess kit, knife, fork, spoon for chow times. Marine helmet with net Wt. 6 lbs.
96 M 9101 C530 Set ..... Retail **$7.98**



SAND - E - WADE CABANA WITH CANOPY Pleases the whims of tots—it's a sandbox and a wading pool in one to fill hours of playtime fun. All steel construction with steel tube uprights. Gay, convertible canopy of white and turquoise striped 10-gauge vinyl switches from sandbox-pool to side position as a cabana. Colorful white and turquoise baked-on enamel finished box has matching wooden seats, each 5⅝" by ¾" by 39" long. 22 gauge steel box comes with drain and plug. Overall size: 41¾ x 39 x 41" long. Shpg wt, 38 lbs. FOB Minn. or Pa
98 F 3001 C1250 Ensemble ..... Retail **$18.95**

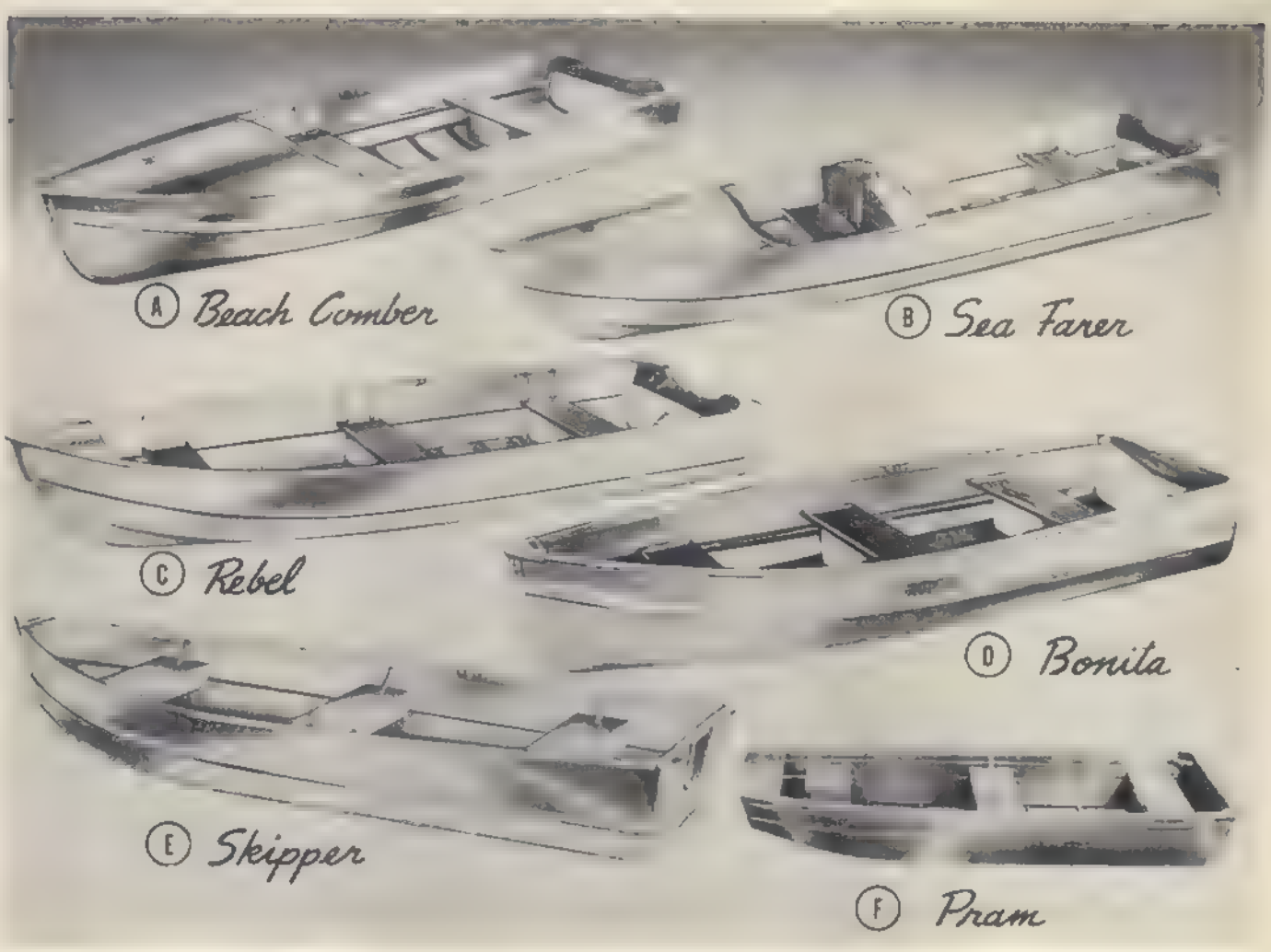


C WHITE HAWK ARCHERY SET. 24" target of heavy board is mounted on tripod with rubberdipped legs. Flat lemonwood bow, 42" long, has flax bowstring. Includes 4 birch arrows with rubber suction cups. Wt. 6½ lbs.
X96 H1001 C400 Set ..... Retail **$5.00**

D SENIOR JET JUMPER POGO STICK. Built of lightweight, sturdy aluminum with padded rubber top and non-slip rubber foot pads. For youngsters aged 7 to 12. Shpg. wt. 4 lbs.
X96 H 2701 C468 ..... Retail **$6.95**

"BUCKEROO" UMBRELLA TENT. Sure to corral every cowboy in the block! Roomy and sturdy enough to handle 'em all too. Generous 5½-ft square base with 4-ft. walls and 5-ft. center height. Made of sturdy water repellent canvas with wire frame suspension for umbrella top and extension canopy. Wood center pole keeps tent in perfect shape. Khaki color is brightened by full-color buckin' bronco decoration on the side. Safe play place for backyard western cowhands. Perfect for weekend outings too. Wt. 11 lbs.
X95 H 9701 C867 ..... Retail **$12.95**

SUNSHINE SAND BOX. Provides years of happy, constructive fun for the mud-pie making group. Big-sized for lots of play room, yet it moves easily from place to place. Box is constructed of extra sturdy, thick wood and beautifully finished with clever decorations on sturdy seats. Features newly designed brace that permits child to tilt canopy with flick of wrist. Multi-striped canopy can also be raised or lowered to desired height. Steel bottom supported by strong braces. Size: 40 x 36" wide. Wt. 30 lbs.
98 E 2501 C790 ..... Retail **$12.95**



AQUA QUEEN ALUMINUM BOATS

All Aqua Queen aluminum boats on this page shipped F.O.B. Factory Kendallville, Indiana.
All prices include wrapping where necessary.

(A) BEACH COMBER. A runabout with plenty of pep and speed with motors up to 35 horsepower. An ideal boat for those who like to water ski. Steering wheel control mounted on raised rear deck 52" front deck. Blue and white color combination. All the comforts and safety features make it an outstanding pleasure boat. Specifications: length 14'2", beam 62", bow depth 27", transom width 51", transom depth 15", midship depth 21", no. of seats—2. For motors up to 35 H.P. Ship. wt. 220 lbs.

D13R110-28025.....RETAIL **$384.00**

(B) SEA FARER. Here's the boat that is breaking sales records everywhere. The latest marine design is incorporated to insure your comfort and safety under all conditions. A fast hull for ... to be heavier motors. Single deck forward and walk thru front seat ... the right boat at the right price. Blue and white color combination. Specifications: length 14'3", beam 62", bow depth 27", transom depth ... transom width 51", midship depth 21". Two seats. For motors up to 3... Ship. wt. 230 lbs.

D13R111-32775.....RETAIL **$434.00**

(C) REBEL. A streamlined all-purpose boat that is big, deep, and rugged. Safe no matter how rough the water gets. Ample room to accommodate several fishermen and equipment for an all day fishing trip. Exceptionally fast hull will produce fast speed with motors up to 25 horsepower. Short forward deck. Specifications: length 14'1", beam 60", bow depth 25", transom width 50", transom depth 15", midship depth 19". Three seats. Ship. wt. 195 lbs.

D13R112-24435.....RETAIL **$323.00**

(D) BONITO. The Bonito was designed to meet the growing demand for a sturdy lightweight family boat that will plane easily with small motors. Extra wide Vee-bottom. Dollar for dollar, there is no better value. Practically maintenance free. Specifications: length 12', beam 52", bow depth 23", transom width 44", transom depth 15", midship depth 20". Three seats. For motors up to 9 H.P. Ship. wt. 100 lbs.

D13R113-17100.....RETAIL **$228.00**

BONITO 14-foot model. All specifications same as 12-foot model. For use with motors up to 10 H.P. Ship. wt. 130 lbs.

D13R114-21137.....RETAIL **$279.50**

(E) SKIPPER. This featherweight aluminum flat-bottom boat has many of the deluxe features found only in higher priced boats. Popular with both fishermen and hunters. Extra sturdy construction yet light enough for easy handling car... Specifications: length ... beam 48", bow depth 16", transom width 37", transom ... Three seats. For use with motors up to 5 H.P. Ship. wt. 85 lbs.

D13R115-14850.....RETAIL **$196.00**

SKIPPER 14' model. Same specifications as 12' model. For use with motors up to 7½ H.P. Ship. wt. 110 lbs.

D13R116-18325.....RETAIL **$242.00**

(F) PRAM. A ... weight all purpose boat with a wide range of uses. Ideal for fishing, duck hunting ... rugby. Safe enough that a small child can use it. ... and ... Specifications: length 9' beam 48", bow depth 20", transom width 42", transom ... depth 15". Two seats. For use with motors up to 5 H.P. Ship. wt. 70 lbs.

D13R117-12500.....RETAIL **$185.00**

PRAM 12' model. Beam 48", transom width 44". For use with motors up to 7½ H.P. Three seats. Ship. wt. 120 lbs.

D13R118-13875.....RETAIL **$183.00**

BOAT SEATS

Ⓐ **Budget Swivel Boat Seat.** Comfort and top value for the thrifty buyer. Seat swivels full 360 degrees on full ball bearings—makes casting or boat riding a relaxing pleasure. Seat clamps securely to boat seat and folds for easy carrying. Canvas back rest, padded 12½x14½" vinyl covered seat in attractive color. Ship. wt. 7 lbs.

19R1-487 . . . . . RETAIL **$7.50**

Ⓑ **Woodstock Model # 6 complete** ball bearing seat. Ball bearings between carriage and seat. Ideal for casting, fishing and rowing the outboard. Seat swings easily. Back pad hi[illegible] positions. Easily installed with adjustable screw clamps and hooks. Fastens to seat at four points. Colorful Plymouth vinyl plastic coverings in [illegible] durable and attractive. Fits most metal boats with [illegible] attachment (see below). Colors: Aqua, Grey or Yellow. Ship. wt. [illegible] lbs.

19R85-775 . . . . . RETAIL **$12.95**

Ⓒ **Woodstock Lightweight Swivel Boat Seat.** All aluminum swivel [illegible] large comfort padded seat covered with new Tufflex material. Features 3[illegible] swivel rust proof construction, lightweight and easy to [illegible] maximum comfort whether you are tall or short, large or small. For use on tank seats; order attachment listed below. Ship. wt. 6 lbs.

19R131-1395 . . . . . RETAIL **$22.95**

Ⓓ **Padded Boat and Stadium Seat.** Hooks over any boat or bleacher seat with two steel braces. Pad covering is Masland Duran plastic—durable and attractive. Seat can be folded and carried to stadium events. Lightweight strong steel construction. Ship. wt. 7 lbs.

19R88-297 . . . . . RETAIL **$4.95**

Ⓔ **Woodstock "82" Swivel Seat with Arms.** 2-way adjustable padded [illegible] Upholstered in Masland Duran [illegible] easily. Clamps to seat [illegible] Can be used on tank type seats in conjunction with attachment listed below. Colors: green or [illegible] Ship. wt. 12 lbs.

19R132-1045 . . . . . RETAIL **$17.45**

Woodstock Tank Seat Attachment. Enables any seat on this page to be used on tank type seats. Ship. wt. 1 lb.

19R133-85 . . . . . RETAIL **$1.35**

Accessories that Add to Boating Pleasure

Ⓐ **Capso Boat Ladder.** Lightweight but strong, made of ¾" tempered corrosion resistant aluminum. Tested at over 350 lb. capacity. Skid-resistant aqua colored plastic treads. Will not mar boat finish. Gives support at any tangent curve point on hull. Easily disassembled. Shipped K. D. Ship. wt. 3 lbs.

2-step model. 7" hook, overall length 30".

22R103-625 . . . . . RETAIL **$9.95**

3-step model, 11" hook, overall length 36". Ship. wt. 5 lbs.

22R104-869 . . . . . RETAIL **$13.95**

Ⓑ **Brinktun Boarding Ladder.** Single hook model. Sturdy one-inch tubular aluminum construction. Bright [illegible] covered hook with [illegible] step support. Easily disassembled. Overall dimensions [illegible]. Ship. wt. 4 lbs. Mailable.

19R94-495 . . . . . RETAIL **$7.95**

Ⓒ **Thirsty Mate Budget Model Bilge Pump.** All marine plastic—no priming necessary. Lightweight—cannot mar any surface. Easy to store. Guaranteed not to rust or corrode. 18" body, 1¼" diameter. 14" stroke. Will pump 1 quart of liquid every 5 strokes. 24" plastic hose. Ship. wt. 1 lb.

19R134-333 . . . . . RETAIL **$5.00**

Ⓓ **Thirsty Mate Deluxe Model Bilge Pump.** 24" body, 1¾" diameter. Pumps one gallon of liquid every 6 strokes. All marine plastic pump needs no priming. Lightweight—cannot mar any surface. Guaranteed not to rust or corrode. 2 feet of flexible vinyl reinforced hose. Ship. wt. 2 lbs.

19R135-665 . . . . . RETAIL **$10.00**

Ⓔ **Telescopic Boat Hook.** New telescopic boat hook with patented roller [illegible] fits over the wrist. Extra heavy Neoprene coated cast aluminum hook. Rubber tipped [illegible] for use in trunk of car or under transom of boat. Aluminum [illegible] for added strength and longer life. Shipping wt. [illegible] lbs.

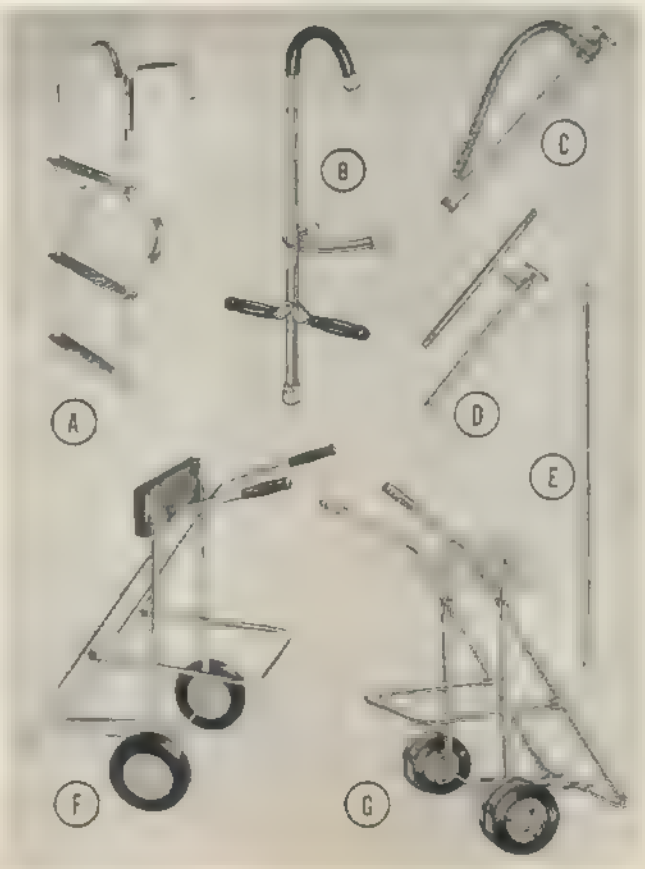
19R136-565 . . . . . RETAIL **$8.95**

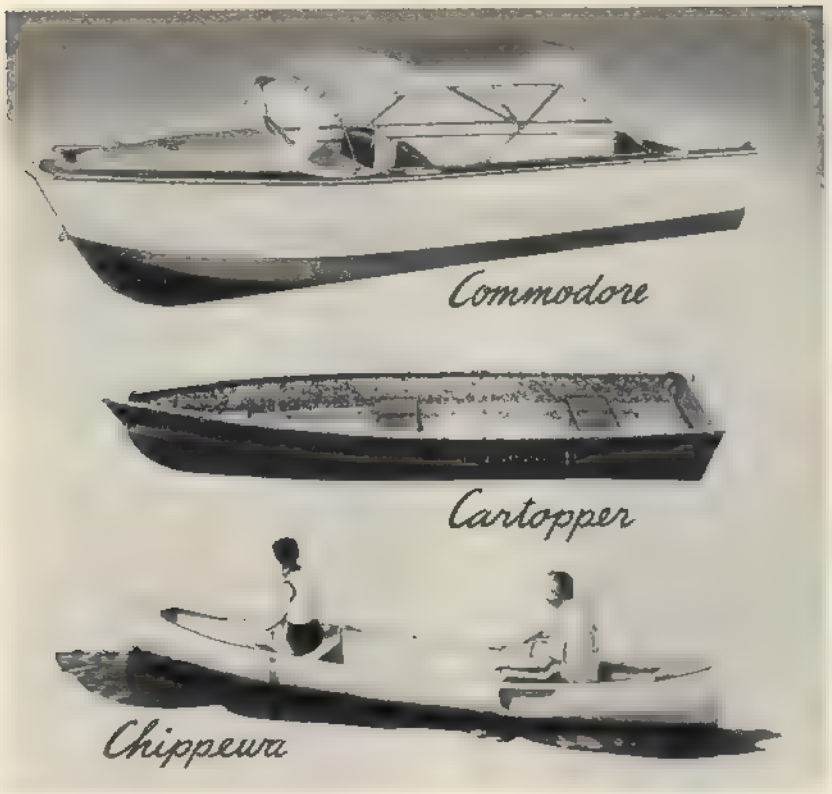
Ⓕ **Brinktun New Motor Carrier.** Heavy duty 1" dia. uprights with new handle design larger and stronger tubing. Folds flat. Wide 8x1.75 semi-pneumatic tires. Gas can carrier. Recommended for up to 30 H. P. motors without electric starters. Lustron plated finish. Ship. wt. 24 lbs.

19R138-1097 . . . . . RETAIL **$17.95**

Ⓖ **Brinktun Deluxe Dual Wheel Motor Cart.** Built to take any and all large H. P. motors. New, larger, heavier handle design constructed to take the extra loads required. 1¼" dia. uprights. 10x1.75 dual wheels to give an uninterrupted three-inch wide tread on each side of axle. Lustron plated finish. Recommended for any and all outboard motors no matter what H. P. Ship. wt. 34 lbs.

19R137-1895 . . . . . RETAIL **$29.95**





Aqua Queen Boats

Aqua Queen fiberglass and aluminum boats. Highest quality at lowest prices. Boats on this page are shipped from different states. Please note shipping point on each model.

COMMODORE. This splendid off-shore cruiser is ideal for luxury cruising. Its large level marine plywood floor provides ample room for deck chairs. Constructed of finest heavy-gauge marine aluminum and designed for comfort safety and speed. Sturdy transom will handle twin motor installation (long shaft only). Red and white color combination. 20" windshield; rigging; 2 upholstered front seats with storage compartment under each seat; bow and stern lights, stern pass, syphon drain, deluxe hardware. (Convertible top optional and not included in price see page on boat accessories.) **Length 16',** beam 76" bow depth 40" transom width 64", transom depth 20" midship depth 33" motor size 70 HP. Ship. wt. 650 lbs. F.O.B. Factory Kendallville Ind.

D13R119-71175.....RETAIL **$943.00**

CARTOPPER. The fiberglass car top boat that broke all sales records. It's beautifully styled and attractive. Light green fiberglass hull, aluminum gunwale and 3 mahogany seats. Standard equipment: aluminum bow eye, bow plate, lifting handles; oarlocks; styrofoam flotation and reinforced transom. **Length 12',** beam 50", bow depth 18" transom width 44" transom depth 15" midship depth 16½", motor size 6 HP. Ship. wt. 110 lbs. F.O.B. Factory, Kendallville Ind.

D13R120-15625.....RETAIL **$206.00**

CARTOPPER. 14'2" model. Beam 54½" bow depth 22½" transom width 48", transom depth 18", midship depth 19", motor size 12 HP. Ship. wt. 170 lbs. F.O.B. Factory, Kendallville Ind.

D13R121-24075.....RETAIL **$318.00**

CHIPPEWA. This sturdy canoe is constructed of reinforced fiberglass and requires no maintenance. Its beautiful yellow hull blends smartly with the aluminum gunwales, seats, and deck plates. Offers perfect stability, handling, and years of carefree pleasure. **Length 16',** beam 34", depth 13". Ship. wt. 90 lbs. F.O.B. Factory, Shell Lake, Wisc.

D13R122-20500.....RETAIL **$270.00**

DOLPHIN BOAT KITS

FACTORY PRE-ASSEMBLED
NO CUTTING, PLANING OR JIG BUILDING

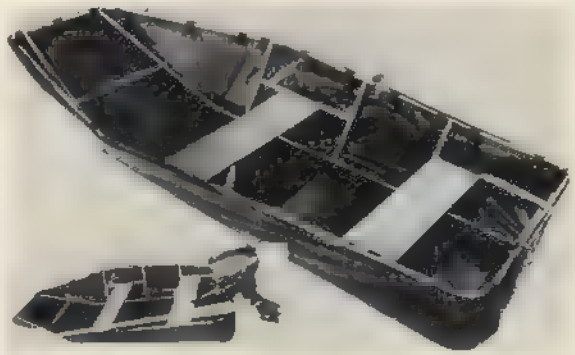
New Unitized Construction of DOLPHIN PRE-ASSEMBLED BOAT KITS has eliminated precise fitting together of many parts. All frames and transoms are factory assembled, notched and ready for installation. No temporary building jig is required. No measuring to determine location of parts. All parts are plainly marked to correspond with illustrated step-by-step instructions.

No planing required to fit bottom and side planking; chines are factory fastened to side planking. Keelson, stem, chines and transoms are factory beveled to correct angles to receive bottom planking without further fitting. All bends in lengthwise framework members and in plywood planking are easily made.

All frames and structural framework parts (other than marine plywood panels) in DOLPHIN PRE-ASSEMBLED BOAT KITS are precision machined from only the finest of marine, any and oak hardwoods available. Each material is used for its best structural advantage, such as ability to hold screws **securely,** strength, appearance, etc. DOLPHIN Pre-Assembled Boat Kits give you these finest of materials at no additional cost. DOLPHIN PRE-ASSEMBLED BOAT KITS ARE built to last.

Kits contain all wood parts, Phillips head screws, glue, and step-by-step illustrated instructions.

Send for free literature listing models available and prices. Ask for "Boat Kit Folder," Dept. 7B.



Monticello Folding Wonder Boat

The wonder boat is a collapsible frame in which a ⅞" steel tubing telescopes into a 1" tubing with only 7 parts to assemble with entire frame. Hull or skin is made of "Kuvasail" a vinyl coated nylon fabric with electronically welded seams. This fabric will stand more resistance to cuts or bruises from floating objects than hulls of metal, rubber or fiberglass. Fits in trunk of car when collapsed. Entire boat assembled or disassembled in 15 minutes. Will operate with motor up to 9 HP. 1000 lb. carrying capacity. Size: **9' long,** 21" bow, 50" beam, 32" stern, 18" depth. Furnished with transom for motors up to 10 HP. Ship. wt. 100 lbs. Shipped from Chicago stock.

23R54-8448.....RETAIL **$129.95**

12' model. Same as above, 12' long. Ship. wt. 110 lbs.

23R55-12295.....RETAIL **$169.95**

TOP QUALITY WATER SKIS

Ⓐ **White Bear Combination Skis.** 6-foot deluxe banana pair slalom combination of laminated ash for regular or slalom skiing. Skis are 71" long and 6¾" wide at the middle and taper down at both ends. These are an excellent value as the skis are good riding as a pair, and also very good as a slalom. Recommended for use behind outboard motors from 22 H.P. and up. In attractive contrast high gloss varnish finish with maple and mahogany striping, anodized aluminum harness with white neoprene rubber positive lock one-knob adjustment. Ship. wt. 18 lbs. F.O.B. Factory, Minn.
D13B102-2680.....RETAIL **$42.95**

Ⓑ **White Bear Straight Style Combination Skis.** 6-foot deluxe outboard slalom combination of laminated ash. These are used for both regular skiing, or slaloming. One ski has the extra slalom toe. Also good for outboard motors of less than 25 H.P. In high gloss varnish finish with contrasting stripe. 71" long, 7" wide. Maple and mahogany striping anodized aluminum and white neoprene foot harness. One knob adjustment. Ship. wt. 20 lbs. F.O.B. Factory, Minn.
D13R103-2495.....RETAIL **$39.95**

Ⓒ **Banana Shape Skis.** Solid ash, laminated tip. Overall length 6 feet, width 7". Polished shallow aluminum fins. Black marine enamel finish with white graining effect. Sur-Lock foot bindings are heavy anodized aluminum with serrated rear locking tongue—assuring positive lock. Molded white rubber heels and toes. Ship. wt. 19 lbs. Shipped from Chicago stock.
23R36-2380.....RETAIL **$39.95**

Ⓓ **Foxtail Banana Combination Skis.** Double threat—can be used as a pair or as slalom. Can be fitted with the extra deep slalom fin supplied, for use as a slalom. Extra toe piece is permanently attached 6 feet long, 7" wide. Solid ash laminated tip. Black marine enamel finish with white graining. Sur-Lock, one-knob control harness. White rubber anodized aluminum foot bindings. Shipped from Chicago stock. Ship. wt. 20 lbs.
23H37-2549.....RETAIL **$42.50**

Slalom Ski only. Deep keel already attached. Black marine enamel finish with white graining. Has heel adjustment. Ship. wt. 11 lbs. Shipped from Chicago stock.
23R38-1595.....RETAIL **$24.95**

Ⓔ **Breslau Economy Ski.** Ideal ski for the occasional skier without a big investment. Highest quality—designed for hard use. Solid white ash. Molded white rubber foot harness. Easy one-knob adjusting. Aluminum bindings. Overall length 5 feet 9 inches, 6½ inches wide. Ship. wt. 16 lbs. Shipped from Chicago stock.
23R16-1487.....RETAIL **$23.95**

Ⓕ **Lightweight Aluminum Water Skis.** Lighter and stronger than conventional wood skis. Approximately two pounds lighter than wooden skis of comparable length and less fatiguing. Permanently buoyant—each ski has a full length air chamber with no hollow ways to get waterlogged. Will not rust, chip or splinter. Will withstand 1200 pounds of bending pressure and are heat-treated for strength. For all-family use with inboards or outboards. Soft rubber bindings with easy one-knob adjustment. Natural aluminum finish. Length 5 feet 9 inches, width 6½ inches. Guaranteed for five years. Ship. wt. 15 lbs. Shipped from Chicago stock.
23R39-3198.....RETAIL **$49.95**

Fun Craft
SKI OUTFIT

- **WHITE ASH SKIS**
- **KAPOK SKI BELT**
- **75-FT. TOW ROPE**

All ready for skiing. A complete outfit consisting of semi-banana shape multi-laminated white ash skis with 2" aluminum fin on both skis. Deluxe soft white rubber foot harness has one-knob control. Skis are 5'8" long, 6½" wide. Set also contains striped Kapok filled ski belt and 75 feet of diamond braid polyethylene tow rope with plastic float and handle attached. Ship. wt. 29 lbs. F.O.B. Chicago stock.
23R17-2597.....RETAIL **$39.95**

Hagn Special
COMPLETE SKI OUTFIT

A complete water ski outfit suitable for use with outboard motors of 10 H.P. or more. Skis are made of select quality ash made by outstanding Canadian ski crafters with adjustable white rubber foot harness. Ski size 5'9" long, 16½" wide. The 75 foot candy-striped manila tow rope is 600 lb. test, has 14" hardwood handle and 6" dylene float. Kapok life belt is light and comfortable, allowing free body movement. Kapok is sealed in plastic for complete buoyancy and quick drying, with plaid design cotton covering and easy snap lock closure. Complete with Hagn illustrated water skiing instructions.
Life belt in two sizes: Small (up to 30") or Medium (up to 38"). **Specify size.** Ship. wt. 28 lbs.
23R2-2095.....RETAIL **$34.90**

WHO MAKES?..

NEW!

THE "BAT MASTERSON" HAT

NEW!

"THE RIFLEMAN" HAT

NEW!

THE "HAVE GUN, WILL TRAVEL" HAT

ARLINGTON, *of Course!*

MATT DILLON HAT MAVERICK HAT WYATT EARP HAT RESTLESS GUN HAT

ARLINGTON HATS are made in three great, exclusive materials:

TEX-FELT*	Exclusive process, 100% all new felt, $1 and $1.29 retail.
TEX-STRAW*	Water repellent, ventilated, highest quality fiber 79¢ retail.
ARLIN-TEX*	Fine, 100% virgin wool felt. $1.98 retail.

*Trademark

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ARLINGTON'S NEW FREE DISPLAY RACK

Helps You Rack Up Big Hat Profits

See It Now

or Write for Complete Information.

COMMENDED PARENTS MAGAZINE

ARLINGTON HAT CO., INC.

900 Broadway (at 20th St.) New York 3, N. Y.

New 2-Story Plant Finished By Columbia Toy Products

With the completion of a new two-story plant at 4645 E. 11 Street, Kansas City, Columbia Toy Products now brings its total production facilities 110,000 square feet, making its stuffed toy operation one of the largest in the world.

The new plant, shown above, has 32,000

Sherman Rosenberg

square feet, with off-the-street parking, ample truck-loading facilities, and a railroad siding capable of handling five freight cars

Joseph Koffman

at one time.

Columbia Toy Products has grown progressively through the years, and has been in constant operation for the past 21 except for the war years when the entire executive staff served in the armed forces.

The executive personnel and sales organization representing the company are as follows: Sherman Rosenberg, president; Joseph Koffman, vice-president and treasurer; David Koffman, sales manager.

The following are the firm's sales representatives throughout the country: Bernard E. Hirsch, 2950 North Holton, Milwaukee 11; McDonald & Associates, Southland Hotel, Dallas; George E. Smith, 2834 W. Main Street, Alhambra, Calif., S. T. Scott, 941 Lafayette Street, Denver; Diemar & Kirk, 17 E. 64 Street, Savannah, Ga.; and A. G. Harmeier, 2201 Section Road, Cincinnati.

Columbia Toy Products distributes their stuffed toy animals throughout North America and specializes in promotional merchandise used principally by chain drugs and variety stores as well as supermarkets. The line is handled by leading jobbers everywhere. The main offices and shipping point is located at 3115 E. 12 Street, Kansas City.

GEORGE de LANCEY HARRIS

The board chairman of the D. P. Harris Hardware and Mfg. Company, George de Lancey Harris, died at his Chestertown, Md. home of a heart attack on December 31 at the age of 66.

Mr. Harris graduated from Harvard College in 1918, served overseas with the American Field Service and received the Croix de Guerre from the French Government during World War I.

He is survived by his widow Susan; two sons, George Jr., and Thomas L. and a sister.

SAM GOSS, III, ELECTED VICE-PRESIDENT AT HALSAM

The Halsam Products Company, 3610 Touhy Avenue, Chicago 45, long-established manufacturers of wood and plastic preschool and construction toys, have announced the election of Samuel G. Goss, III, as a vice-president.

Mr. Goss will also act in the capacity of assistant to Arthur H. Sewell executive vice-president at Halsam.

BAT MASTERSON TWIRLING CANE INTRODUCED BY CARNELL MFG. CO.

Carnell Mfg. Company, Inc., has just come out with the Bat Masterson Twirling Cane, described as a perfect tie-in with the popular NBC network TV show. Every Wednesday evening kids across the country watch Bat use his cane with ease to subdue

rowdies, disarm bandits, and generally cut a swaggering figure.

The Carnell Twirling Cane will be merchandised on the show, which goes into over 140 markets throughout the country.

Perfectly balanced, so that this pre-sold audience can do all the tricks they've seen Bat do, the Carnell cane is made of top-grade, finished wood. It is 30" high and has a detailed, engraved, simulated gold head with a secret compartment for meassges or small objects.

Shipped in a one-dozen display pack, with a picture of TV's Bat Masterson enclosed, the cane is available for immediate delivery. Retail price of this new Carnell toy number is 98¢.

REVOLVER-STYLE SNUB-BEE WATER PISTOL FROM PARK

Park Plastics Company, 104 E. Elizabeth Avenue, Linden, N. J., has come up with an innovation in water guns—a revolver-style pistol that shoots up to 50 shots of water in streams ranging as far as 30 to 40 feet.

Called the #113 Silver Snub-Bee, the

pistol incorporates a new, recessed high-compression nozzle and "trigger ease" the Snub-Bee fits comfortably in the youngster's palm and is handsomely plated in silver that has been finished with non-fading, chip-resistant lacquer. Retail price of the Snub-Bee is 39¢.

New 2-Story Plant Finished By Columbia Toy Products

With the completion of a new two-story plant at 4645 E. 11 Street, Kansas City, Columbia Toy Products now brings its total production facilities 110,000 square feet, making its stuffed toy operation one of the largest in the world.

The new plant, shown above, has 32,000

Sherman Rosenberg

square feet, with off-the-street parking, ample truck-loading facilities, and a railroad siding capable of handling five freight cars

Joseph Koffman

at one time.

Columbia Toy Products has grown progressively through the years, and has been in constant operation for the past 21 except for the war years when the entire executive staff served in the armed forces.

The executive personnel and sales organization representing the company are as follows: Sherman Rosenberg, president; Joseph Koffman, vice-president and treasurer; David Koffman, sales manager.

The following are the firm's sales representatives throughout the country: Bernard E. Hirsch, 2950 North Holton, Milwaukee 11; McDonald & Associates, Southland Hotel, Dallas; George E. Smith, 2834 W. Main Street, Alhambra, Calif., S. T. Scott, 941 Lafayette Street, Denver; Diemar & Kirk, 17 E. 64 Street, Savannah, Ga.; and A. G. Harmeier, 2201 Section Road, Cincinnati.

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Comet's 1959 Line Bigger Than Ever

Lou Cohen, president of Comet Model Hobbycraft, Inc., Chicago, advises that Comet will be arriving at the Toy Fair this month with a number of new items that "profit-seeking buyers will want to be sure to see." The company's exhibit will be in room 903 at the Hotel New Yorker.

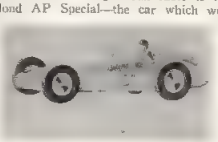
"Our ready-to-fly all-plastic U-Control Gas Model of the popular sports plane, the Piper Tri-Pacer, is a sales champion in the ready-to fly field," said Mr. Cohen. "We deliberately aimed to put this model in first place, by turning out a big 16" span model, true-to-scale in every detail, with such quality features as cushion-rubber tires, tri-cycle landing gear, and a two-tone color scheme, and by pricing it at only $7.95 complete with gas engine, starter, control handle and lines, all in a full color box."

The Comet's Tri-Pacer is teamed with such companion numbers as Comet's Sabre at $9.95, Mustang at $12.95 and Starfighter at $12.95

With public interest in guided missiles at a high pitch, with newspapers, magazines and TV carrying story after story on missile launchings, and with the sales-success of Comet's 98c and 29c plastic missile models as inspiration, Comet's design department has produced two ready-to-fly models of sleek missiles. At $7.95 is the Regulus SSM Guided Missile This 14-3/16" long U-control model is based on the well-known sub-to-shore or surface-to-surface missile; it is molded in high-impact plastic in a rich blue-and-white color scheme, and is complete with engine, starter, control handle and lines all packaged in a full-color box with exciting action illustrations.

Displayed alongside the Regulus in Comet's Toy Fair headquarters will be its true-to-scale version of the U. S. Air Force's intercontinental guided missile, the Snark SM-62. "This is the big one," say Mr Cohen and Vice-President Morris Shamberg; "it's big in size—18¾" long—big in value, with its mobile six-wheel launcher with real rubber tires, powerful engine with 'auto-recoil' starter, control handle and lines, and four-color chest, at only $14.95—and big in its appeal to young Americans." Comet looks to the red and yellow Snark to meet with even greater success than its other $14.95 ready-to-fly plastic number—the Starfighter

Comet's first ready-to-run racer is the Belond AP Special—the car which won



the Indianapolis Speedway Classic in both 1957 and 1958. Eleven inches long, this model has been equipped with an extra-large .074 "OK" Cub gas engine with pull starter, bridle and tetherline. It is molded in yellow high-impact plastic, has genuine rubber tires, decals and realistic driver, and the box is illustrated with a reproduction of an original painting depicting the Belond in a winning Speedway finish. It retails at $11.95

All Comet gas models are equipped with "OK" Cub Engines, carefully selected for suitability to each model, and with the correct power-rating to supplement the built-in flyability of Comet's ready-to-fly models. This assures smooth take-offs and landings, as well as a high standard of performance in flight Comet officials point out that Comet is primarily a manufacturer of model planes, and is free to choose the best motor for each model

Comet is also offering for '59 a model of the much-publicized Hiller X-18 Tilt-Wing Propelloplane, which can take off vertically, as well as a CO-2 powered racing car, an original model named the "Cougar," both in full-color boxes, to round out its 98c line of plastic models. The Hiller has an overall length of 10¾"; the wing of the model actually tilts a full 90 degrees. Details include a new-type swivel stand, clear windows and 3-color decals The "Cougar" sports realistic rubber tires, brightly-colored hub caps, metal axles and a plastic windshield, it is 8 9/16" long, and is really "jet-propelled" when fueled with a CO-2 capsule

One new set of kits is the "Supersonic 4," which contains four all plastic models of famous jet-fighters, each individually packaged, and housed in a colorful carton with an exciting action scene, is priced at 98c. Another is the "Out of This World" Set of all-plastic missiles—one large model of the famed Jupiter Missile with its own Explorer Satellite and a highly realistic reproduction of a typical Cape Canaveral launching platform, and three other models of the Regulus, Bomarc and Snark plus a generous tube of Comet Plastic Cement—for a total of but 98c. An ingenious, four-color cut-out box bears reproductions of the missiles in action.

The other Comet all-plastic sets are the Squadron of Six at $1.69, the Big 6 at $2.29, "America's Air Power in Plastic" at $2.98, and the Comet "Step-up-Set" at $1.98

To climax this line-up of new items, Comet is presenting to Toy Fair visitors a newly-created line of 18 all-plastic jet fighters and bombers, sports and executive planes, and missiles, with wingspans ranging up to 7", at only 29c each. This line includes all of the fastest selling models in their categories, and feature set-up boxes with four-color process printing on white-coated sturdy cardboard stock.

As promotional support, Comet uses a heavy schedule of trade and consumer advertising and offers a free ad-mat service to dealers. All boxes and ads display the Parents Magazine Seal. In the works are window streamers, effective counter and window displays featuring built-up models, and other point-of-sale material—including Comet's big colorful catalog.

Of his teenage fans—some of whom are shown with him here—Dick Clark says: "They're fascinating people with a wide taste range."

Samuel Jupiter, president of Juro, and John Convery of ABC Merchandising shake hands on contract as associates look on.

Juro to Produce Dick Clark Items

Dick Clark, the teenagers' television idol, has been signed for doll and hardware by Juro Novelty Company of New York.

Mr. Clark, a clean-cut young man with a flair for understanding teenagers, has the nation's most highly rated daytime program "American Bandstand" on ABC-TV Monday through Friday as well as the lively Saturday evening "Dick Clark Show."

Announcing the new contract, Sam Jupiter, Juro's president, commented: "We are excited and happy to have in our merchandising family Mr. Clark, who is a dynamic and wonderful personality. My own teenage son and daughter are among the 60,000,000 weekly viewers who admire him intensely. Both my wife and I feel that his understanding of teenagers and his sympathetic and wholesome approach are a contribution to the American scene today."

On "Bandstand," the daily afternoon show, Mr. Clark discusses records and singers then spins the platters while his youthful studio audience dances. His more ambitious Saturday night show is "live," featuring the nation's top rock n' roll singers and musicians with Clark as emcee.

Discussing sales prospects for Juro's Dick Clark items, George Jupiter, sales manager of the company, said he anticipated a tremendous success story. "Close to 50,000 teenagers, their parents and grandparents turned out to see Clark at Macy's Roosevelt Field. We have had many success stories with our personality merchandising tie-ins, having pioneered this aspect of the industry when TV was in its infancy. In the Dick Clark items I'm certain we have great volume winners."

Present plans call for the new Dick Clark items to be introduced at the Toy Fair and backed by a strong promotional campaign.

NEW WONDERWOOD MODELLING WOOD PACK DEBUTS ON TV

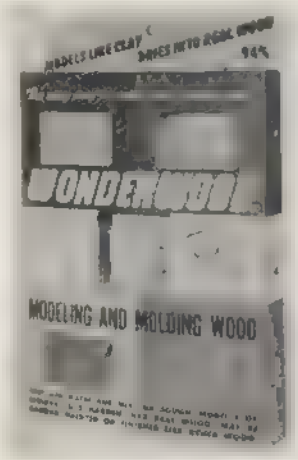
A new Wonderwood package containing four plastic bags of colored modelling wood and a plastic Wondermold was introduced in January with a television campaign in 88 cities, according to Lee Dolph, president of the Wonderwood Mfg. Company, Burbank, Calif.

Capitalizing on the success of the Wonderwood tri-pack introduced to the toy trade for Christmas, when, reportedly, more than a half million were sold, the new package, priced to retail at $1, was featured on children's programs in the 88 largest cities in the United States.

Containing 94 per cent real wood, non-toxic Wonderwood molds and models like clay when mixed with water but dries to real wood. It can be cut, carved, sanded and painted to make durable, useful toys and craft or hobby objects. Wonderwood, used in schools and youth group activities for many years, was first packaged for the toy trade last year.

The new pack, which is 12" tall, 5" wide and 1¼" thick, hangs, stands or stacks for easy rack, counter or shelf display. In addition to four plastic bags of differently colored Wonderwood and a Wondermold, each pack contains a plastic measuring cup and gives directions for use of Wonderwood and molds.

Each mold is made in two parts, a plastic outer mold and a soft polyethylene liner



that fits into the outer mold. When the mold is filled, the liner can be removed and peeled off the molded object. This method, Mr. Dolph asserts, eliminates breaking the molded piece and enables even small children to use the molds successfully.

Offered in a variety of designs including clown heads, horses, rabbits, rocket ships, soldiers and comic characters, Wondermolds can also be used for plaster of Paris, clay and modelling dough molding. Each case of one dozen Wonderwood packages contains two each of six different molds. Wondermolds, on which a patent is now pending, may also be purchased separately, Mr. Dolph states, and additional designs, including youth group insignia and larger figures, will be made available in the near future.

EASTERN, CANADIAN REPS APPOINTED BY CARNELL

Carnell Mfg. Company, Inc., 418 Johnson Avenue, Brooklyn, N. Y., manufacturers of pistol and holster sets, have announced the recent appointment of Bob Shattan and Stanley Lane of 200 Fifth Avenue as their eastern representatives and Morgan and Baird of Montreal to cover Canada.

With these two new additions the complete sales organization will be as follows: Shattan & Lane, Midwest—Howard Sussman; South—James Melton; Missouri, Nebraska, Iowa and Kansas—Chapline & Newbill; West Coast—Lee Sherman; and Canada—Morgan & Baird.

H. G. Wathen Company will remain as their export agent.

AMY VANDERBILT TEA SETS NEW IRWIN CORPORATION LINE

The Irwin Corporation, 200 Fifth Avenue, New York City, has announced a new line of tea sets featuring the Amy Vanderbilt name. Miss Vanderbilt, an authority on manners, is the author of the "Amy Vanderbilt's Complete Book of Etiquette"

Amy Vanderbilt

which nearly one million copies have been sold.

A specially-written Amy Vanderbilt booklet on good table manners is included with every Amy Vanderbilt tea set made by Irwin. The manufacturer feels that the tie-in makes the set a "toy that teaches" and that the sales impact of Miss Vanderbilt's name on the package will be great.

Miss Vanderbilt's column on etiquette appears in newspapers coast to coast and reaches over 40 million readers. She also appears regularly on TV and writes articles for major national magazines.

LOU GOEBEL, JR., APPOINTED SELCHOW & RIGHTER SALES MGR.

L. K. Anderson, executive vice-president of the Selchow & Righter Company, 200 Fifth Avenue, New York City, states that he is pleased to announce the promotion of

Louis Goebel, Jr.

Lou Gobel, Jr., to the position of sales manager.

"Mr. Goebel has been with us seven years," notes Mr. Anderson, "and has compiled an enviable sales record. We believe that his unbounded energy and enthusiasm will serve him well in his new capacity. His promotion is a forward step by our organization that I believe will produce impressive results."

Good Results Reported on Test Sales of Zimmerman "Z-Boat"

The Jay V. Zimmerman Company, St. Louis 17, reports that last year's test sales of the "Z-Boat" in a few select outlets yielded gratifying results.

Made of Kopper's Dylite, the 5-foot, 15-pound unsinkable boat is an all-purpose, all-ages model for pools, beaches and lakes. Big enough to carry adults, light enough to be portaged by children, the "Z-Boat" is reported to be a favorite of parents because of its safety characteristics. Dylite requires no valves and cannot be punctured; in addition, it is highly buoyant, is unaffected by weather elements and is immune to rot and mildew.

Finished in bright color combinations of blue and yellow, blue and white and red and white, or in solid red, blue, or white, the "Z-Boat" is available in two models: the #15 listing at $39.95; and the #55, with an outrigger attachment for active sports use by adults, listing at $55. Each model is packed in an individual 275-pound-test corrugated carton to facilitate stock-keeping and trans-shipment to the customer.

V. L. Siegmund of the Zimmerman company points out that the boat represents a big-ticket item with a full profit potential especially in view of the freight allowances provided by the manufacturer. ("Z-Boats" are being produced on both the West Coast and East Coast to minimize freight costs.)

"Flexible Link-Kit" Included in Admiral Toy Corporation Line

Irving Rosenbaum, president of Admiral Toy Corporation, states that their novel construction toy, "Flexible Link-Kit" is proving to be one of the most popular items they have ever introduced. Designed to offer a distinct innovation in the field of construction toys, Link-Kit is made of unbreakable, non-toxic plastic, and each attractively packaged set contains a supply of ingeniously designed parts that enable any youngster to construct a wide variety of realistic models.

Admiral Toy recently moved to new and larger quarters at 2533 N. Sacramento Avenue, Chicago 47. Their complete line is on permanent display at the showroom of their New York representative, Merwin Smith, 200 Fifth Avenue, New York City.

BILNOR OPENS NEW SHOWROOM IN FIFTH AVENUE BUILDING

The Bilnor Corporation, 300 Morgan Avenue, Brooklyn 11, N. Y., announces the opening of its new showroom at 200 Fifth Avenue, New York City. Long an occupant of 260, Bilnor has doubled its showroom space by the addition of room 258. The entrance remains at 260 so that the entire new area measures 30 feet by 40 feet is available as additional floor area.

The continuing expansion of its production facilities and its line of pools made it necessary, according to Bilnor, to expand its showroom. This was made possible when the adjacent room became available.

When Bilnor first started to occupy room 260 several years ago, its line of wading pools was a small one when compared with today's both in terms of size and style. The space alloted to display was considered adequate for Bilnor's range of inflatable rigid frame pools, water toys, and beach accessories. With the advent of the fence-supported pools, the manufacturer states it became obvious that the available display area was insufficient to permit a proper showing of the line. The two rooms now available for display were ingeniously combined. The various alterations and new features created a display area with a sweeping view over the entire display, yet the individuality of each group within the line is retained.

At the present time, Bilnor's pool line is the largest in its history. In addition to the greatly expanded line of inflatables and rigids, the standard fence pools now number 18 distinctly different pools in two different constructions. They vary in size from 6 feet in diameter to 24 feet in diameter. The coated, fence-supported "Dippers" and "Happy Harbors" are now complemented by aluminum wall pools in both "Dipper" and "Happy Harbor" sizes.

Bilnor believes the new aluminum pools will be just as popular as the coated fence pools.

The new showroom has an area of 1,600 square feet. While this still does not permit the full display of the very largest pools, it enables a representative showing of all pool styles in Bilnor's line.

IRWIN OFFERING NEW PLASTIC VEHICLES; BOWLING, CROQUET

Among the 1959 Irwin Corporation items expected to be impressive sellers are a new group of plastic cars and trucks in all sizes up to 32" in length including "sit and ride" models.

In addition, the company, long known as one of the country's major producers of plastic 10 pins, has created a line of bowling sets in every size. Also to be unveiled at the Toy Fair will be several automatic pin-setter games.

Other highlight numbers in this year's line will be croquet sets in all sizes to retail at from $1.98, as well as a whole new line of vinyl squeeze toys, attractively designed and popularly priced.

The Irwin Corporation, with plants at Fitchburg and Leominster, Mass., and Nashua, N. H., makes its own plastics. Their chemical division starts with the raw material, and the factories finish the products—a completely-integrated setup.

Carnell, Character Molding Lines Added by Shattan & Lane, Inc.

Stan Lane and Bob Shattan, in their Toy Center showroom.

Bob Shattan and Stanley Lane, principals in the sales firm of Shattan & Lane, Inc., room 207, 200 Fifth Avenue, New York City, will be showing two new lines during the Toy Fair. They were recently named as representatives by Carnell Mfg. Company, Inc., makers of the recently introduced Bat Masterson Twirling Cane, and Character Molding Corporation, manufacturers of blister-packed action-puzzle toys.

Other lines on prominent display in the Shattan & Lane showrooms are those of Clever Things, Inc.; Arthur W. Hahn Company, Inc.; United Crayon Company, Inc., and Stewart Clay Company, Inc.

Also announced by the firm is the appointment of a new salesman, Gil Stark. He and Messrs. Shattan and Lane advise they are looking forward to greeting their many buyer friends who will be attending the Toy Fair.

"Name" Holster Sets at Halco Include Lawman, Steve Canyon

An increasingly popular TV series, "Lawman," featuring Marshal Dan Troop and his deputy, Johnny McKay, is one of the newest "names" in Halco's line-up of character holster sets. Another is NBC TV's "Steve Canyon," an Air Force hero familiar to television audiences and comic strip readers.

Still among the featured numbers are holster sets bearing the names of "Have Gun—Will Travel," Gunsmoke, The Texan and Wells Fargo Pony Express.

The J. Halpern Company, celebrating its 50th anniversary this year, will have its full 1959 line on display in its newly-redecorated showroom, 404, 200 Fifth Avenue, New York City, during the course of the forthcoming Toy Fair.

Toys have their special place in new Dallas Trade Mart

The first floor is the toy floor at the mammoth new Dallas Trade Mart Dozens of top toy lines are on display in this new million-square-foot Mart which had its formal opening February 22nd

Among the initial toy exhibitors are Boone & Moore, Boyce Mortenson Co., Galen Brawner, Brownstein Associates, Abe Chapman Associates, Merle Colliton, Flanery Sales Co., Forrest Ford Sales Organization and Whitman Publishing Co.

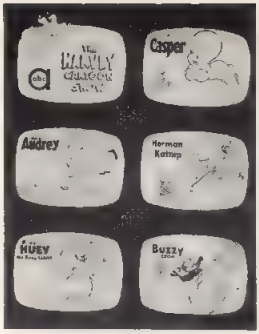
First tenants moved into the giant structure on December 20th less than seven months after ground was broken. Toy showrooms opened to retail buyer traffic on February 1st.

Poly Products rubber toys on display in Fred Kroll showroom

The "Spartex" line of inflated balls sponge balls and balloons will be shown for the first time at the Toy Fair Manufactured by the Poly Products Co., Spartanburg, S.C., the complete line is on display in the showroom of Fred Kroll & Associates, Room 112, 200 Fifth ave New York

A number of sales representatives in key markets throughout the nation will handle the Spartex line. Most of these men will be in New York for the Fair to introduce the merchandise to their customers as well as to meet with Spartex officials to discuss promotion of the line Illustrated catalogs, price lists available

BILLIARD CHAMPION Art Rubin has been hired by Superior Industries Corp., New York, manufacturers of folding pool and table tennis tables, to give continuous demonstrations in the Panel Room of the Hotel New Yorker during the Toy Fair. Rubin will give free personal instruction, a fascinating exhibition of his skill with the cue stick, and will accept all challenges. Purpose of Rubin's appearance is to demonstrate the professional features of Superior pool tables.



Harvey cartoon characters to make TV debut in fall; name 20 licensees

The Harvey Famous Cartoon stars, whose antics have been read in millions of comic books and seen in movie theaters across the nation, will make their initial television appearance on Sunday, October 4th on 86 stations of the ABC-TV network. The sponsors have signed a 65-week non-cancellable contract, it was disclosed

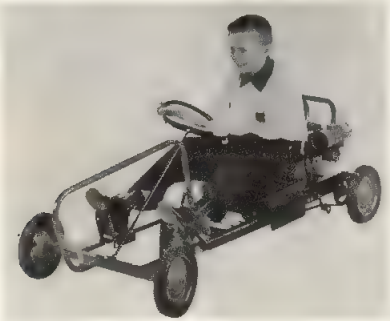
In line with this announcement, twenty toy manufacturers already have been licensed to produce merchandise ranging from candy packages to costumes and clay modeling sets based on such personalities as Casper, The Friendly Ghost, Little Audrey, Baby Huey, Buzzy The Crow, Herman & Katnip and Spooky

Licensees include: Albert Pillow Co., Alvumar Manufacturing Co., Bland-Charnas Co., Inc., Milton Bradley Co., Collegeville Flag & Manufacturing Co., Ed U-Cards Manufacturing Corp., I. Halpern Co., Hassenfeld Bros., Inc., Jaemar Manufacturing, J-Cey Doll Co., Martin Rubber Co., Mattel, Inc Novel Package Co., Plymouth Co. Pride Puppetts, Roalex Co., Schwartz Toy & Manufacturing Standard Toykraft Products, Tuco Work Shops, Inc., and Wonder-Art Enterprises

It was pointed out that the licensees have a pre-sold market for their merchandise since the widespread popularity of the various cartoon characters is an established fact The initiation of a TV program featuring these stars will further popularize the cartoons, it is predicted

There will be heavy advertising and publicity support both nationally and locally for the Harvey Famous cartoon characters This includes advertisements in the six million guaranteed circulation of Harvey Comics plus other national media and trade magazines Many of the licensees have tied in with the "Harvey Top Toy Promotion for Christmas, 1959" which will appear as the center section in more than 30 Harvey Comic magazines, on sale November December, 1959. This promotion is designed to enable each Harvey licensee to reach and sell to the actual consumers of his merchandise within the very comics they have licensed

Hedstrom-Union Powered Racer Made to Retail for Under $100



A Powered Racer, to retail for under $100 complete with motor, has been introduced by the Hedstrom-Union Company of Fitchburg, Mass.

With a welded steel and angle-iron frame, the Speed Mobile comes equipped with a 2.2 H.P. motor, foot and hand safety brakes, 10" disc wheels (nylon bearing in front and ball bearing in the rear), four-position adjustable pedals, 1¾" semi-pneumatic tires and automatic steering.

All in all, this six-foot long, 28-inch-wide vehicle which reportedly received wide attention at the recent Chicago, High Point and Atlanta furniture shows, comprises a ruggedly-constructed junior racer for the young set. Weight of the racer is just 85 pounds.

Speed Mobiles are being manufactured and shipped from both Hedstrom-Union Company factories at Fitchburg, Mass., and Dothan, Alabama.

Move to Double Its Plant Space Undertaken by Jack Built Toy

A new building double the size of their old one is being readied for Jack Built Toy Mfg. Company occupancy at 3100 Vanowen in Burbank, Calif. According to Albin Jacobson, president, the new Jack Built manufacturing plant and general offices are approximately two years ahead of schedule.

Jack Built's line of color books and wooden products, including Snap Trains and Harbor Sets, more than doubled their volume during 1958 according to Mr. Jacobson, and the line is continually increasing, backed up by large scale year-round television promotion.

Among the new items to be shown this year are additional titles to the Color Book line, such as Felix the Cat, Playtime Fun, Lots of Things to Do, and Birds and Animals. In the Snap line, the new Snap Vehicle and Airport Sets promise to become standards, Mr. Jacobson said.

4 CLOTH DOLLS INCLUDED IN HASKELL BENSON'S LINE

The Haskell Benson Company, 225 E. Erie Street, Chicago, will be exhibiting at the Toy Fair this month in room 1244 in the Hotel New Yorker.

Now this year in the company's line is an assortment of cloth dolls, a departure

for this firm which has previously been known for its saddle seats and a revolving, merry-go-round-style horse.

The doll characters are Olaf the Skier, with bright red ski cap and jacket and ski poles; Chris the Clown, with a mirthful expression, a clown costume and balloon-type squeaker; Sandy the Scotsman with a bright plaid kilt costume with matching scarf, Tam O' Shanter and spats; and Clancy the Cop, with a London Bobby helmet, outsize black brogans and a police whistle.

NEW MAGIC BANK INTRODUCED BY PRODUCT MINIATURE CO.

Aladdin's Magic Lamp, complete with a moving and lighted genie, is being introduced as a new and novel money bank by Product Miniature Company, Pewaukee, Wisc. Each time a coin is dropped into the silver plated lamp, Aladdin's Magic Genie pops up, brightly bathed in a stream of light.

Aladdin's Magic Lamp Bank is said to

have appeal for all ages. It has the look and feel of silver, the design of silversmiths, and is actually handsome enough for display in any room. In addition, the movement and light are expected to make saving fun. The bank will hold up to $15 in coins.

Each lamp is individually packaged in an attractive see-through box which is die cut to show the action. In addition, a clever point-of-purchase sign featuring Aladdin's genie on a flying carpet is available with quantity orders.

Whirley-Whirler Sales Hit Reported 500M Unit Mark

The Whirley-Whirler, sales of which are reported to have hit the half-million unit mark, is shown getting an assist from Johnny Carson, above-center, emcee and star of ABC-TV's popular network show, "Who Do You Trust?" Taught how to orbit the Whirley-Whirler by Bernie Weil, left, Eastern states representative, and John Hyatt

right, inventor of the toy, Carson went on to feature the plate on his show.

A product of the Whirley-Whirler Corporation, 411 DeBaliviere Avenue, St. Louis, the new $1 toy is now being turned out around the clock by four plants. Heading up the firm are Mr. Hyatt and marketing specialist Lou Westheimer.

Now in business about three short months, the two men believe they have the logical successor to last summer's fabulous hoop. So on after coming up with the idea and getting samples molded, Mr. Hyatt and his son demonstrated the Whirley-Whirler at Famous-Barr. "The store sold nearly two gross of them immediately," the inventor advises. From that point on, the young firm was off and running, helped considerably by network TV publicity breaks and national promotion.

Representing Whirley-Wurler, in addition to Mr. Weil, are Walter Marx, Atlanta, in the Southeast; Leo Fischel, Dallas, in the Southwest; Dick Hellman, St. Louis, in the midwest; Ted Shaefer, Mound, Minn., in Minnesota, Wisconsin, North and South Dakota, Nebraska and Iowa; Peter Dodge, Colorado Springs, Colo., in the mountain states, and the Ward Francis Company, Los Angeles, in the three Western states and Alaska

BERSTAN, GREYSHAW'S NATIONAL SALES REPS, ANNOUNCE TV PUSH

Berstan Associates, 200 Fifth Avenue, New York City, have been designated as national sales representatives for Greyshaw of Georgia, Inc., 930 Mauldin Street, S.E., Atlanta, manufacturers of blocks, autos, filled Christmas stockings, target shooters, infants' toys and rack merchandise.

Greyshaw's Town and Country building sets, according to Berstan, will be the subject of a TV campaign beginning February 28 and running through April. The commercials will appear on children's programs in 13 major eastern cities: Albany, Baltimore, Bangor (Maine), Boston, Burlington (Vt.), Hartford, New Haven, New York, Philadelphia, Pittsburgh, Plattsburg (N. Y.), Portland (Maine), and Providence. Among the shows that will incorporate the commercials are Romper Room, Popeye, Little Rascals, Looney Tunes, Bugs Bunny, Wonderama, Terrytoons and The Three Stooges.

Gregory King, of Berstan Associates, also announces that their Magic Mirror Movies and Records will be the subject of a strong TV campaign. The products will be promoted for eight weeks beginning March 27 in 44 major market areas across the United States. About 267 spots a week will be shown on leading children's shows, Mr. King advises.

New 9-Item Rempel Pkge.

Nine ways to captivate youngsters and boost sales are offered by Rempel Manufacturing, Inc., in the company's new rubber squeeze toy package combination offer for spring.

Designated as the "Rempel Basic Combination Offer #11," the package includes a balanced basic stock of 39 squeeze toys, featuring Rempel's most popular "Little Folk from Sunnyslope." They include "Longhop" the Rabbit, "Clovey" the Lamb, "Drakey" the Duck, "Barny" the Rooster, "Hoppy" the Bunny, "Fleecy" the Lamb, "Hoppy" the Rabbit, "Squawky" the Duck, and "Yippy" the Chick.

Appealing new colors, plus a new soft tone, are new characteristics of these whimsical animal characters. And each has its own squeeze voice.

All 39 items are individually packaged in colorful boxes or polyethylene bags with Day-Glo tabs. Shipping weight of each carton is 13½ pounds. Retail value of the complete collection is $32.46, while suggested retail prices for individual squeeze toys range from 59¢ to $1.98.

Rempel Basic Combination Offer #11" and other toy items are described and illustrated in a new, full-color, two-page folder, entitled "Rempel Spring Parade of Stars." It is available from Rempel Manufacturing, Inc., 396 Morgan Avenue, Akron 11, Ohio.

Macdonnald-Martin Associates Sole Representative for Sifo

M. A. Macdonnald

Silas M. Ford

S. M. Ford, president of Sifo Company, St Paul, has announced the appointment of Macdonnald-Martin Associates, 200 Fifth Avenue, New York City, as sole sales representatives for Sifo products. Mr. Ford said the change was made to give every Sifo customer the top service coverage needed by toy retailers today.

"We here at Sifo," said Mr Ford, "have spent many hours surveying the needs of toy retailers all over the country and found that there was almost unanimous opinion from buyers that their greatest need to do the best selling job in toys was the continued and reliable service that a good sales organization could offer.

"I am sure," Mr. Ford continued, "that the combination of the Macdonnald Martin sales organization and our brand-new expanded production facilities, which we recently installed in our St. Paul plant, will offer the highest service to our many customers.

"We have grown in the past 12 years from a little puzzle manufacturer to the largest wood puzzle manufacturer in the world, and beside that, we have continually expanded our wood toy line to a point where we couldn't handle any more business. That was the purpose of our large-scale expansion program at our St. Paul factory during 1958.

"We sincerely wish to thank all our friends in the toy industry for the continued success of our company and I sincerely hope that everyone visits our showroom—Macdonnald-Martin Associates, room 651, 200 Fifth Avenue, New York City—to see the new 1959 line of Sifo Toys and Puzzles."

2 New Pyro Hobby Boat Kits

U.S.S. Olympia

U.S.S. Maine

Two important historic events are recalled by the introduction of two new plastic hobby boat kits, the U.S.S. Maine and the U.S.S. Olympia by Pyro Plastics Corporation of Union, N. J.

The sinking of the U.S.S. Maine on February 15, 1898, was the final incident which plunged the United States into a brief but critical war with Spain and gave rise to the famous battle cry, "Remember the Maine!"

The Olympia was Admiral Dewey's flag ship during the famous seven-hour naval battle of Manila Bay which resulted in the complete destruction of the Spanish fleet. Dewey began the battle by issuing the famous, now legendary, order, "You may fire when ready, Gridley."

Both hobby kits, the Olympia, a cruiser, and the Maine, a battleship, were designed from the original plans of the ships. Made with meticulous detail, the kits when completed are exact replicas of the two Spanish-American War vessels.

The Maine consists of more than 80 parts, is over 18" in length and is battleship gray. The Olympia has approximately 76 parts, is 17" in length when assembled and is "dress white."

Suggested retail price for the U.S.S. Maine and the U.S.S. Olympia hobby boat kits is $1.98 each.

SLEEPING BEAUTY DOLL AT $5 CREATED BY MME. ALEXANDER

In accordance with, and as part of, the extensive merchandising program of Walt Disney's spectacular movie, "Sleeping Beauty," Madame Alexander has introduced to the trade the Sleeping Beauty Doll.

Endowed with all the grace and charm of a princess, Sleeping Beauty is 10" tall, with long, silky, golden curls, on top of which sits a golden tiara "slyly kissed with rhinestone stars." Dressed elegantly in blue taffeta trimmed with gold, Sleeping Beauty also boasts a shimmering gold cape of diaphanous net.

Retail price on this new princess doll, manufactured by Alexander Doll Company, Inc., 615 W 131 Street, New York City, is $5.

"Sleeping Beauty," as a movie, is enjoying one of the greatest advertising and publicity campaigns in the history of the Disney organization through both magazine and television promotion.

MORRIS, FORMER JOBBER, EMPLOYED BY SHELDON CO

The Sheldon Company, direct factory representatives in the toy, wheel goods and juvenile field, has appointed Fred Morris to cover Alabama, Mississippi, the western part of Georgia and the western part of Tennessee. This territory was previously covered by Abe Moss, who is moving back to the company's main office in Greensboro, N. C.

With the addition of Mr. Morris, who has had previous experience in the field as a toy jobber, the Sheldon Company will have five associates in the nine Southeastern states.

The Sheldon Company, now in their 13th year in this section, are representatives for the following companies: The N. D. Cass Company; Vanity Fair Electronics; General Molds & Plastics; P. & M. Doll Company; Golden Triangle Toy Company; Evans Products and the Eagle Rubber Company.

During the coming Toy Fair in New York City, the company will headquarter in room 312, 200 Fifth Avenue and at the Prince George Hotel.

J. W. Johnson's Robin Hood Tent Made of Vinyl-Coated Sheeting

Illustrated above is J. W. Johnson Company's roomy, easy-to-set-up Robin Hood Tent, complete with eave frame ropes, poles and stakes.

Constructed of high count vinyl-coated tent sheeting, this attractive, "Nottingham tan" tent has depicted on it, in two tone colors, the hero of Sherwood Forest and his followers. When set up, the tent is 6 feet square at the base, with a center height of 5 feet.

Licensed by Character Merchandising, Inc., licensors for the Adventures of Robin Hood television show, this item, #500 in J. W. Johnson Companys' line, comes packed in a retail display type carton with a shipping weight of 8 pounds and a retail price of $12.30 complete.

Also on the market from Johnson is their #340 indoor-outdoor play tent, "The Chief," designed for year round tenting. Ideal for the young tenderfoot. The Chief is composed of the same vinyl-coated, high count sheeting used in the Robin Hood tent and comes with two-piece wood poles, ferrules and bolts and nuts for setting up. It measures four feet square by four feet high. It has a shipping weight of 6 pounds and a retail price of $8.20.

The J. W. Johnson line can be seen in the 200 Fifth Avenue, New York City showroom of Ivan Herman, Inc., 516

Renaissance-Figure Chess Set Manufactured by E. S. Lowe Co.

An original, figurine Renaissance chess set valued at $50,000 has been reproduced by E. S. Lowe Company, Inc., 200 Fifth Avenue, New York City, in four styles to sell at popular prices ranging from $3.98 to $14.95.

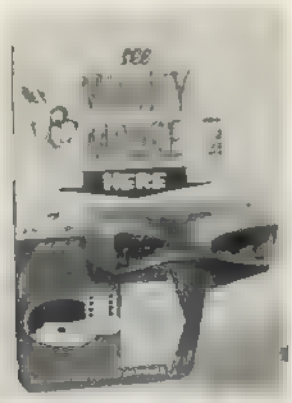
Duplicated in a new, wood-grain, high-impact Composite© plastic material, these exquisitely life-like figures bear all the markings, incisions and subtleties of the Renaissance wood carver's tools. Lowe reports that only the expert eye can distinguish the copy from the original. Each piece retains the hand-crafted richness of the original creation, by the sculptor as well according to the manufacturer.

The Kings in the $3.98 and $5.98 sets are 4", whereas in the $9.95 and $14.95 sets they measure 4½". All sets are felted. The $5.98 and $9.95 sets are complete with chess boards. The $9.95 Renaissance chess set is packaged in a metallic-embossed, leatherette box. The $14.95 set comes in a luggage type carrying case, leatherette covered. Each set includes a profusely-illustrated, 16-page book dealing with the romance of the Renaissance period and telling how to play the game of chess.

NEW SELF-PROMOTER PACKAGE FOR TRU-VUE'S JR. VIEWER

Tru-Vue Company, manufacturers of stereo, 3-D Viewers and picture stories for children, has announced a dramatically new Self-Promoter package, with a color picture story already set up in the viewer and ready to demonstrate.

The Self-Promoter contains a Tru-Vue



Junior Viewer and a single picture story which cannot be removed from viewing position unless the package is purchased and taken apart. Thus the new package operates as a demonstrator, yet sells just like a Tru-Vue Gift Set or individual viewer.

The Tru-Vue Self-Promoter Set is printed in three attractive colors. It will stand alone as a display, or can be hung from a wire or peg board, or it may be piled on the counter or in a bin.

Self-addressed stamped card is included, repeat sales of Tru-Vue single stories and three-story albums should be excellent, according to Tru-Vue sales manager, Thomas R. Colcott.

Customers are offered a choice of four stories with the Self-Promoter: Sleeping Beauty, Mighty Mouse, The Lone Ranger, or Rin-Tin-Tin.

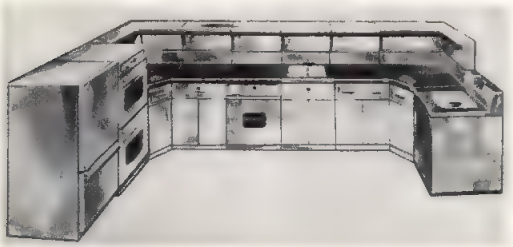
The Self-Promoter package is designed to retail at $1.29. For full information, write Tru-Vue Company, P. O. Box, 123, Portland 7, Ore.

LODGE, PRIDDEY OPEN N. Y. OFFICE TO SERVE CATALOG WHOLESALERS

Joseph Lodge, who has been in the toy field since 1938, and Sam Priddey, who has had department store and wholesale experience since 1928, have opened a New York office in the 200 Fifth Avenue Building, room 1106, to service their "Toyfair" and "Toy-O-Rama" distributors throughout the country.

The two men intend to serve as resident buyers for their group, in order to keep their co-operating distributors up-to-date on new items appearing on the market, expedite deliveries and create all-year-round toy promotions.

Mr. Lodge and Mr. Priddey advise that a number of territories are available to wholesalers who may be interested in distributing the "Toyfair" and "Toy-O-Rama" Consumer Catalogs and at the same time avail themselves of the resident buying service and other activities that will be performed on behalf of these participating members.



Structo introduces complete scale model kitchen-laundry

"Little Miss Structo," a complete ensemble of live-action, scale model, kitchen-laundry equipment for girls, is being introduced by Structo Manufacturing Co., Freeport, Ill. The toys will be packaged and sold as single units and also in a complete 9-piece ensemble. Accompanying each toy is an assortment of miniature kitchen utensils.

The merchandise, which has been developed with the cooperation of the General Electric Co., has been scaled to approximately ¾ the size of their General Electric counterparts

In announcing the debut, W. A. Wenner Structo president, announced that the advertising and sales promotion theme will be based on the "Steel-Strong, Steel-Sturdy" idea which Structo has adopted for its complete line of toys for girls and boys

The individual pieces, in addition to the ensemble, include a washer-dryer combination, combination refrigerator-freezer, built-in double oven with rotisserie, automatic under-counter dishwasher, built in cooking range, built-in double sink, counter-top cabinet and corner counter top cabinet

The complete line of Structo toys is on display in Suite 302-4-6, 200 Fifth ave and at the Hotel New Yorker -North Ballroom-Mezzanine Floor

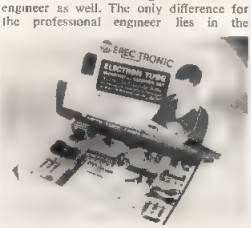
Gilbert acquires rights to Science Electronics' kits

Expanding its career building science toy line into the field of electronics, Alfred C. Gilbert, Jr., president of The A. C. Gilbert Co., New Haven, and Arthur Nelson, vice-president of Science Electronics Inc., Cambridge, Mass., jointly report the purchase by Gilbert of manufacturing and selling rights to Erec-Tronic Kits in the toy and hobby fields.

The kits feature electronic circuits ranging from simple operating units to powerful transmitters, receivers, telegraphy and short wave. Parts are designed for building and rebuilding as many as fifteen different radios. No special tools, solder, skill or technical knowledge is needed The kits enable a youngster to build his own broadcasting station in minutes

They include Pegboards and templates which may be defined as electronic roadmaps each printed with a circuit such as a radio receiver, code practice oscillator or voice transmitter The junior scientist merely places the correct component (mount — identified by a number — over its corresponding numbered outline; plugs pins into holes in the template and the peg board below, attaches jiffy clips to make electrical connections and a working piece of equipment is ready

The kits are useful and interesting not only to the beginner and hobbyist, but to the electronic design or research engineer as well. The only difference for the professional engineer lies in the



number of components necessary for assembling advanced circuitry

The kits to be manufactured by Gilbert are similar to those previously made by Science Electronics, Inc. They are also similar to systems now widely used by industrial firms, engineering schools and colleges, such as Bell Telephone Laboratories, Western Electric, Westinghouse IBM MIT, Columbia, Harvard and Princeton. These cost as much as $400 Gilbert is introducing three kits at Toy Fair for June delivery. These will range in price from $10.98 to $27.98

Fun Bilt plans major TV campaign, distribute Crayoffs nationally

Jack Bozung, president of Fun Bilt Toys, Inc., Los Angeles, reports two major developments concerning his firm.

First, Fun Bilt has scheduled a spring television budget "in excess of six figures" for advertising the company's line of Foto Fun Kits, Magic Re-Color Books and Clay Doodle Sets. Secondly, Bozung has announced that Fun Bilt will distribute Crayoffs on a national basis

Bozung said he has purchased time on top-rated shows with equally popular personalities in 25 major TV markets. The television campaign started February 17th in Philadelphia with "Popeye Cartoons" (WFIL-TV). Sally Starr, popular children's program hostess, integrates live and filmed commercials and demonstrates the fun a child can have using a Fun Bilt toy Miss Starr is also making personal appearances in behalf of Fun Bilt in many of the larger outlets in the Philadelphia area.

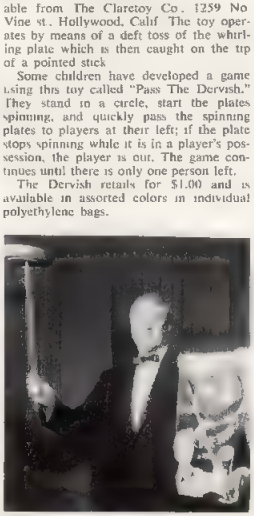
Regarding national distribution of Crayoffs which Bozung originated and first marketed eight years ago, Bozung disclosed that he is using a package of Crayoffs in his line of nine Magic Re-Color Books now on sale throughout the country. Crayoffs are all-purpose crayons that can be used for marking on glass, cellophane, crockery, metal, etc., as well as on the usual writing surfaces. They are said to last longer and do not break when dropped

'Whirling Dervish' is new game from The Claretoy Co.

The "Whirling Dervish," a new toy based on an old vaudeville stunt, is available from The Claretoy Co., 1259 No Vine st., Hollywood, Calif The toy operates by means of a deft toss of the whirling plate which is then caught on the tip of a pointed stick

Some children have developed a game using this toy called "Pass The Dervish." They stand in a circle, start the plates spinning, and quickly pass the spinning plates to players at their left; if the plate stops spinning while it is in a player's possession, the player is out. The game continues until there is only one person left.

The Dervish retails for $1.00 and is available in assorted colors in individual polyethylene bags.



CRISWELL, prophet and star of "Criswell Predicts" TV show, demonstrates how he won Hollywood "Whirling Dervish" contest. He claims that toy helps him relax his nerves between public appearances. He also predicts that Dervish will be new toy sensation in months to come.

THE HAUSINGERS, Averil and Russell (Doc), call their broncs "the Cadillacs of the stick horse field."

Stick horse manufacturing firm is riding high

Keene, Tex., has become the "stick horse capitol of the world"—and its all due to the efforts of one man. It's here at Keene that Russell C. (Doc) Hausinger obtained a "little stick horse factory that didn't amount to much" and built it up into what is now Nu-Cushion Products, a major manufacturer of "hosses" for the young bronc riders throughout the U.S. and many parts of the world. To the people at Keene, however, the factory is known simply as the Circle H. Corral.

Hausinger did not get into the stick horse business *just like that*. He had retired at the age of 43, selling his extensive canning operations at Mission, Tex. He did retain his 400 acre farming operation in the Rio Grande but, after a few years, he decided to quit farming and start looking for something that would give his imagination more of a workout. He eventually received a tip from a business man in Keene regarding a church

(Continued on page 429)

IT MAY BE CHRISTMAS but, according to Doc Hausinger of Nu-Cushion products, his stick horses sell all year long.

NEW!

AT 19.95

LOOK AT THESE WEST COAST SALES OF

AMERICA'S FIRST SAFE SPEEDY COASTER

PATENT APPLIED FOR

Ramrod Racer

FEATURES

1. Foot operated positive action brakes.
2. Safely engineered for balance, strength and maneuverability
3. Built of weather-resistant plywood for long life
4. Ball bearing, rubber tired wheels
5. Positive rope steering for full control and easy uphill return.
6. Springboard type body construction reduces bump shock
7. Equipped with seat belt
8. "Jump seat" and package compartment behind driver's seat.

100 in 1 1/2 days FREDERICK and NELSON Seattle

166 in 8 days HALE'S San Francisco

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SEE RAMROD AT THE SHOW

Room 525 - 526, Hotel New Yorker
in the Bersted Hobbycraft Exhibit

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BERSTED PERLIN BERSTED, Chicago
DICK DRURY SALES CO., West Coast

RAMROD PRODUCTS INC.

701 HUDSON ST., SAN FRANCISCO

Notice

Toy manufacturers, and/or their representatives or agencies, who intend to release news reports on new toy numbers, personnel appointments and so forth for publication in PLAYTHINGS' March Toy Fair issue should have such material in our hands by Friday, February 13th, at the latest.

ROY ROGERS ADDRESSES SESSION AT NRMA MEETING

Roy Rogers, president of Roy Rogers-Frontiers, Inc., spoke at a Sales Promotion, Visual Merchandising Group Session at the National Retail Merchants Association Convention, January 14 at the Penn Top of New York's Hotel Statler. This session

Roy Rogers

was sponsored by Mr. Rogers' company to point up the important new volume to be obtained on a year-round basis by maintaining fully-stocked western merchandise departments.

It was noted that 50 important stores throughout the country are currently operating "Western Corrals" featuring the Roy Rogers label, said to be the only Western brand associated with the Brand Names Foundation.

Roy Rogers Frontiers observes that it is significant that the NRMA has recognized the basic merchandising importance of the Western classificat[illegible]

I. M. BROWN SALES MFG. THEO. J. ELY MFG. CO.

I. Michael Brown has been appointed sales manager of Theo. J. Ely Mfg. Co., Girard, Pa., makers of the "Mello-Tone" Chime Pianos and "Eye-Ease" Green Chalk Boards.

Mrs. V. L. Oas, president of Ely, announced: "The creation of the position is in line with the company's policy to provide greater service to those merchandising our products and closer coordination between the manufacturing facility and the sales group. The Henry Katz Sales Organization."

Mr. Brown, an alumnus of Western Reserve University is well qualified for this position. He previously was advertising and sales promotion manager of Griswold Mfg. Company and sales manager of Industrial Promotions, Inc.

Supplee-Biddle's "Line of Year" Award to Murray Ohio Mfg. Co.

L-R: Lou Hoeflich, President William Geo. Steltz, Jr. (holding award aloft), Murray Bender (of Murray Ohio), and J. Wilson Vandergrift

At a luncheon held recently in Philadelphia, the Murray Ohio Mfg. Co., Nashville, Tenn., was [illegible] by Supplee-Biddle-Steltz Company as having "The Line of the Year." Murray Bender, eastern sales representative for the prominent wheel goods firm, accepted the award on behalf of Murray Ohio. The presentation was made by William Geo. Steltz, Jr., president of Supplee-Biddle-Steltz, a leading Philadelphia wholesaler.

Previous "Line of the Year" awards had, for many years, been announced on November 19, the birthday of William Geo. Steltz, Sr. When Mr. Steltz passed away August 31, last year, it was decided that future awards would be made at Supplee-Biddle's traditional year-end sales meeting.

In presenting the award (in the form of a scroll and silver cup) to Mr. Bender, the late Mr. Steltz's son took occasion to describe its history. Some previous winners were: The Corning Glass Works, Hamilton Cosco, Black & Decker, Noma Lites, Inc., Lasko Products, True Temper Corporation, and Reo Motors.

Following his acceptance speech, Mr. Bender presented five Supplee-Biddle salesmen with sets of cuff links and watch inserts for having achieved top sales of Murray Ohio merchandise. The five were Murray Levene, Carl Fasick, Max Toback, Robert Longsdorf and Jack Levene.

Top executives of Supplee-Biddle on hand for the meeting were, besides Mr. Steltz: Lou Hoeflich, retired treasurer; J. Wilson Vanderer, vice-president and secretary; Roy G. Geppinger, vice-president; and Larry Adams, treasurer.

Ernest R. Wagner, buyer of the "Line of the Year," was awarded a United States Savings Bond by Mr. Steltz.

Tootsietoy Van Trailer, Launcher

Among the Dowst Tootsietoy numbers wholesalers and retailers will be looking at during the Toy Fair next month are the #3915 Van Trailer and #3925 Rocket Launcher.

The first, an authentic, die-cast metal replica of a highway hauler, has an open end for loading and a bright, baked enamel finish. Packaged in an attractive gift box, the 9" long truck retails at $1 and is packed three dozen to a shipper weighing 27 pounds. The same number is available at the same price in skin-pack, carded packaging.

The olive-drab, die-cast Rocket Launcher fires a three-color polyethylene rocket from a three-position adjustable ramp. Gift boxed to retail at $1, the item is packed three dozen per shipper weighing 17 pounds. It is also available in skin packing at the $1 price level.

"BACK IN 1912"

"Shiver Dancers," which whirled round and round as well as walked, appeared on the market as 25¢ and 50¢ items. A shiver motion was brought about by the whirl of a lead weight at the waist of each figure. This weight was set slightly off center, which was responsible for the peculiar shaky motion. A wide variety of subjects were offered in this form, such as a Chinaman, a donkey, and a host of farm animals.

SALES MANAGER DALE STEVENS TO BE AT WITHINGTON EXHIBIT

Dale Stevens, sales manager of Withington, West Minot, Maine, advises that she will be on hand at the upcoming Toy Fair to introduce buyers to her company's

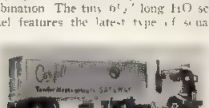
Dale Stevens

new line fo archery sets. Included in the 1959 line will be the novel Buffalo Repeater Toy Archery series.

Toy Fair headquarters for Miss Stevens will be Withington's exhibit rooms, 1049-1050, at the Hotel New Yorker. The firm makes, in addition to archery numbers, many baseball, croquet and other sports sets.

ULRICH INTRODUCES MINIATURE HIGHWAY TRUCK-TRAILER KIT

Newest entry in the held o. extra detailed scale model kits is C. I. Ulrich Company's realistic heavy tractor trailer combination. The tiny 6½" long HO scale model features the latest type of square-



nose trailer. Extra details formerly found only on larger models, include mud flaps, tail-lights, license plates and a spare wheel on the trailer. New tractor details include rear view mirrors, an air brake tank, exhaust stack, skid chains and hanger, plus an air horn on the cab roof. Stressing extreme realism, the models are the most finely detailed in Ulrich's 12 years of production of authentic miniatures.

Of all-metal construction, the kits can be assembled by Ulrich's simple screw-together method. Trailers are pre-painted and lettered. The price remains at $2.95.

Full information is available from C. J. Ulrich Company, 4233 Babcock, North Hollywood, Calif.

BACK IN 1913

"Hansel" and "Gretel" true-to-life dolls had just made their first appearance. They had rosy red childish complexions and were dressed in extremely dainty and typical American costume. This item was made to retail for $1 and proved to be a sensational retail seller in the doll category.

Magazine, TV Ad Promotion Scheduled for Bradley Line

Milton Bradley's 1959 line, the biggest in the 99-year history of the company, will be backed by a record-breaking national advertising program, James J. Shea, president, announced last month.

Full page ads in *Life, Ladies' Home Journal* and *Good Housekeeping*, combined with TV coverage in more than 15 major markets and saturation coverage via radio in more than 10 additional markets will be highlights of the new promotional program which Bradley will put behind its game line, Mr. Shea said. The TV and radio commercials are scheduled to run daily during the November-December buying season. A special TV program in major markets also is planned to promote Rack-O, Milton Bradley's popular numbered card game played with racks.

Adult games will get special attention in the 1959 Milton Bradley game line, Mr. Shea noted, with the introduction of Concentration (see photo) a unique game based on the top rated NBC TV program, Concentration, retailing at $4; and Spot Cash, a money-making game based on an entirely new playing concept, retailing at $3. Other new adult appeal games will include a new edition of Name That Tune, retailing at $3, featuring a new record of song excerpts; and Game of Ninety Nine, retailing at $2.

"The rapid increase in the number of adults in our population suggests broad possibilities for promotion of board games and card games slanted to grownups," Mr. Shea said. "Milton Bradley intends to capitalize aggressively on this potential by expanding its line of games whose play is both intriguing and challenging to grownups."

Milton Bradley's children's game line will include two ingenious new Western board games: Wells Fargo, retailing at $2, and Huckleberry Hound Game, retailing at $1. Three additional juvenile games based on exclusive play concepts also will be introduced.

Milton Bradley's classic top seller, the Magic Mary magnetic paper dolls, will bow in 1959 in four new kits styled to the last word in fashion. A new Magic Mary designer kit will give junior couturiers new scope for their talents.

A new series of five different types of educational Flash Cards, retailing at $1 each, also is being brought out. These will include arithmetic, addition - subtraction, multiplication, division and the ABC's.

FUN BILT RUNNING SPRING TV CAMPAIGN IN 25 AREAS

Jack Bozung, president of Fun Bilt Toys, Inc., of Los Angeles, has announced a spring TV budget "in excess of six figures" for advertising his Foto Fun Kits, Magic Re-Color Books and Clay Doodle Sets.

The campaign, purchased through Frank Moreland Advertising Agency of Los Angeles, kicked off on February 17 in Philadelphia with "Popeye Cartoons" seen on WFIL-TV from 6-7 P.M. M.C. Sally Starr, a veteran children's program hostess, will integrate live and filmed commercials and will personally demonstrate the fun a child can have using Fun Bilt Toys.

Miss Starr will also be utilized for personal appearances on behalf of Fun Bilt's line at several of the larger outlets in the Philadelphia area.

Mr. Bozung stated that he has purchased top-rated shows with hard-selling personalities in the 25 major TV markets, and that starting dates were staggered to immediately follow the opening February 17 ate.

Beverly Polokoff, media buyer of the Moreland agency, arranged for the purchase of the time and talent.

46 YEARS AGO

On June 9, 1916, the Toy Manufacturers of the U.S.A., Inc., was organized with an initial membership of 68. A. C. Gilbert was elected first president, and Fletcher D. Dodge was engaged to handle Association affairs as secretary.

Above: Sleeping Beauty a moment after her awakening. Right: Prince Phillip slashes his way through a forest of brambles.

"Sleeping Beauty" Promoted on TV

JUST slightly more than 20 years ago Walt Disney released "Snow White and the Seven Dwarfs," a feature-length Technicolor movie which captivated children and adults in unprecedented numbers. Of trade interest is the fact that a direct result of this universal popularity was a wealth of fast-selling character merchandise which toy retailers back in the depressed '30s were most pleased to have on their counters.

This year, in "Sleeping Beauty," the Walt Disney Studios believe they have another box-office and merchandising "natural" that promises to rival the classic "Snow White." A $6 million, Technirama (ultra-wide screen), Technicolor and full stereophonic sound production, the new movie will be premiered February 9 and then break in about 50 top U. S. markets in the ensuing six weeks. Over the course of the next two years the general release of "Sleeping Beauty" will take the film into an estimated 10,000 neighborhood movie houses.

"Snow White's" unparalleled success as a movie and character merchandise source was achieved despite the relatively few strong promotional tools available in '38 (commercial TV was non-existent). "Sleeping Beauty," on the other hand, will not only have much more extensive magazine and newspaper advertising and publicity support than its predecessor but also is scheduled to be heavily promoted on television. Network commercials, estimated to be worth $915,000, will appear on the Mickey Mouse Club, Zorro and Walt Disney Presents programs. Several 15-minute promotions have been projected for the Mickey Mouse Club show, and a special hour-long Walt Disney Presents program built around the movie's Tchaikovsky's music was shown January 30.

In addition to the foregoing, the Disney Character Merchandising Division is running a "Fabulous Four" TV promotion, beginning March 9, that will concentrate on Benay-Albee's Prince Phillip hat, Empire Plastic's Prince Phillip sword and shield; Louis Marx's Sleeping Beauty and Prince Phillip riding Samson; and Madame Alexander's Sleeping Beauty doll. It is figured that this promotion, in the form of 4,224 twenty-second spot commercials on 48 stations, will reach almost 80 per cent of all homes in the United States. The announcements will hit the air in various markets to coincide with the movie's release dates.

Thus far, 53 licensees (32 in the toy field) have signed up to produce "Sleeping Beauty" merchandise. Many of the items announced point up another decided merchandising advantage "Sleeping Beauty" can be said to have in comparison with "Snow White." The new movie has an adventuresome character in Prince Phillip, making possible the creation and promotion of [illegible] products, whereas "Snow White's" [illegible] was so limited in his contribution to the film that he was little more than a prop.

Madame Alexander doll

Empire Plastic's sword and shield set

Marx's statuette of the characters

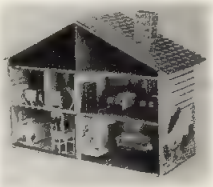
Benay-Albee's Prince Phillip hat

ARTISTIC MEANS BUSINESS ... for you
Remember these "best" sellers for '50? . . . You'll see this year's "best" numbers again . . . when you visit the Toy Fair! Artistic's stuffed animals and novelties are cute, lovable, and saleable . . . Remember, Artistic means business for you!
see the TERRIFIC Artistic Toy line
AT THE TOY FAIR
HOTEL SHERATON-McALPIN
ROOMS 420-422-425
Artistic TOY COMPANY
3RD & CAMBRIA STS

FIBRE-BILT* TOYS

* *the* really built *fibreboard toy*

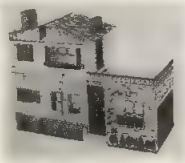
Durable—Light—*All* Play Value
Quick, Easy Assembly
Packaged and Priced to Sell
Conforms to all Parcel Post Regulations



SUB-BUR-BANNETTE Doll House
No. 106
List price $1.98

PERMANENT SHOWROOM • ROOM 523
200 FIFTH AVENUE • NEW YORK 10
WALTER MILIUS, Sales Mgr.

Manufacturers' Representatives:
We still have a few desirable territories open.



"SPLIT-LEVEL" for 8" and 10" Dolls
List Price $4.98

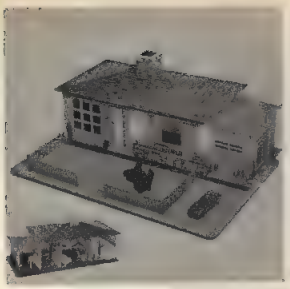
SMOKEY TOWN
Fire House
No. 109
List Price $4.98

ELECTRONIC MAN
No. 108
List Price $2.98

FRONTIER CABIN
No. 105
List Price $2.98

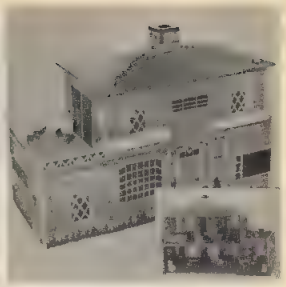
★
***and* MOON-JET**
★ to be unveiled at the Toy Fair . . .
No. 111 — **$2.98**
★ ★

DIVISION OF **ATLANTIC CONTAINER CORP.** 48-08 30th Place, Long Island City, N. Y. • RA 9-7700



DOLL RANCH HOUSE SET. Beautifully lithographed metal ranch house in four colors both inside and out is sure to please every girl Has plastic fence and 16 pieces of plastic furniture, enough for the 4 rooms—bedroom, living, dining and kitchen. 25x9½x10½" high.
42N89X275 Shpg wt. 4 lbs. . . . . Retail **3.98**

FOUR-ROOM DOLL HOUSE. Little homemakers can arrange the rooms of this unique doll house to form any shape house—ranch house, L-shape, cottage Made of unbreakable polyethylene plastic. Pink rooms, Green roofs, Red, Yellow, Blue furniture. 17x13½x5½" high
42N97X267 Shpg. wt. 3 lbs Retail **3.98**

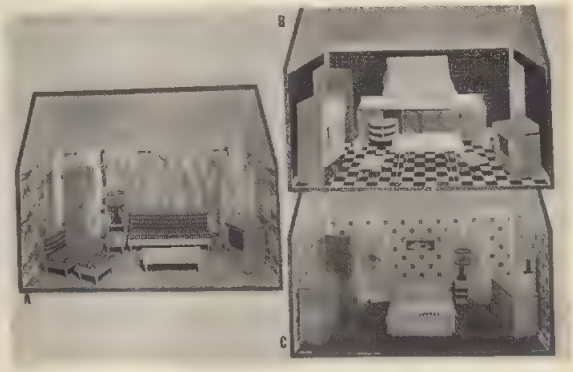


TWO-STORY DOLL HOUSE. 4-color lithographed metal 2-story house has six rooms including living room, dining room, kitchen, nursery, bath and terrace 25-pieces plastic furniture All ground floor doors and windows open. 23¼x9½x16⅝" high Shpg. wt 6½ lbs.
42N90X392 Retail **5.98**

(A) MODEL HOME LIVING ROOM. Deluxe living room has windows, doors that open, draw drapes that work and real wallpaper, wall-to-wall carpeting and battery-operated lamp. Set includes upholstered sofa, matching easy chair and ottoman, coffee table, end table, console TV set and table lamp. Roof section, mirror, picture hook shutters. Wt. 8 lbs
42N98X10990 . . . . . Retail **15.00**

(B) MODEL HOME KITCHEN. Modern kitchen matches living room. Set includes deluxe kitchen ensemble with range, refrigerator, table, 2 chairs, sink and workspace with underneath cabinets. Room unit has roof section, sash window, mahogany door, pair of shutters and fabric curtains. Door and window open just like real Shipping weight 8 lbs
42N99X1000 . . . . . Retail **15.00**

(C) MODEL HOME BEDROOM. This elegant bedroom set has a complete set of furnishings Room includes roof section, 2 sash windows, wall-to-wall carpeting, mahogany door, 2 pr shutters, 2 pr. curtains with rods, picture. Furniture includes 3-drawer dresser with mirror, night table, 4-drawer chest, 5-pc bedding set, mahogany bed, lamp and shade Lamp lights, doors windows open Wt 8 lbs
42N100X1000 . . . . . Retail **15.00**

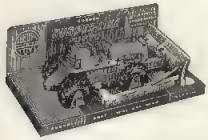


ROLL-E-COASTER. Real amusement park fun, complete with dips and rapid runs for youngsters 3 to 10 years old Roll-E-Coaster can be used indoors or out. Bright Red roller-coaster flat car has train type safety wheels, rubber tires Features strong tubular steel construction and is easily disassembled for storage. Overall length of track is 8 ft. Safety engineered thruout. Shipping weight 24 lbs.
83N189P1200 . Retail **18.95**

SEE-SAW. Newest thrill ride for youngsters from 3 to 7 years old. Double action unit provides all the thrills of a see-saw with that of a merry-go-round. Can be used indoors or out--needs only a 7 ft. circle to operate 3 easily adjusted balancing points for children of different weights Self-leveling seats Tubular steel Red and Yellow finish 61" long Shipping weight 18 lbs
83N196P675 . . . . Retail **15.00**

BOBO, THE CLOWN. Giant, 50" inflated clown has a squeaker nose and weighted bottom so he can holler when hit and bounce back for more Colorful design is made of Krene plastic that resists punctures, takes plenty of punishment Shpg wt 4 lbs
43N145X267
Retail **4.00**

BULLDOZER
AUBURN



Vinyl – Large power unit, movable dozer blade. 8 inches long, 3 inches high, 4½ inches wide, 2 front wheels and 4 dual rear wheels. Blade locks in both working and traveling position. Dozer and blade in contrasting red and yellow.

Pkd. 12, wt. 8½ lbs.

No.	Retail
348	$0.70

EARTHMOVER
AUBURN

Vinyl – Excellent detail, authentic design. Tractor unit with detachable hauler, 10¾ inches long, 2¾ inches high, 3 inches wide. Tractor and hauler in contrasting red and yellow.

Pkd. 12, wt. 6½ lbs.

No.	Retail
346	$0.70

ROAD SCRAPER
AUBURN

Vinyl – Authentic in detail, movable blade. 10½ inches long, 4 inches high, 3-7/8 inches wide, with 6 tires. Scraper and blade in contrasting red and yellow.

Pkd. 12, wt. 8 lbs.

No.	Retail
350	$0.70

ROAD SCRAPER
HUBLEY

All metal 12¾ inch orange colored road scraper with nickle trim. Moveable scraper can be locked into position, steering lever controls front wheels. Rear wheels individually mounted. Boxed.

Pkd. 6, wt. 15 lbs.

No.	Retail
503	$3.00

NOAH'S ARK SET
AUBURN

A colorful Ark 10¼ x 5⅛ x 4⅝ inches of bright red and yellow unbreakable polyethylene. Floats for water play, has wheels for floor play. 40 Rubber-like Vinyl animals in pairs and in assorted bright colors. Noah and his wife in excellent detail 3 inches high made of rubber-like Vinyl.

No.	Retail
960	$3.00

FARM VEHICLE SET
AUBURN

7 vinyl pieces. consisting of No. 354 Stock Truck, No. 513 Tractor, No. 518 Truck, 2 cows, farmer, farmer's wife.

Pkd. 12, wt. 19½ lbs.

No.	Retail
952	$1.70

20 PIECE FARM ANIMAL ASSORTMENT
AUBURN

Soft, vinyl animals and figurines, colt, calf, sheep, pig, pony, billy goat, nanny goat, collie, cat, goose, tom turkey, hen turkey, duck, lamb, rooster, chicken hen, piglet, beagle dog, farmer and wife, in assorted colors.

Pkd. 12, wt. 5½ lbs.

No.	Retail
111	$0.80

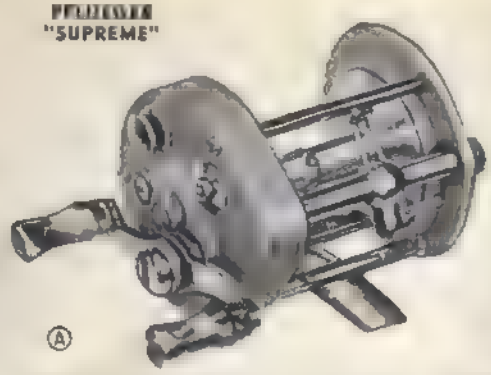
POWER UNIT
ELECTRIC GAME

Assemble-it-yourself power unit that can be made into a crane. Powers erection projects and minature tools. Unit is carded for display. Power by D battery, not included.

Pkd. 24, wt. 8 lbs.

No.	Retail
103	$1.00

PFLUEGER
"SUPREME"



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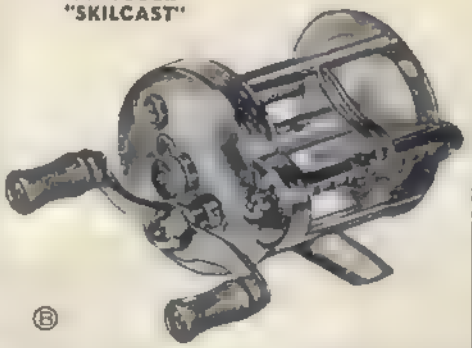
PFLUEGER
"SKILCAST"



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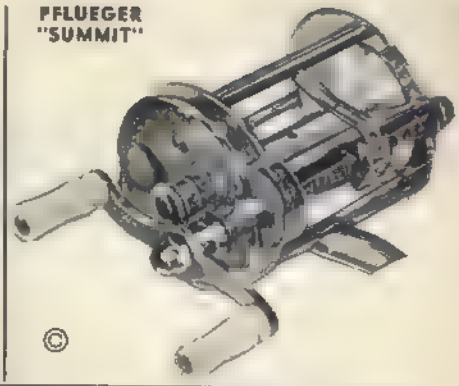
PFLUEGER
"SUMMIT"



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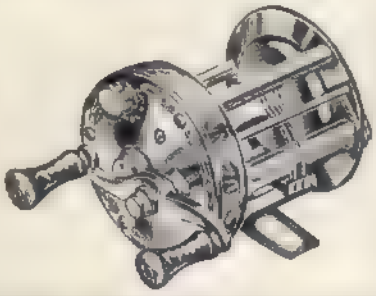
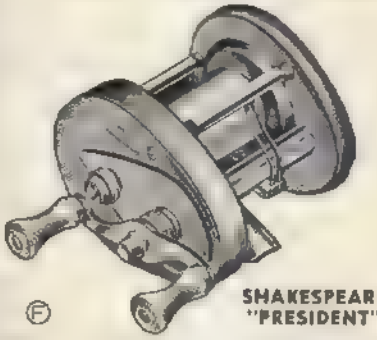
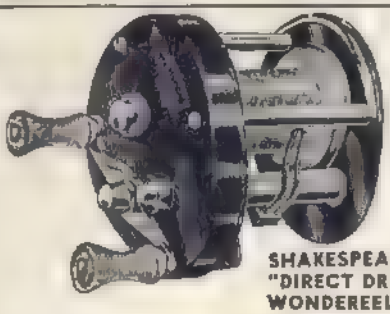


Ⓓ SOUTH BEND #1000 ANTI-BACKLASH

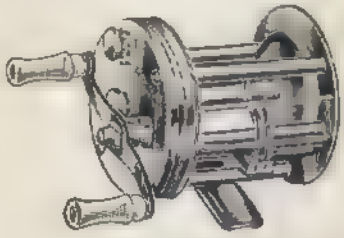
Ⓔ GARCIA "AMBASSADEUR"



Ⓕ SHAKESPEARE "PRESIDENT"



SHAKESPEARE
"DIRECT DRIVE
WONDEREEL"



Ⓗ SOUTH BEND NO. 300

Ⓙ ARJON "COMMANDER"

Precision Made Bait Casting Reels

Ⓐ **PFLUEGER "SUPREME" #1573.** An [illegible] among bait casting [illegible] of phosphor bronze [illegible]. Adjustable anti-backlash [illegible] 4-1. Capacity 155 yds. 15 lb. test nylon line, wt. 2 lbs.

15R12-2195 ..... RETAIL **$37.50**

Ⓑ **PFLUEGER "SKILCAST" 1953.** Mechanical Thumber makes casting easier [illegible]. Brass gears and bronze bearings. Aluminum alloy spool. Made of solid brass, heavily [illegible]. Sliding click. Capacity: 150 yds. 15 lb. test nylon line. Ship. wt. 2 lbs.

15R14-820..... RETAIL **$13.95**

Ⓒ **PFLUEGER "SUMMIT."** Large brass gears, bronze bearings and lightweight [illegible]. Adjustable anti-backlash and sliding click. Capacity [illegible] yds. 15 lb. test line. Ship. wt. 2 lbs.

Model 1493 "Standard".

15R16-996 ..... RETAIL **$16.95**

As above Model 1993A (Crank on left side)

15R18-1055 ..... RETAIL **$17.95**

Ⓓ **SOUTH BEND 1000 REEL.** Ball [illegible] prevents [illegible] backlash. Frame plated brass frame. Phosphor bronze bearings and bushings. Amber headcap ring. Capacity: 100 yds. 20 lb. test nylon line. Ship. wt. 2 lbs.

15R10-1055..... RETAIL **$17.95**

Ⓔ **GARCIA "AMBASSADEUR" REEL #5000.** The ultimate in quality and [illegible]. Centrifugal brake eliminates backlash. Smooth star drag [illegible]. Free spool and level wind for any line [illegible]. Capacity 230 yds. of 6 lb. [illegible]. Complete in attractive leather case with spare parts and screwdriver. Ship. wt. 2 lbs.

15R13-2648 ..... RETAIL **$45.00**

As above Model #5000A. Same specifications, except for [illegible] 275 yds. of 15 lb. test [illegible] line. Includes case and [illegible]. Ship. wt. 3 lbs.

15R113-2648..... RETAIL **$45.00**

Ⓕ **Shakespeare 1970 "PRESIDENT" REELS.** Direct drive 2 nylon gear action. Ruggedly built of [illegible] with [illegible] bearings. Beautifully [illegible] with white plastic head and tail rings. Capacity. 100 yds 15 ob. Wexford line. Ship. wt. 2 lbs.

15R3-2185..... RETAIL **$37.50**

Shakespeare 1970A Aluminum President. Weighs only 6 ozs. Same construction as above, except end plated and green anodized aluminum. Ship. wt. 2 lbs.

15R3-1895..... RETAIL **$32.50**

Ⓖ **SHAKESPEARE 1921D WONDEREEL.** Direct drive with built-in spool control feature. Nylon gears, stainless steel bearings. Phosphor bronze bushings. Chromed brass level wind. Green [illegible] aluminum frame. Capacity 100 yds. [illegible] line. Ship. wt. 3 lbs.

15R7-820 ..... RETAIL **$13.95**

Ship. wt. on all models 2 lbs. each.

Ⓗ **SOUTH BEND 300 ANTI-BACKLASH REEL.** Chrome plated brass frame. Phosphor bronze bushings, cold [illegible] steel journals. Spiral cut drawn brass gears. Capacity: 100 yds. 20 lb. test nylon line. Ship. wt. 2 lbs.

15R8-588 ..... RETAIL **$10.00**

Ⓙ **ARJON "COMMANDER."** Designed and manufactured by Swedish craftsmen. Unique level wind is divided into two sections that split at the start of a cast. Also features [illegible] brake, adjustable star drag. Frame of [illegible]. Includes monofilament or braided line. [illegible] 12 lb. test monofilament. Complete with leather case. Ship. wt. 3 lbs.

15R11-2995 ..... RETAIL **$55.00**

Other favorite Bait Casting Reels

(not illustrated)

Shakespeare 1964 Marhoff.
15R5-997.....RETAIL **$17.00**

Shakespeare 1920 Wondereel.
15R1-784.....RETAIL **$13.00**

Shakespeare 1926 Direct Drive.
15R6-793 .....RETAIL **$13.50**

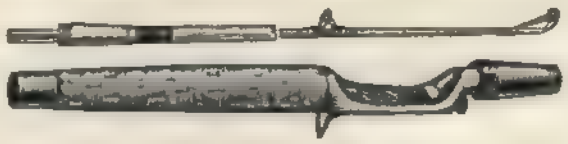
Shakespeare 1909 Leader.
15R4-382.....RETAIL **$6.50**

Pflueger 1943 Trump.
15R15-441.....RETAIL **$7.50**

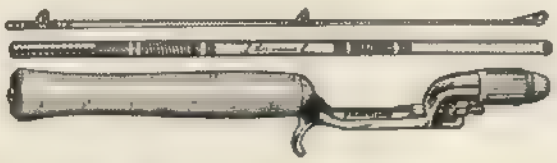
Pflueger 1893 Akron.
15R121-761.....RETAIL **$12.95**

South Bend 400.
15R122-678.....RETAIL **$11.50**

Bronson Coronet.
15R19-1895..... RETAIL **$35.00**

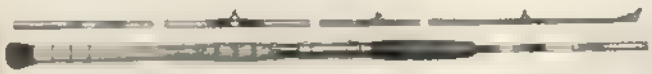


(A) HEDDON "MUSKY SPECIAL" CASTING ROD



(B) ACTIONROD 5'1" MUSKY ROD

(C) SHAKESPEARE TWO-HANDED MUSKIE WONDEROD

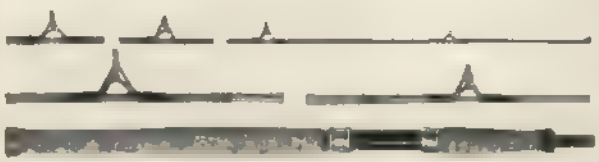


(D) SHAKESPEARE JOINTED PIER & BOAT WONDEROD

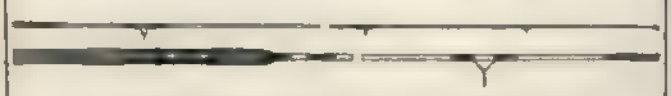
(E) HEDLINER BOAT & PIER TROLLING ROD

(F) SOUTH BEND NO. 9269 GLASS SPINNING ROD

(G) AIREX TUBULAR GLASS HEAVY DUTY ROD



(H) GARCIA "MITCHELL COMPANION" 2162



(J) SHAKESPEARE 1234 HEAVY DUTY WONDEROD

Heavy Duty Casting Rods

Ⓐ **HEDDON "MUSKY" SPECIAL.** 5' rod with a sturdy action. Specially designed for rugged fishing, trolling heavy trolling and casting fish at the end of a long line. Cleo glass tip equipped with heavy duty [illegible] tip. Extra long handle, 8" rear grip for fighting heavy [illegible] set aluminum with patented "Screw-Lock" [illegible] with [illegible] and anti-[illegible]. Brown anodized [illegible] foregrip and butt cap. Sliding hood holds reel permanently. Ship. wt. 3 lbs.
16R185-878..... RETAIL **$14.95**

Ⓑ **ACTIONROD 5'1" MUSKY ROD.** Translucent mat[illegible]n solid glass large diameter blade. A rod especially designed for musky, light bay trolling, pier fishing and heavy casting. Chuck handle w[illegible] cork butt grip, nylon collet and screw type reel lock. Three heavy duty frame Atlantite guides and tip top. Ship. wt. 3 lbs.
16R234-878..... RETAIL **$14.95**

Ⓒ **SHAKESPEARE NEW TWO-HANDED MUSKIE WONDEROD.** 5'2" length. Specially designed with hook setting power. Has new detachable black krinkle finish, heavy duty single offset handle (9" specie cork rear grip and rucber butt cap), reel lock is new Reel-Vue Lok. Has collet foregrip. Finished in Wonderod white, red [illegible] windings trimmed black. Four guides and supported tip top are stainless steel wire frame. Ship. wt. 3 lbs.
16R205-1114..... RETAIL **$18.95**

Ⓓ **SHAKESPEARE JOINTED PIER AND BOAT WONDEROD.** Great trolling [illegible] muskie or pike rod. Medium action with reinforced ferrules 6'6" in two 3'4" sections. Non-detachable handle has rubber butt cap, ⅞" chromed brass reel seat with 5¼" specie cork foregrip. Has stainless steel wire frame guides (10-11-12) with (10) supported top. Wonderod white with red nylon winds, extended. Ship. wt. 3 lbs.
16R206-1114..... RETAIL **$18.95**

Ⓔ **HEDLINER TUBULAR GLASS BOAT, PIER, TROLLING ROD.** 6' [illegible] heavy [illegible]n. One-piece 4½ foot tip mounted [illegible]r [illegible]" [illegible]stainless [illegible], [illegible]. Reel seat ⅞", screw locking [illegible] with 4" [illegible], 7 three [illegible] guides and braced tip-top. S[illegible] with [illegible] stainless [illegible] green nylon thread. For heavy action bottom fishing. Ship. wt. 2 [illegible]
16R243-820..... RETAIL **$13.95**

Heavy Duty Spinning Rods

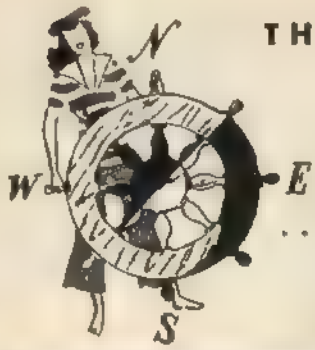
Ⓕ **South Bend Heavy Duty Hollow Glass Spinning Rod # 9269.** Ferruled 2-pc. rod, 2 equal sections—an excellent boat or shore rod value. Tip will progressively load and give optimum performance for lures from ⅜ to 1 oz. plus. Suitable for use with monofilament line from 6 to 12 [illegible] test and [illegible] for [illegible]" line. Five wire frame guides and [illegible] nickel chrome plated [illegible] finish bridge-type with reinforced stripping guide. Tip in [illegible] Green with Yellow and Black nylon winds. Specie cork rear grip and foregrip. Flared rubber butt cushion. Overall length 6½'.
16R1-878..... RETAIL **$14.95**

Ⓖ **Airex Tubular Glass Heavy Duty Spinning Rod.** Ideal for muskie, pike, snook, small tarpon, sailfish, etc. 2-pc. 6'6" rod with heavily chromed ferrules reinforced butt and 5 large graduated stainless steel spinning guides. 17" specie cork grip, chrome-plated positive locking brass reel seat. Used for both heavy duty fresh and salt water spinning. Packed in cloth bag and fiber tube. Ship. wt. 3 lbs.
16R2-1264..... RETAIL **$21.50**

Ⓗ **GARCIA "MITCHELL COMPANION HEAVY DUTY SPIN ROD # 2162."** Featuring a combination of superb workmanship on the world's finest materials. Multi-purpose rod has blade of multi-layers of thermotex hollow glass for matchless action and durability. Custom [illegible] outside mounted weatherweight ferrules. Streamlined, tension wrapped black and yellow windings. Specie cork handle with protective rubber butt tip. Luxurious permalast aircraft gold finish. Stainless steel high bridge type guides and diamond ground agate tip top. 8½ ft. overall length. Medium action. Ship. wt. 3 lbs.
16R4-1761..... RETAIL **$29.95**

Ⓙ **SHAKESPEARE HEAVY DUTY SPIN WONDEROD.** Lots of backbone. Two-piece medium action for light salt water or heavy fresh water spinning. Finished in wonderod white with red nylon winds extended. Has 1" black anodized aluminum screw lock [illegible] sliding hood seat, 9¾" cork rear grip, 3½" foregrip. Welted aluminum ferrules and stainless steel guides (36-24-17-14-10), and (no. 9) top. Ship. wt. 3 lbs.
6½' length, wt. 8 6 ozs.
16R244-1349.....RETAIL **$22.95**

7' length, wt. 9.5 ozs.
16R245-1349.....RETAIL **$22.95**



THERE ARE BARBOUR'S *WHEREVER YOU GO!*

. . . and never before has such a complete line of Barbour Better Built Boats been offered. There is one for every small-craft desire—every budget. Here are the highlights—but see them today at your dealer s—then you too will know why . . .

. . . *"From Every Point Barbour's Best in '59"*

19′ SILVER CLIPPER

A solid performer for fun afloat, rugged y built to take today's highest powered motors.

15′ VACATIONER DELUXE

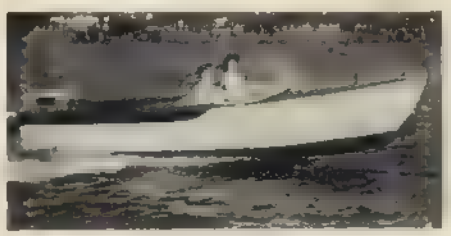
Brand New for 591 A real beauty of a small craft, perfect in every detail for boating fun.

22′ SILVER CLIPPER

Roomy, Rugged and Smooth riding. Also available in Cruiser and Hard Top models, Inboard or Outboard.

16′ SILVER CLIPPER

Has that extra beam and depth for your safety. Features new bottom design in '59 for added smoothness.



16′ VACATIONER

Built for rough-water performance. Ideal for the family that wants maximum boat—minimum expense.

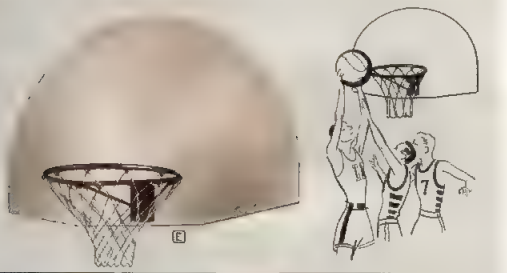
All Barbour Boats feature lapstrake planking, quality mahogany and mahogany plywood, finest chrome over brass hardware.

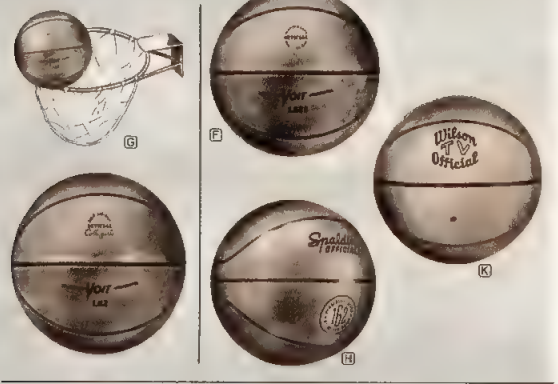
19′ SILVER CLIPPER CRUISER

First of the Barbour Cruisers. Features two ful length bunks, open ng windshields, forward hatch, etc.

★ ★ ★ ★ ★ **BARBOUR BOATS** ★ NEW BERN NORTH CAROLINA ★ ★ ★ ★ ★ ★

At the New York Boat Show—Booths A60-61





BASKETBALL

Ⓔ **Basketball Backboard with Goal.** By Richardson. ¾" all-weather plywood, 32x48" Official size goal of ½" solid steel with 12 clips. Treated net. Wt. 30 lbs.
806-190 D1798 From Ill. **$29.95**

Ⓕ **Voit Official Basketball** . . . official weight, size and shape. Water- and scuff-proof rubber cover; wears up to six times longer. Popular for rough indoor, outdoor play.
808-220 B765 Voit Basketball **$12.30**

Ⓖ **Voit Official Basketball, Goal Outfit.** Durable rubber covered ball is waterproof, scuff-resistant. Official size and weight. Easy-to-assemble goal. In carrying case
808-196 B745 Basketball & Goal . . **$12.00**
808-204 B498 Basketball only **8.50**

Ⓗ **Spalding Official Basketball.** Moisture-proof Permalite pebbled rubber cover; cross channel seams. Gives positive control. NY-Weave construction. Official size, wt
807-255 B1025 Spalding Basketball **$15.65**

Ⓚ **Wilson Tested Valve Basketball.** Top grain leather with nylon fabricated carcass. Has perfect balance and roundness, wide depressed seams. Butyl bladder. Inflating needle incl.
808-238 B1445 Wilson Basketball. **$19.25**

BASEBALL

Ⓛ **Dave Williams Little League Glove** . . . by Spalding. Made of oiled, glove leather, fully lined and welted. Streamlined fingers; laced heel and fingertips. Solid web in trap.
806-810 B495 Worn on left hand. . . **$7.45**

Official Little League Baseball . . . with double-stitched Horsehide cover; Spalding cushioned cork center. Blue-gray yarn-wound.
806-851 B160 Baseball **$2.35**

Ⓜ **Jim Finigan Glove** . . . by Wilson. Made of fine oil-treated leather, with one-piece palm and thumb for flexible action. Streamlined fingers, barrel-type web, button-down wrist strap. Full leather lining
808-956 B588 Worn on left hand. . . . **$8.45**

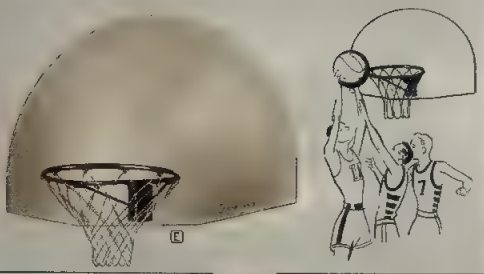
Ⓝ **Official League Baseball** . . . used in American League, All-Star and World Series games. Cushioned cork center, alum-tanned leather cover, double-stitched by hand
808-964 B245 Official Baseball . . . **$3.25**

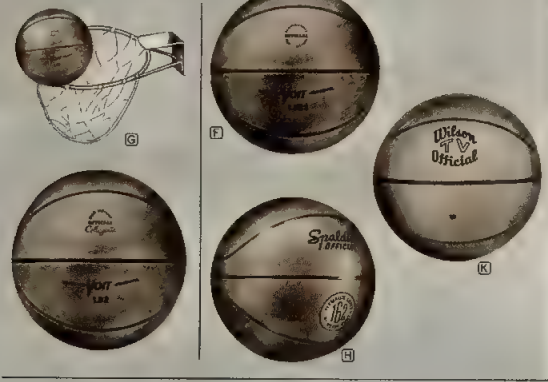
Ⓟ **Ted Williams "Fieldmaster" Glove** . . . by Wilson. Lined with sheepskin and leather. It's oil treated tan glove cowhide, with hand-formed heel. Grip-Tite pocket
808-931 B895 Worn on left hand. . . **$13.50**
808-949 B895 Worn on right hand. . **13.50**

Ⓡ **Official "Nite and Day" Softball** . . . with virgin Siamese Kapok center, tough double-stitched horsehide cover.
808-972 B180 12" Softball **$2.60**

Ⓢ **Jim Piersall Fielder's Glove** . . . by Wilson. Top grade cowhide with one piece palm and thumb construction. Felt padded, leather lined. Grip-Tite greased pocket, leather wrist and fingertip lacing. Full oiled
806-893 B960 Worn on left hand. . . . **$15.00**

Ⓣ **Rocky Colavito Glove** . . . by Spalding. One of the best fielder's gloves made. Oiled glove leather, fully welted, leather lined. Laced heel, crotch and fingertips; greased pocket. Wide wrist strap with "wrist lock"
807-263 B1225 Worn on left hand. **$18.00**





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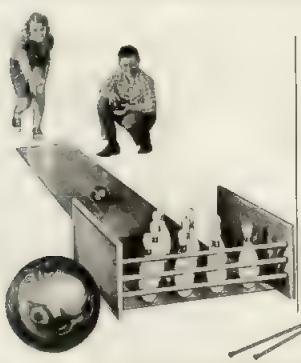
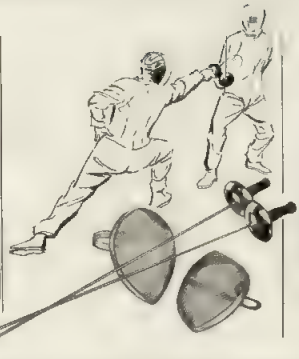




Develop Skill and Coordination—at home

"SPARES AND STRIKES" for Bowling Fans The most realistic bowling game found outside a bowling alley! This set isn't a mere toy, but sturdy enough to give adult enthusiasts plenty of fun and practice for years to come Ten 13" rock maple pins are made just like regulation pins, and only 2" shorter. Woodgrain linoleum alley is a full 16-ft. long, 2-ft wide. Two 4½" duckpin balls are molded dura-wear rubber with finger holes. You can throw hooks, score strikes and spares without worry about flying pins—they're kept in bounds by a huge reinforced backstop Bowling scorepads and instructions also included. All in heavy corrugated box.

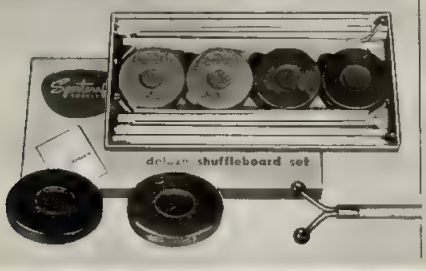
806-018 D1898 From Ill. Wt. 39 lbs **$30.00**

FENCING SET FOR YOUNGSTERS. Now they can fence like the Three Musketeers—but safely The 2 nickel-plated 33" long foils have rubber buttons on their tips for protection, rubber grips for easy handling. Two junior-sized fencing masks are another safety factor (and make the fencers feel wonderfully professional). Set includes instructions by noted fencing master George Santelli shows youngsters how to start off right. Fencing is a great sport for developing speed and agility . . and helpful in teaching girls to move more gracefully. This budget-priced set is a perfect gift for some special occasion. Comes in sturdy storage box.

806-042 B575 Fencing Set **$9.60**

OFFICIAL-SIZE DART BOARD SET. Darts are England's favorite game, and are becoming very popular with American families too. They're fun for 2 to 6 players of any age. Rules can be learned in just seconds, so darts are a wonderful way to entertain guests. The 18" colorful, heavy paper dart board has a Bull's Eye on one side, a 20-point game on the other. You get your choice of 2 interesting ways to play—both hotly competitive. Besides the board, the game box contains six 5" metal darts, accurately balanced for true flight. Official rules included. At this budget price, you'll want a set for your family, and one for giving too.

806-059 B345 Game Board Set.....**$5.75**



Deluxe Shuffleboard

Here's everything you need for shuffleboard even a stand for storing it. Now there's no need to wait 'til you make an ocean voyage to enjoy this exciting shipboard game. Set it up in the rumpus room, or outdoors on sidewalk or terrace.

Almost anyone, any age, can play . . . up to 4 players at one time. Shuffleboard is so relaxing, it's a great game for family outings. Set is made by Sportcraft to last many seasons. Includes eight 6" discs of unbreakable Durex plastic and four 3-pc. aluminum cues, each 70" long. Cues are fitted with wear-resistant, replaceable plastic runners and threaded cue head. Sturdy metal storage stand holds complete set compactly. Official rules, court specifications included

806-174 C1550 Shuffleboard Set . **$25.80**

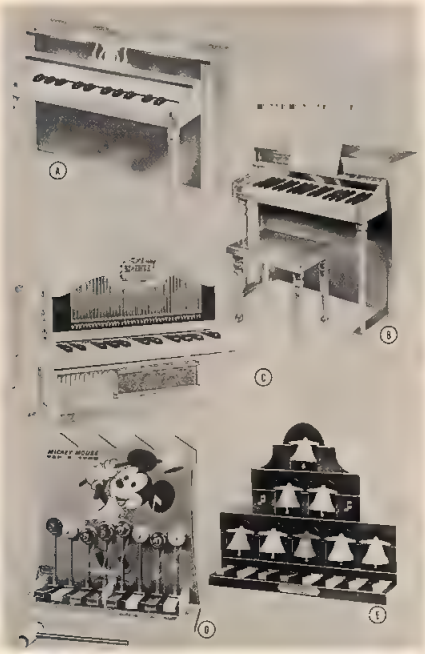
Horseshoe Sets for Indoors or Out

(E) **OFFICIAL HORSESHOE SET.** Diamond Super Ringer . . . the finest pitching horseshoes ever made! Balanced for easy control—these tournament grade shoes are forged of carbon steel, heat treated to prevent chipping and breaking. Pitch them often as you like . . . they'll last a lifetime. The complete set includes one pair bronze finished horseshoes, one pair with silver finish and a pair of official steel stakes that are 27" long, 1" in diameter. The set is packed compactly in a sturdy storage box . . . and shipped directly from the factory in Minnesota. Shipping weight is 36 lbs.

808-477 D715 Official Horseshoe Set..... .... **$10.50**

(F) **DELUXE RUBBER HORSESHOE SET.** The entire family, including the children, can enjoy the excitement of pitching horseshoes . . . safely, indoors or outdoors . . . with these sturdy hard rubber horseshoes! Includes two 16" rubber mats with metal bases and aluminum pegs, 4 rubber horseshoes—2 red and 2 black. Complete set is packed in an attractive storage box. Easy-to-follow rules included too.

808-653 B360 Deluxe Rubber Horseshoe Set..... **$6.00**



TOYS FOR YOUNG MUSICIANS

(A) TABLE MODEL SPINET

25 rugged plastic keys, including 10 raised half-notes. Concert mirror. Full clear, mellow-tone chimes. Youngsters will learn the fundamentals of piano with this realistic spinet. Feather-touch action keys. Size 14½ x 7 x 9". Ship. wt. 8 lbs. Shipped from Chicago stock.

25N54-487 RETAIL **$7.00**

(B) DELUXE SPINET WITH BENCH

37 plastic keys including 15 raised half-notes. Full clear mello-tone chimes. Feather-touch action keys. Song and instruction book and "Play by color" chart included. Concert mirror. New provincial amber clear finish. Size of piano: 24½ x 13½ x 20-4". Size of bench 12½ x 8 x 10½". Ship. wt. 32 lbs. F.O.B. Factory, Penna.

D78B3-2663 . . . RETAIL **$39.95**

(C) EMENEE ELECTRIC GOLDEN PIPE ORGAN

Magnificent handsomely finished Golden pipe, reed organ. 27 Black and White keys play sharps and flats over 2 full chromatic octaves with true full-bodied organ tone. Foot-pedal on-off switch. Complete with music book and electric cord. Over one foot wide. U.L. approved. Ship. wt. 5 lbs.

25N48-1333 RETAIL **$28.00**

(D) MICKEY MOUSE TAP-A-TUNE

For pre-school youngsters. Hit the pedal and ring the bell. 8 tuned brass bells play a full musical scale. Classic style stand finished in beautiful canvas. Sturdily built of finest wood and brass. Complete with balanced mallet and song book. Ship. wt. 3 lbs.

25N48-8X247/267.....RETAIL **$4.00**

(E) KUSAN KAMPANILE

Tower of musical bells. A majestic tower that tolls beautiful music. At a touch of the key-board, each precision tuned bell swings and rings one note in the scale. For quick identification, the bells are color-keyed to the children's "Hit parade" songs and the keyboard. Play by color, note or by ear. Size, 14 x 12 x 5". Ship. wt. 3 lbs.

25N53-333 . . . RETAIL **$5.00**

EMENEE ROLL HARMONICA

Automatically plays professional harmonica music as you blow into mouthpiece and turn handle. Roll harmonica comes complete with several player rolls, easy to insert, easy to rewind. Complete player roll library of popular favorites available from manufacturer.

25N47 8X235/239 . . .. RETAIL **$3.50**

AUTOMATIC PLAYER-DRUM

Turning the handle automatically plays an authentic marching rhythm. Sturdy reinforced metal frame with colorful shoulder harness. Over 95 square inches of playing surface on each drum head. Also includes 2 drum sticks for manual playing. Ship. wt. 4 lbs.

25N45-267. ... .RETAIL **$4.00**

ELVIS PRESLEY GUITAR

Official Elvis Presley 6-string guitar. Full-size nearly 3 ft. long. Two-tone plastic body beautifully decorated with full color portrait of Elvis Presley, "Hound Dog," "Tender Heart" etc. Gives a rich, professional tone. Gear action metal tuning pegs. Complete with silk shoulder cord and handsome, luggage type carrying case. Ship. wt. 4 lbs.

25N45-557 .. . .. RETAIL **$10.00**

ORDER EARLY for Holiday Delivery

Klancey Klang Klang. A perennial favorite—Jack in the Box. Big metal reinforced box measures 4½x4½". Smooth working flexible plastic latch. Just press the button and up jumps the fireman clown with a bound. Ship. wt. ½ lb.

24N72-12X67/75. . RETAIL **$1.00**

Playworld Helicopter Pull Toy. A realistic safe and sanitary reproduction of a flying machine that children love. Hardwood is used exclusively; safe non-toxic colors. Rotor wings actually turn when the "whirly bird" is pushed or pulled, and motor sounds. Size, 4x9½x6". Rotor spreads 9" in diameter. Ship. wt. 2 lbs.

24N74-6X167/197, ... RETAIL **$3.00**

"Hasper" The Hurt-Paw Pup. Kiddies love to doctor his bandaged paw—to hear him cry and roll his big eyes. He is lovable and cuddly and just the right size. His hurt paw held out so appealingly will endear him to children everywhere. Made of rich deep pile, White plush fur with hound markings. Bright Red ribbon bow and bandage. Overall height 11". Ship. wt 1 lb.

24N69-3X258/287.....RETAIL **$4.00**

battery operated action animals

Drinking Dog. Sitting dog holds bottle in one hand and drinking cup in the other. Automatically fills cup with liquid from bottle and drinks. Continuous operation. Eyes light up and dog barks. 9" high, base 4" wide x 5" deep. Works on standard flashlight batteries (not included). Ship. wt. 3 lbs.

24N86-6X320/333 .. . . RETAIL **5.00**

Singing Bird In Cage. Operates on single standard flashlight battery (not included). Switch turns on and off. Bird on perch sings, turns its head and flaps its tail. Cage comes in gold finish inside decorated with colorful artificial flowers. Overall height 9¼" Base 5½". Ship. wt 2 lbs.

24N87-3X375/387 RETAIL **$6.00**

Drummer Dog. Enchanting ten inch dog and drum combination. While in motion, the dog beats a drum with his arms, turns his head from side to side while his eyes light up and beats time on the base drum and cymbal. Operates on standard flashlight batteries (not included). Ship. wt. 3 lbs.

24N68-3X320/333.....RETAIL **$5.00**

Order Early for Holiday Delivery

Kusan Locomotive. A pull train load of fun for junior engineers. From cow catcher to caboose, the Locomotive is 2." of sparkling plastic. The "cows" cars are loaded with removable ABC blocks and bottles for extra play value. Ship. wt 2 lbs.

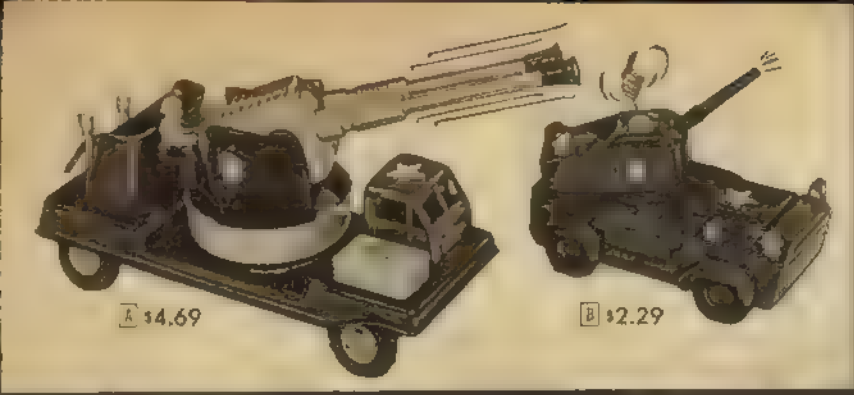
24N73-5X138/135 .. . RETAIL **$2.00**

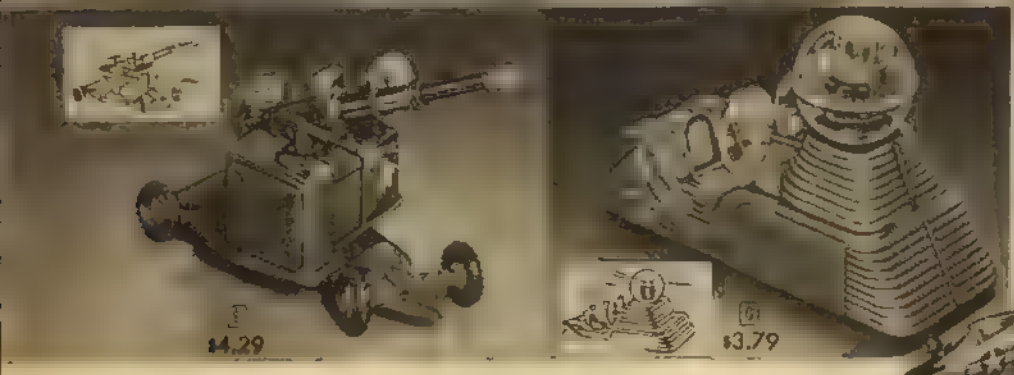
Mr. Wiggles Fire Engine. An exciting pull toy. When toy is pulled, engine stretches while front end follows rear and crawls along and suddenly recoils to catch up. Ringing bell and 3 firemen add to realism. Takes corners twists and turns to add to excitement. Engine is 9" long stretches to 20". Ship. wt 1 lb.

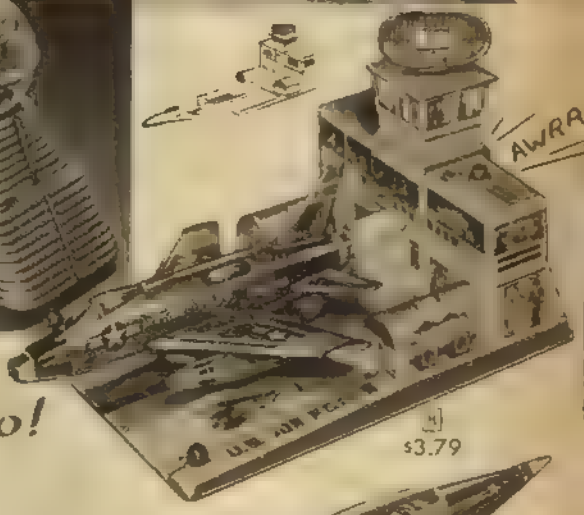
24N71-6X127/135. . . . . RETAIL **$2.00**

Mr Wiggles "Minnie Mouse." A new push toy that really rings the bell, with lots and toddlers. Gay and colorful—based on the famous "Hickory, Dickory Dock" nursery rhyme. Every time the wheels go 'round—the mouse runs up and strikes the clock. Made of hi-impact plastic. 24" long. Ship. wt. 2 lbs.

24N70-135 . ..... RETAIL **$2.00**







Flick a Switch and Watch 'em Go!

Battery-operated toys that perform like the real thing

A Pom-Pom Anti-Aircraft Truck. Gun swivels 360°. Lighted guns retract and recoil, raise and lower, make loud noise. Steel, rubber wheels. 14⅜ in. long. From Japan. Uses 3 batteries (not included, order below)
49 N 5878 Shpg. wt. 3 lbs. $4.69

B Armored Car, Turret gun with radar screen revolves, gun fires, car goes forward, turns left or right. Detailed steel. Rubber wheels. 9 in. long. From Japan. Uses 2 batteries (not included, order below)
49 N 4230 Shpg. wt. 1 lb. 8 oz. $2.29

C Remote-control Helicopter. Takes off . . flies up, down, forward or backward . . hovers . . all from remote control panel. 5 maps, radar screen help "pilot" control flight. 6-in. long aluminum plane with 7-in. roto-blades. 6x7x4½-inches. Plastic control panel. Uses 4 batteries (not included, order below)
49 N 5820 Wt. 3 lbs. 6 oz. $10.95

Batteries. Shpg. wt. each, 4 oz.
34 N 4650 . . Each 18c. 2 for 35c
34 N 4650—Wt. 12 oz. . .3 for 51c
34 N 4650—Wt. 1 lb. . .4 for 68c

D Passenger Plane. Each propeller in turn "revs" up, wing tips flash, plane moves forward or in circle. Metal, rubber tires. 19-in. wingspan. Made in Japan. Uses 2 batteries (not included, order below)
49 N 5703 Wt. 2 lbs. . . $5.79

E Anti-Aircraft Electro-Mobile. Radar antenna sweeps skies . . screen lights up, machine gun fires, cannon flashes. Metal with rubber tires. 14½ in. long. From Japan. Uses 2 batteries (not incl. order below)
49 N 5865 Wt. 2 lbs. 5 oz. $4.29

F Bulldog Tank. Goes forward, backward, climbs over obstacles. Fires projectiles, ejects empty shell casings, by remote control. 22⅛ in. long. Plastic. Uses 4 batteries . . order at left
49 N 5866 Wt. 2 lbs. $10.95

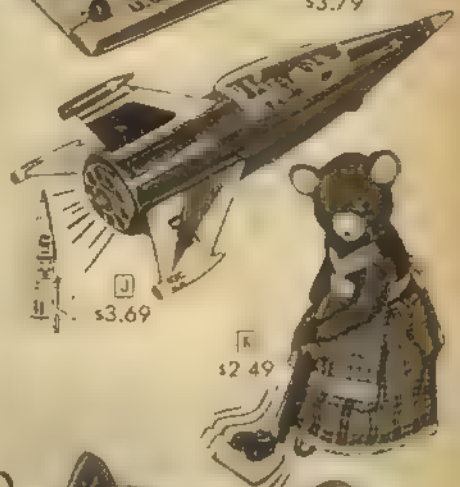
G Moon Space Ship. Contacts object, turns in another direction. Piston action satellite. 2 lighted radar screens. Metal. 13 inches long. Made in Japan. Uses 2 batteries (not included, order at left.
49 N 5722 Shpg. wt. 3 lbs. $3.79

H Jet Plane Base. Plane goes forward with loud "purring" noise, radar scanner revolves. Lighted screen shows silhouettes of planes as 2 guns revolve. Steel. 11 in. long. From Japan. Order 2 batteries below
49 N 4228 Wt. 2 lbs. 8 oz. $3.79

J Moon Rocket. Goes forward . . instrument panel lights up to show "outer space." lights blink on tail. 2 men in cockpit. Colored metal. 15 in. long. From Japan. Uses 2 batteries (not incl. order below)
49 N 5752 Wt. 1 lb. 8 oz. . $3.69

K Housecleaning Bear. Goes forward, stops, starts off in new direction. Light in vacuum cleaner. Metal. 8⅜ in. high. Made in Japan. Uses 1 battery (not included, order below)
49 N 5860—Shpg. wt. 8 oz. . $2.49

L Bubble-blowing Elephant. Rayon plush pachyderm dunks trunk into solution, raises head and blows long stream of bubbles. Bright 7¼x4 in. metal base. From Japan. Uses 2 batteries . . order at left
49 N 5861 Shpg. wt. 2 lbs. . $3.69



Head moves, ears flap as trunk is dunked in pail

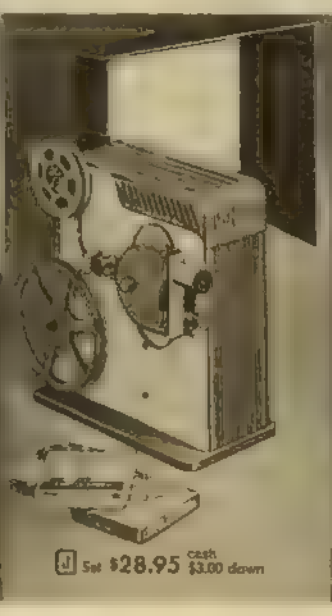
A Our Best Camera Photo Outfit $6.98

B Outfit $7.39

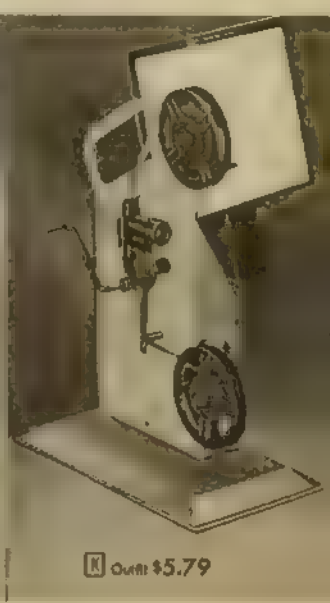
C Outfit $4.89

G $1.79

H $6.79



J Set $28.95 cash $3.00 down



K Outfit $5.79

E mention viewer 98c

E $1.98

F Album 98c

Picture Taking..Viewing Fun

Junior Camera and Movie Outfits that really work!

A Imperial Debonair Camera Photo Outfit. Our best detachable flash unit with built-in [illegible] 620 film, bulbs. Batteries. Plastic gadget bag.
49 N 4866 — Shipping weight 1 lb. 2 oz. $6.98

B New! Mark 27 Camera with built-in flash unit, reel Eastman No. 127 film. Takes 8 exposures; batteries, bulbs. Carrying case.
49 N 5116 — Shipping weight 2 oz. $7.39
49 N 5122 — Camera only. Shipping weight 2 oz. 4.95

C Mark XII Economy Camera Outfit with detachable flash unit. 12 picture roll of 620 film, batteries, 4 bulbs, plastic gadget bag. Sturdy plastic body.
49 N 4826 — Shipping weight 1 lb. 9 oz. $4.89

D Junior Tru-Vue 3-dimension Viewer. Plastic casting, brightly colored. Uses 3-D sheets of picture cards (not incl.). Order below.
49 N 5106 — Shipping weight 8 oz. 98c

E 3-dimensional Viewer. Fun for all. Just slide in cards (not included—see below). Scenes stand out in rich color, detail.
49 N 5261—Shipping weight 8 oz. $1.98

F 3-dimensional Color Albums. Each album contains 3 cards. *State title or album.* Disney Album, Fantasyland, Mickey Mouse Club Circus, Fairy Tale, Lone Ranger, Roy Rogers Album, Robin Hood Album, Birth of Jesus, Christmas Album.
49 N 5132 — Shipping wt. 6 oz. Each album 98c

G Imperial Snapshot Camera. Takes [illegible] exposures on standard 620 film. Non-breakable high-impact plastic body, rounded and polished lenses, [illegible] view finder.
49 N 5113—Shpg. wt. 10 oz. $1.79

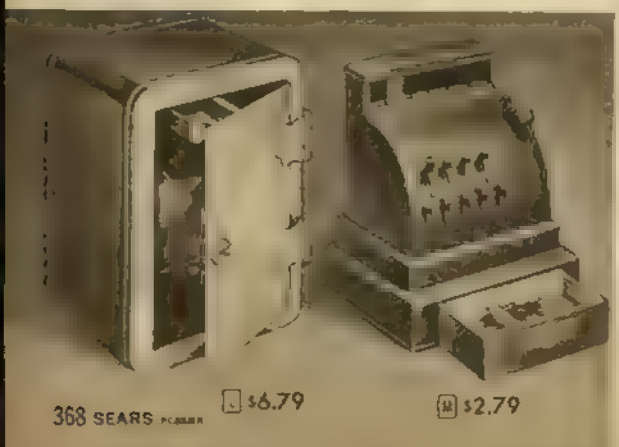
H Magnajector. Projects snapshots, postcards, [illegible] enlarged many times in full natural color. 2 German lenses, [illegible] bulb, [illegible] slides.
49 N 5109 — Shipping weight [illegible] lbs. [illegible] oz. $6.79

J Electric 8 mm. Movie Projector. 3 reels. [illegible] lens, [illegible] square. Blower cools [illegible] amp. [illegible] 60-cycle A.C. motor. Metal.
79 N 25119 — Shipping weight [illegible] lbs. $28.95

K 8 mm. Toy Movie Projector. Takes 200 ft. black and white or colored film. Precision lens, 9x11-in. screen. 1 empty 25-ft. reel. 4 batteries. 1 roll film included. Metal.
49 N 5121—Shipping weight 3 lbs. $5.79

L Steel Combination Safe. Replica of Hercules-Merlink office safe. Double number combination dial lock. 12¼x9½x8 in.
49 N 5104 — Shipping weight [illegible] lbs. 3 oz. $6.79
49 N 5101—8½x7x6-in. safe. Wt. 2 lbs. 8 oz. 3.79

M New! Happi-Time Cash Register. Turn [illegible] operates cash drawer, [illegible] coins, Sears sales clerk [illegible] steel.
49 N 4815 — [illegible] Shpg. wt. 4 lbs. $2.79



L $6.79

M $2.79

POWER UNIT

Make of engine ..... Cylinders ..... Displacement ..... RPM
HP ..... Year built ..... Engine serial No. .....
Water pump ..... Filter .....
Muffler ..... condition ..... cooling ..... corrosion
Exhaust pipe ..... material, condition .....
Engine mountings ..... (rubber, metal) ..... flexible fuel line connection .....
Engine wiring ..... accessibility, condition .....
Battery ..... (number, make, number of cells, capacity, condition)
Engine starter ..... (electric, hand)
Fuel tank ..... location, material, condition, condition of lines .....
Carburetor drip pan ..... (material, condition, condition of overflow fitting)
Remote control ..... Rudder post ..... (material, condition)
Shaft ..... (material, condition) ..... Propeller ..... (make, dia., pitch, condition)
Stuffing box ..... Engine alignment ..... (material, condition)
Engine coupling ..... (type, condition)
Approximate maximum speed ..... at ..... RPM
Approximate fuel consumption per hour .....
Instrument panel ..... (tachometer, fuel gauge, water temperature gauge, oil pressure gauge)

AUXILIARY ELECTRICAL SYSTEM

Generator ..... (make, capacity, voltage, operated by, condition)
Cabin wiring ..... (conduit, condition of wiring, condition of joints)
Cabin lights ..... (number, condition)
Other electrical fixtures ..... Remarks .....

INTERIOR FITTINGS

Head-room .....
Bunks ..... number, type, length, breadth, depth)
Mattress ..... (coil, wire, inner spring, condition)
Toilet ..... (number, covers, condition)
Wash basin ..... make, condition of pump, capacity)
Galley ..... material, condition, condition of pump, drain)
Stove ..... (size, ventilation)
Water tank ..... (make, size, fuel used, asbestos backing, liverpool head, condition)
Table ..... capacity, location, material, condition)
Refrigerator ..... (type, condition)
Plumbing ..... Hand pump, sea cock, condition
Galley ..... number, material, condition
Cooking utensils ..... (number, material, condition)
Joiner work ..... Varnish .....
(condition) (condition)
Molding ..... Color scheme .....
(condition)
Paint ..... Storage space .....
(condition) (adequate, lockers, size)
Fireplace ..... (location, asbestos backing, screen, etc.)
Book racks ..... Remarks .....

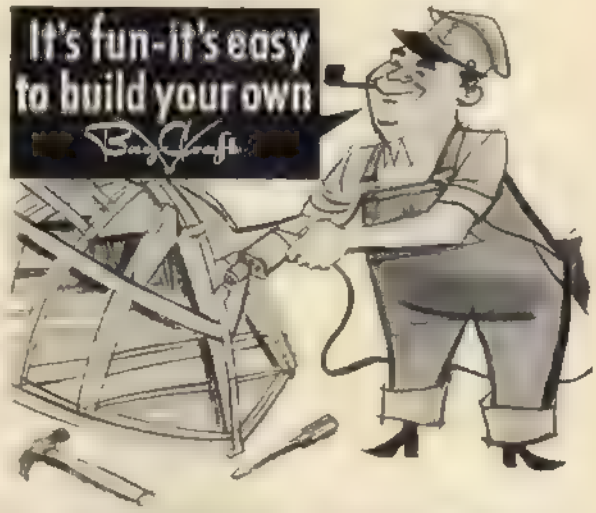
IF BOAT IS EXAMINED OUT OF WATER

Planking ..... (worms, cracks, patches, condition of paint)
Keel splice ..... Stem keel joint ..... (condition)
condition, Transom keel joint ..... Plank end to stem ..... (condition)
(condition)
Garboard seam ..... Butts ..... (smooth, rough)
Caulking ..... Seam filler .....
(oiled, dry, rotted, plastic)
Propeller ..... (make, dia., pitch, number of blades, material, condition)
Stern bearing ..... Strut ..... (material, condition)
(make, snug, loose)
Rudder ..... (material, condition, condition of bearings)
Remarks

GROUND TACKLE

Anchors ..... (number, kind, weight, condition)
Anchor chain ..... (length, size, condition, material)
Anchor line ..... (material, length, size, condition)
Shackle pins ..... (condition)
Bitts ..... (size, condition)
Remarks:

(Continued on next page)



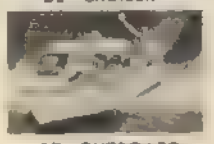
With the BAYCRAFT pre-fab system, you can own a superior boat and save money

22' MYSTIC

24' CRUISER

20' CRUISER

28' CRUISER


17' OUTBOARD

Yes, with a few simple hand tools you can easily build a BayCraft boat, because it is pre-fabricated Each boat is soundly constructed with top specification northern white oak frame. It is carefully fitted together at the BayCraft factory on boat-builders jigs. This makes reassembly of your boat easy and economical

BayCraft provides only the finest materials at direct-from-the-factory savings. And you can pay as you build. You only need to buy the part of the boat you are working on. BayCraft has a complete line of boats that are sporty, fast and seaworthy

BayCraft designed boats are sturdily built to take rough weather and heavy pounding. Yet the cost is much less than many less seaworthy boats. Promote yourself to Captain. Choose your BayCraft outboard, cruiser, or sailing sloop now from our 28 page catalogue.

- DIRECT FACTORY SAVING
- ONLY QUALITY MATERIALS USED
- PRE-FABRICATED FOR BETTER CONSTRUCTION
- 54 YEARS BOAT BUILDING EXPERIENCE
- PAY AS YOU BUILD PLAN
- MARINE HARDWARE INCLUDED

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BAY CITY BOATS INC. 1833 FIRST ST.
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ADDRESS _____
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Airguide MARINE SPEEDOMETERS

FOR EVERY PLEASURE BOAT—

NOW—3 complete speedometer lines: (1) The new SEA SPEED LINE, good—(2) The famous Airguide CONTRALOG® LINE, better—and (3) The new exclusive JEWELED CONTRALOG LINE, the best.

New SEA SPEED LINE

No. 850 • 45 MPH SEA SPEED SET Contains speedometer head, 18' of vinyl tubing, hinged pitot tube, connectors, clips and screws. Accurate boat speed readings at low cost. Surface mounted metal case, heavily chrome plated 4" in diameter, 1⅝" deep. Red and black 3" dial with white details and pointer is very readable. Tube connection in back of case out of sight. **$9.95** Retail **No. 851—45 MPH SEA SPEED SET.** Identical to No. 850 except flange is moved forward so that dial is flush with bulkhead. **$9.95** Retail

No. 852-S • 45 MPH SEA SPEED PANEL SET Contains flush mounted Sea Speed speedometer in a sparkling chrome plated brass panel with provision for starter and choke buttons and two additional switches. Panel mounted flush on bulkhead is 10¼" wide by 4½" high. Also included are 18' of vinyl tubing, hinged pitot tube and bracket, connectors, clips and screws. **$15.00** Retail

Exclusive CONTRALOG LINE

No. 707 • 50 MPH *Dolphin* CONTRALOG® ILLUMINATED A prized accessory for any craft. Mounted on deck near steering unit where boat speeds can be easily watched. Translucent dial illuminated for night use. *Better* Airguide Contralog® movement gives fine readability at 50 MPH. Black rubber protective pad firmly rings deck contours. Easily installed. No screws visible. Gracefully curved chrome plated case 4¼" in diam. 1¾" long 4" high. Fits decks up to 1" thick. **$15.00** Retail (Head only)

No. 906 • 45 MPH SET Everything required for a complete and easy boat speedometer installation: Airguide speedometer head with *better* Contralog® movement, Pick-up unit with stabilizer, 16' of heavy duty plastic tubing, nylon pitot tube, connectors, clips and screws. Complete set on an attractive set-up display panel. **$13.95** Retail

New JEWELED CONTRALOG LINE

No. 711 • 30 MPH JEWELED CONTRALOG® ILLUMINATED Finest of marine speedometers—with the exclusive Airguide Contralog® movement now jeweled for *best* action and sensitivity. Heavily plated die-cast case 5" in diam., 2" deep with brass bezel. 3" dial. Illuminated. Back connected. Use with any Airguide Pick-up unit with stabilizer. **$17.50** Retail (Head only) **Also No. 712**—Identical with No. 711 except for wider speed range, 0-50 MPH. Also **$17.50** Retail

Made and Guaranteed by Copr. 1959

AIRGUIDE INSTRUMENT CO., CHICAGO 47, ILLINOIS

See complete Airguide Lines at leading Marine Dealers

Export: Outboard Marine International, Nassau, B.W.I.

SAILING EQUIPMENT

Type of rig ..... (cat, sloop, yawl, etc.

Has original rig been changed in any way? ..... Type of ....

C. E. (total sail area) measured from bow .....

Mast ..... hollow or solid, material, condition, paint)

Spars ..... hollow or solid, material, condition, paint)

Battens, ... material, condition,

Standing rigging ..... Running rigging .....

(material, condition) material, condition

Blocks and Sheaves ..... size, material, condition

Centerboard ..... (size, depth lowered, condition of runs

Boom ..... size, amount it juts out in front of mast, material and type,

Gaff ..... number of sails, material, mainsail, condition)

Set of sails ..... (set after, improperly cut)

Sailing of boat ..... (comes about well, proper balance, etc.)

Remarks .....

SAFETY APPLIANCES

Life preservers ..... (number, type, condition,

Bell ..... Horn ..... (type, make, condition)

Lights ..... material, condition) Running lights ..... (type, condition)

Fire extinguishers ..... (number, type, condition)

Bilge pumps ..... (number, type, material, condition)

Blower ..... (bilge, engine compartment, cabin, others, condition)

Tender ..... (dory, skiff, etc., oars, condition)

Outboard motor ..... (make, number of cylinders, horsepower, serial no., condition

Remarks .....

MISCELLANEOUS

Binoculars ..... Flag pole and pocket

(number and condition

Tools ..... Medicine cabinet ..... Bilge pump

Awnings ..... (number, material, condition) Typewriter, ... (number, size, condition)

Side curtains ..... Dan ..... (number, material, condition) water, condition)

Boarding or swimming ladder .....

condition

Windshield ..... Flag Halyard .....

(shatter-proof glass)

Cutwater ..... Dock Lines .....

(material, condition) (number, material, condition)

Lifting rings ..... Step pads .....

how secured) material, condition)

Clock ..... Radio .....

(make, size, condition) (case, condition)

Trailer .....

(home-made, factory-built, condition of tires, type of hitch

Remarks .....

General Information

Date .....

Name of owner ..... Address .....

Age, No. years ..... Name of boat .....

Boat's former name ..... Registration No. .....

Located at ..... Designed by .....

Built by ..... Date built .....

Hull serial No. ..... Approx. weight .....

Engine No. ..... Drawings .....

(number to be returned) number to be returned

Taxes ..... Lien ..... Papers .....

(bill of sale etc.)

Asked price .....

☆ ☆ ☆

DEVELOP NEW FUEL AND OIL

A new crankcase oil, developed by Esso Research for yachtsmen, is called Essolube HDX. It incorporates advantages of two earlier types of crankcase oils. The new oil helps prevent low temperature sludge formation in the crankcase. Besides keeping pistons clean, it minimizes collection of high-temperature deposits behind rings and in piston-ring grooves. This, says Esso, means longer-running engines and greater safety.

Another new Esso product available at Esso marine dealers docks this summer will be the improved Esso Extra marine gasoline with Marnol. Through a three-year research program, harmful ingredients that cause engine deposits and reduce engine efficiency were identified by a radioactive tracer method and eliminated by new refinery procedures. This new gasoline keeps carburetors and engines clean, combats spark-plug fouling and improves valve action. Esso Extra also fights fuel-tank and line deposits.

Esso cruising aids are now available. Esso Cruising Guides and the new Esso marine-slide rule for computing time-and-distance are offered free

A New Concept of Performance
The new Bayhead SKIFF 36' SuperSports Express and 30' Day Sportfisherman have been designed to meet new standards of offshore performance. They are tested and rated, not under ideal conditions, in line with common practice, but under the rigors of the open Atlantic. They truly establish a new concept, by which other yachts must be judged, of the seaworthiness and thoroughbred performance characteristics which seasoned yachtsmen most seek—responsiveness, agility, handling ease, stability, positive controllability under such adverse conditions as the breaking seas of an inlet, anti-roll dampening, non-pounding, and solid, space-eating speed.
On the open bluewaters that the BayHead SKIFF establishes unquestionably the spirited competence which is the unique heritage of its design.
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Bayhead SKIFF Co., Bayhead, N. J., Subsidiary of New Jersey YACHT SALES Corp., Rt. 35, Point Pleasant Beach, N. J.

LASTING PROTECTION AND BEAUTY
For Your Boat!
DURABLE PLASTIC FINISH
* Guaranteed not to crack, chip or peel!

Beautiful, glossy BoatLIFE, tested for years under the most severe weather and water conditions have been found to be the finest, toughest, most flexible finish your boat can have. BoatLIFE is positively waterproof, amazingly flexible and elastic highly resistant to marine growth and affords maximum protection against rot.

So easy to apply! Flows on smoothly even over other finishes. Dries tack free even in dampest weather. Use on wood, canvas or metal (on metal use primer first). BoatLIFE is superior to and outlasts even the finest spar varnish!

BoatLIFE

Available in glistening Plasticlear or brilliant colors (Blue, Red, Gray, Green, Black, Ivory and non-yellowing Flat or Gloss White). Ask for BoatLIFE at your dealer, or order direct for $3.85 qt., $12.80 gal., ppd. (West of Mississipp add 25¢ qt., 50¢ gal. to cover shipping costs.)

Also available Amazing BoatVINYLFE Copper Vinyl Anti-Fouling for positive bottom protection. Completely waterproofs your hull and prevents marine growth of all kinds . . . for years!

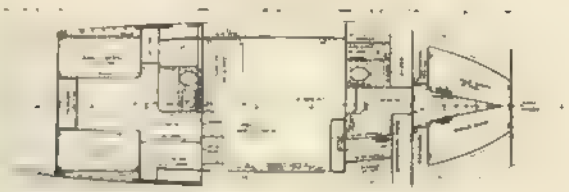
Write today for free folder with color samples.

Boat Builders! Send only 10¢ and receive lumber manual "How To Select The Right Boat Lumber" . . . plus latest lumber list and prices.

* When applied properly.

M. L. CONDON CO., INC.
274 Ferris Avenue, White Plains, N. Y.
Specialists in Marine Finishes and Boat Lumber Since 1912

STEPHENS BROTHERS



Stephens' 42' flush deck series is planked with Philippine mahogany over bent oak frames. Chrysler Imperials power her

Stephens Brothers of Stockton, California, will accent flush-deck design for their new 42′ and 47′ stock boats. The 42′ Flush Deck series features a shower with glass door and automatic sump pump, hot and cold water pressure throughout, Galley-Maid hot water heater, and butane stove with oven and broiler. Planking is Philippine mahogany over bent oak frames, with Everdur fastenings. Decking and cabin top are fiberglass over molded plywood, and all exterior and interior bright work is varnished Honduras mahogany. The continuous cap rail is also mahogany.

Standard power is a pair of Chrysler Imperials to 225 hp. Engine starting and ship's electric system is 12-volt. Clutch controls are hydraulic.

The Stephens 47-footer features teak decks with rubber-filled seams, four-burner gas stove with oven and broiler, shower, pressure system, Galley-Maid No. 10 hot water heater, and Monel tanks, shafts and screening.

Power is provided by twin Chrysler Imperials to 225 hp. Clutch controls are hydraulic. Diesels are available at added cost, as in the 42′ model.

Planking is Philippine mahogany, and the exterior and interior brightwork is Honduras mahogany.

WATERFRONT FOR BIMINI YACHTSMEN

Oceanfront, canalfront, and bayfront lots are offered for sale in Port Royale, South Bimini, Bahamas, by L. C. Judd & Co., Inc., Realtors, 2230 S. E. 17th Street, Fort Lauderdale, Fla. This property is fifty miles from the Florida coast and features high dry land, wide deep canals, a jetted inlet, Gulf Stream fishing, dredged canals and existing roads. Lots are 50′, 75′, and 100′. A Port Royale Yacht Club, which must approve all requests for lot purchases, is already built. Daily flights from Miami, Fort Lauderdale and West Palm Beach via Mackey Airlines are scheduled.

REMOTE READING COMPASS SYSTEM

Wright Instruments, 51 Chestnut Ave., Vineland, N. J., offers a remote reading compass system, featuring a compass transmitter mounted away from usual compass disturbances. It is designed for use with 12-, 24-, 32-, and 115-volt systems, and includes three tested units totaling nine pounds. A waterproof indicator for flying bridges is optional. Overseas shipments may be arranged.

FIBERGLASS TRAILER FENDERS

Little Dude Boat Trailer Co., Fort Worth, Texas, introduces fiberglass fenders as optional equipment. The fender, shown on the Model C deluxe trailer, harmonizes with the fiberglass runabout. The Model C is one of several L. D. trailers.

POWER UNIT

Make of engine ... Conversion ... HP ... at ... RPM
No. of cylinders ... Year built ... Engine serial No. ...
Water pump ... Oil filter ...
(condition, test cock) (yes, no)
Muffler ...
(yes, no make, condition)
Exhaust pipe ...
(corrosion, vortec, etc. rate as to condition, leaks)
Engine mountings ... Exhaust and fuel line connections ...
(rubber mounts) (rigid, flexible)
Engine wiring ... Generator ...
(quality, condition, size, no. and type)
Battery ...
(number, make, number of plates, capacity, type of switches)
Engine starter ...
(yes, no, connection)
Gasoline tanks ...
(number, cap, material, where filled, where vented, fittings)
Gasoline pipes ...
(material, condition, condition of valves and other fittings)
Carburetor drip pan ... Flame arrester ...
(yes, no) (yes, no)
Reverse ... Reduction gear ...
(condition) (yes, no, make, ratio, condition)
Shaft ... Universal joint ... Number ...
(material, condition) (number, condition,
Stuffing box ... Engine compartment ventilation ... (yes, no)
right, locky)
Engine controls ...
(types of installations, where located, head, jacket)
Approximate maximum speed ... at ... RPM
Approximate fuel consumption per hour ...
(at what engine power)
Remarks ...
(check, gauge, fuel gauge, ammeter, thermometer, coaxial)

AUXILIARY ELECTRICAL SYSTEM

Generator ...
Cabin wiring ... (make, capacity, voltage, operated by, condition)
(condition, condition of wiring, condition of outlets)
Cable lights ...
(number, condition)
Other electrical fixtures ... ...
Remarks ...

INTERIOR FITTINGS

Head room ... ...
Bunks ... ...
(number, type, length, breadth, depth)
Springs ... ...
(coil, wire, inner, condition)
Mattresses ... ...
(number, covers, condition)
Toilet ... ...
(make, condition of pump, sea-cock)
Wash basin ... ...
(size, material, condition, condition of pump, drain)
Galley ... ...
(size, vents, etc.)
Stove ... ...
(make, size, fuel used, asbestos backing, liverpool head, condition)
Sink ... ...
(size, number of, condition, condition of pump, drain)
Water tank ... ...
(capacity, location, material, condition)
Table ... ...
(type, condition, size)
Refrigerator ... ...
(type, size, vents, etc., condition)
Plumbing ... ...
(material, condition)
China ... ...
(number of pieces, condition)
Cooking utensils ... ...
(number, material, condition)
Joiner work ... ...
(condition, Varnish, condition)
Moulding ... ...
(condition) Color scheme ...
Paint ... ...
(condition) Storage space (location of lockers, size)
Fireplace ... ...
(location, asbestos backing, condition)
Book racks ... ...
Pantry, etc. ... ...

IF BOAT IS EXAMINED OUT OF WATER

Planking ... ...
(worming, cracks, patches, condition of paint)
Keel, sp ... ... Stem-keel joint ... ...
(condition) (condition)
Transom-keel joint ... ... Plank end to stem ...
(condition) (condition)
Garboard seam ... ... Butts ...
(condition) (smooth, rough)
Caulking ... ... Seam filler ...
(rotted, sound) (rotted, elastic)
Propeller ... ...
(make, dia., pitch, number of blades, material, condition)
Stern bearing ... Strut ...
(make, snug, loose) (material, condition)
Rudder ... ...
(material, condition, condition of bearings)
Remarks ...

GROUND TACKLE

Anchors ... ...
(number, kind, weight, condition)
Anchor chain ... ...
(length, size, condition, material)
Anchor line ... ...
(material, size, length, condition)
Shackle pins ... ...
(condition)
Bitts ... ...
(size, condition)
Remarks ...

(Continued on next page)

With the BAYCRAFT pre-fab system, you can own a superior boat and save money

22' MYSTIC

24' CRUISER

20' CRUISER

28' CRUISER

17' OUTBOARD

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BayCraft provides only the finest materials at direct-from-the-factory savings. And you can pay as you build. You only need to buy the part of the boat you are working on. BayCraft has a complete line of boats that are sporty, fast and seaworthy.

BayCraft designed boats are sturdily built to take rough weather and heavy pounding. Yet the cost is much less than many less seaworthy boats. Promote yourself to Captain. Choose your BayCraft outboard, cruiser, or sailing sloop now from our 28 page catalogue.

- DIRECT FACTORY SAVING
- ONLY QUALITY MATERIALS USED
- PRE-FABRICATED FOR BETTER CONSTRUCTION
- 54 YEARS BOAT BUILDING EXPERIENCE
- PAY AS YOU BUILD PLAN
- MARINE HARDWARE INCLUDED

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BAY CITY BOATS INC. 1833 FIRST ST.
P.O. V. 1019 BAY CITY, MICH.
NAME _____
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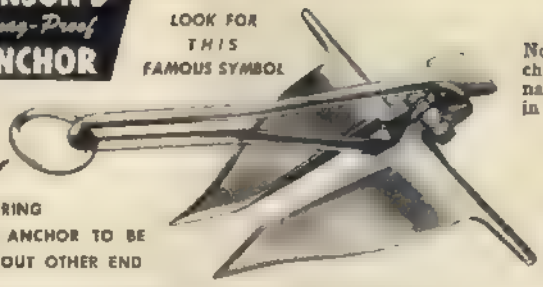
A FAMOUS NAME IN ANCHORING EQUIPMENT

BENSON'S

BENSON'S Snag-Proof ANCHOR

LOOK FOR THIS FAMOUS SYMBOL



SLIDING RING ALLOWS ANCHOR TO BE SLIPPED OUT OTHER END

No more lost anchors or cut lines! "Ring" slips back along shank to crown, for easy, sure release. No back-breaking tugging! You can't beat a BENSON'S ANCHOR for terrific holding power. It bites the bottom and holds until you're ready for Snag-Proof "Ring" release. Dollar for dollar, BENSON'S holds more boat than any other anchor!

One-piece, self-locking. No fouling! No lashing! No clamps! Place anchor into chock and "Ring" locks it securely. Eliminates hazard of loose anchor in the boat.

BEN-LOK DECK CHOCK

LIFE-SAVER ANCHOR DAVIT

Holds anchor on point of bow ready for instant action. Safer, surer anchoring. Bring it in or drop it from any point in the boat with complete control. Line slides over stainless steel roller until anchor is safely cradled in ANCHOR DAVIT. Then, simply make line fast to cleat and anchor is safely secured. Adaptable to any type boat.

316 S. ORCHARD RD., SYRACUSE 4, NEW YORK

BENSON ANCHORS, INC.

The deck will be made from No. 14 gauge iron about 3/32" thick, and be welded to the insides of the sheer strakes and intermittent welds at the deck beams. It can be laid in several pieces at a saving of iron; its seams will be welded in the same manner as those of the bottom and side plating.

The cockpit floor will be laid with 5/8" thick vinyl plywood; two pieces with joint extending down the center and backed with a spruce or cedar batten. It must be a neat and tight fit against the side plating. To make doubly sure of preventing leakage here, fit a marginplate made from No. 10 iron the length of the cockpit before the floor beams are put in place. This will be about 2" wide and shaped to fit the fore and aft sweep of the topsides at the level of the cockpit floor; a similar member should follow across the after bulkhead. The floor beams will be made from 1½" by 2" white oak set on 10" centers, the beam ends to be through bolted to the tabs. There are two openings in the floor which must be properly headed and fitted and later fitted with lift-off covers and bound with 1/16" thick by 2" wide bronze strips. No canvas will be required over the plywood; just paint.

The forward end of the cockpit drops into the well. The sides of the well should be made from white cedar. There are lockers on both sides of the well.

The deckhouse sides and forward end will be made from 5/8" vinyl waterproof plywood and are continuous with the coamings. Window openings can be cut into the wood and neatly fitted with rabbets by planting 5/8" by 1½" battens at the tops, ends and bottoms of the openings. Lay these in thick paint and fasten with 3/4" bronze wood screws. The main bulkhead will also be made from vinyl waterproof plywood. The cabin top carlings will be made from 1¼" by 1½" white cedar and set on 10" centers, the crown being 3" in the breadth of the house. Plank with 1/4" thick vinyl plywood, only one seam through the center of the house top, and fasten with bronze flat head screws, the heads to be slightly countersunk and then stopped over with white lead putty. The upper part of the pilot house will be of the same construction as the cabin: sides and forward end, 5/8" vinyl waterproof plywood.

The cabin interior framing will be of 3/4" by about 2" wide wood of similar nature. All the flat parts will be made from ½" thick vinyl plywood. All can be in single pieces. This includes the toilet room bulkheads, and its door. The latter should be framed around with ½" by about 3" wide pine or other lightweight woods. Without the reinforcement, the door will warp. Fastenings here should be bronze screws, heads let in flush with the surface. We recommend turpentine and white lead paint as the best treatment for protecting these surfaces.

☆ ☆ ☆

FIRE-RESISTANT PLASTIC LIFEBOATS

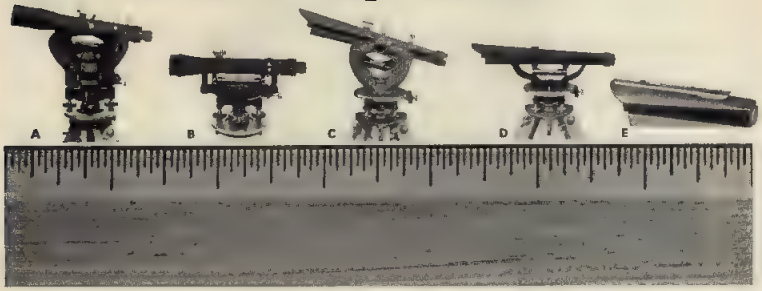
Plastic fire-resistant lifeboats approved by the U.S. Coast Guard can now be used on all ships flying the American flag. Developed by Welin Davit and Boat Div. of Continental Copper and Steel Industries, Inc., Perth Amboy, N. J., this is asserted to be the only plastic boat to receive such approval. It is strong, light weight, and impervious to rot, corrosion, and exposure. To date, at least two major shipping lines and an oil company plan to use plastic lifeboats on their ships.

In construction of the boat primary consideration was given to features of safety and performance. The hull and all other structural plastic parts are made of Hetron, a polyester resin produced by the Durez Plastics Division of Hooker Chemical Corp., North Tonawanda, N. Y. It was selected because of its inherently fire-resistant self-extinguishing property. Reinforced with fiberglass, the Hetron plastic also provides great strength and high impact resistance for the hull.

Enough fire-resistant plastic foam flotation material was installed to make the lifeboat unsinkable even when fully loaded and completely filled with water. Stability of the boat was established by maintaining traditional lifeboat lines. For uniform distribution of the total load from the boat to the release gear, the stem and stern posts are of aluminum.

The keel is fiberglass-reinforced Hetron; fittings are stainless steel.

"biggest dollar return per square foot of shelf space"



that's what dealers say about Berger Builders' Instruments

Berger Instrument business is *new* business and *good* business.

New business because customers formerly had to buy these transits and levels from other sources. Now it's your turn.

Good business because every Berger is a big ticket item with a generous profit margin. Selling time, writing sales checks, wrapping and bookkeeping cost no more than for many "penny" items. And there's no competition from discount and premium houses.

There's a Berger to be sold wherever there's a house or a barn to be built, a driveway to be laid out, a stone fence aligned or any day-to-day construction. Your best customers—builders, contractors, farmers and maintenance men—see Berger advertising month after month in building, construction and farm magazines. Berger builders' instruments—like Berger Engineering Instruments since 1871—are famous for their quality, and yet priced so remarkably low that they are moving off dealers' shelves by the thousands. Customers are quick to recognize their outstanding value.

Don't waste another day in this building season. Start with a trial run of just a few instruments. Watch how quickly they sell—and how they help sell other builders' and hardware items, too. Fill in and mail the coupon today and we'll quickly send you complete information and dealer discounts.

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C. L. BERGER & SONS, INC., 55 WILLIAMS ST., BOSTON 19, MASS.

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A Model 330 — MASTER BUILDER Convertible Transit-Level with tripod and case $229.50

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Not Illustrated

Model 140 Service Transit-Level with tripod and case $92.95
Model 110 — Service Dumpy Level with tripod and case $54.95
Model 130 — Duplex Tilting Level with tripod and case $69.95
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Bernardi

FASCINATION IN GLASSWARE

Luminous creations of hand-blown elegance . . . sparkle with the gleam of precious stones. Lasting loveliness in hand-made beauty—fashioned in finest lead crystal. Lavish highlights —delights in every setting.

A 18" MODERN FREE FORM VASE—a towering beauty for long stemmed flowers. In hand-blown charcoal crystal stunning complement for any decor Sh. wt. 8 lbs.
410984-463 . . . . . Retail **$6.95**

B 16" FREE-FORM PITCHER—with flowing lines and crisp contours. The ultimate in modern styling. Hand-blown of finest lead crystal. In a deep blue hue Sh. wt 6 lbs.
410988-463 . . . Retail **$6.95**

C COVERED CANDY JAR rendered in hand-blown crystal. Lovely rounded shape in rich amethyst shines with jewel-like brilliance in any setting. 8½" diameter Sh. wt. 6 lbs.
410991-463. . . . . Retail **$6.95**

D FOOTED BOWL—magnificent centerpiece or server Hand-blown with sea-foam border scooped base. In deepest Persimmon crystal. 10" in diameter Sh. wt 8 lbs.
410992-530 . . . Retail **$7.95**

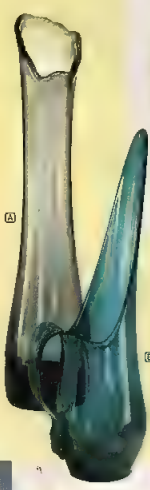
H 14-PC. PUNCH BOWL SET—gracefully fashioned in a petite antique grape design. The crowning achievement for gracious entertaining. Radiant shimmering hand-blown crystal 2-gal. size. 11" high. Sh. wt 25 lbs.
410994-1025 . . . Retail **$16.50**

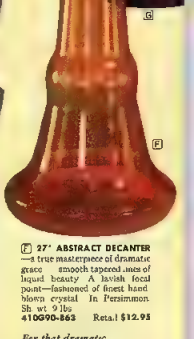
J 8-PC. MARTINI SET—for gracious serving at its finest. Sheer perfections in sparkling charcoal hand-blown crystal Large pitcher holds 32 oz. of liquid. 6 glasses and stirring rod Sh. wt. 4½ lbs.
410995-450 . Retail set **$6.95**

K FOOTED APOTHECARY JARS—lovely holders for medicines, powder puffs, colored soaps. Finely fashioned in luminous hand-blown crystal. Heights 8½", 10¾" Hold ¾ lbs., 1¾ lbs. Wt 8 lbs.
410981-350 . Retail **$5.50**

L EPERGNE-CANDELABRA exquisitely styled in shimmering hand blown crystal . . . adorned with imported hand-cut prisms. Overall dimensions, 12" wide, 9" high. (Candles not incl.) Wt. 5 lbs
410958-1263 Retail **$19.95**

Sheer enduring beauty executed in shimmering hand-blown crystal





E 3-PC. ASH TRAY SET decorative delights in hand-blown charcoal crystal. Sparkling beauties, elegantly blend with every background. 9" 5½", and 3½" in diameter Sh. wt 8 lbs
410992-530 Retail set **$7.95**

G 20" ABSTRACT DECANTER—A stunning decorator to highlight every setting the perfect complement for your finest furnishings. A shimmering crystal background for flowers without spiral top. Crafted in beautiful handblown amethyst crystal Sh wt 8 lbs.
410989-660 Retail **$9.95**

F 27" ABSTRACT DECANTER—a true masterpiece of dramatic grace smooth tapered lines of liquid beauty A lavish focal point—fashioned of finest hand blown crystal In Persimmon Sh wt 9 lbs
410990-863 Retail **$12.95**

For that dramatic touch of colorful excitement!

AUTHENTIC AMERICAN

Milk Glass

HOBNAIL MOTIF

Lovely accessories flawlessly fashioned in genuine milk glass. Today's treasures— heirlooms of tomorrow graciously styled to lend new richness to wall, table or buffet.

A hostess' delight! Perfection in flawless hand-made milk glass!

As table accessories or decorative accents

A LACEWORK COMPOTE—in frosty white milk glass. As functional as it is beautiful. Daintily woven bowl border looks like exquisite lace. A lavish centerpiece. 9" high. Sh. wt. 3 lbs.
418G23-590 . . . . . Retail **$8.95**

B FOOTED CAKEPLATE—lends new grace to any table. Crafted in creamy white milk glass . . . a full 13" in diameter. Frilly French ruffled border, thumb print base. 5" high. Sh. wt. 6½ lbs.
418G22-480 Retail **$7.50**

C COVERED CANDY DISH—a coveted antique design. Truly a showpiece on cabinet or buffet. Beautifully conceived in a thumb-print pattern. 7¼" diameter. Sh. wt. 3 lbs.
418G52-430 . . . . . Retail **$6.50**

D FOOTED NUT DISH. Captures the dignity of yester year. Unsurpassed in beauty. Daintily detailed with a crisp ruffled border, thumb print pattern. 5½" high. Sh. wt. 2 lbs.
418G20-167 . . . . . Retail **$2.50**

E 2-PC. CHEESE DIP SET—a party-time must . . . serves appetizers, pastries, etc. Thumb print pattern. Footed bowl for cheese . . . 12" plate holds your favorite "dippers." Versatile—each piece has several uses. Sh. wt. 7 lbs.
418G24-497 Retail **$7.50**

F EPERGNE—this enchanting table accessory plays a dual role. Acts as candy dish without flower holders. Beautiful hob-nail pattern rendered for lifetime loveliness matchless beauty. 9" high. Sh. wt. 6 lbs.
418G12-550 . . . . . Retail **$8.50**

G LAVABO. An eye-catching decorator for hall or alcove. Lovely thumb-print pattern. Basin for flowers or plants. Water plants by turning on spigot. 13½" high. Sh. wt. 12 lbs.
418G17-1320 . . . . . Retail **$24.95**

H 9-PC. BEVERAGE SET popular bobnail design. Makes frosty drinks look even cooler. Versatile 80-oz. jug doubles as a flower vase. Eight 12-oz. tumblers. Sh. wt. 12½ lbs.
418G3-1070 Retail **$16.50**

J 2-TIER TIDBIT—a cocktail-time favorite. Makes a wonderful server or decorative centerpiece. Overall thumb print pattern. Chromed handle. Large plate 13" diameter, small 9". Sh. wt. 7 lbs.
418G51-690 Retail **$10.95**

K 15-PC. PUNCH SET—an elegant server for festive occasions. Lavishly, massive- magnificently detailed in thumb-print motif. Glass dipper, 12 cups. 12 hooks for hanging cups included. Holds 4 quarts. 14" high. Sh. wt. 29 lbs.
418G50-2450 Retail **$36.95**

L 5-PC. BREAKFAST SET—a perfect accent for any table. In highly decorative, ever-popular thumb print pattern. Salt and Pepper 4" high cream and sugar with cover. 7" tray. Sh. wt. 4 lbs.
418G49-497 Retail **$7.50**

M HURRICANE LAMPS—true colonial charm in tasteful authentic thumb print pattern. Beautiful on buffet, table or mantel. Each holds 1 candle. Cloth are an impressive 10" tall. Sh. wt. 9 lbs.
418G18-797 Retail, Pair **$12.95**

I'm BETSY McCALL
..just 8 inches tall

Have your own Betsy now . . wide choice of outfits

[A] Betsy in undies $2.07

[B] "Birthday Party" Dress (modeled on Betsy) Outfit only $1.87

A petite walking model . . sits, kneels, too!
Shiny Saran hair . . lashed, sleeping eyes

[A] Betsy is of hard plastic with a creamy bisque finish . . has jointed arms, legs, knees, turning head . . so easy to pose and dress. Buy doll and outfits separately here

Doll only, wearing lacy chemise, socks, vinyl shoes
49 N 3002 8-inch. Shipping weight 10 ounces .... **..$2.07**

Betsy's wardrobe outfits, created by a famous fashion designer, carefully sewn of fine fabrics. Shpg. wt. each 10 oz.

[B] **49 N 3953 Birthday Party** nylon dress. Matching underskirt, panties, socks, shoes, straw bonnet. **$1.87**

(C) **49 N 3952—Felt Coat and Beret.** Socks, shoes **1.44**

(D) **49 N 3955—Sweet Dreams** nylon negligee, gown, slippers **2.37**

[E] **49 N 3957 Sugar and Spice** Ruffled flocked dotted Swiss yoke. Nylon tricot stole, slip, panties, shoe flower spray **$2.83**

[F] **49 N 3954 On the Ice.** Full flare cotton felt skirt, suede lined skater's hat, sweater, panties, ice skates **$1.87**

[G] **49 N 3956—Sunday Best.** Pleated nylon pinafore over taffeta dress. Matching panties, knitted hat, bag, socks, shoes.. .... **$2.37**

[H] **49 N 3951—Play Time.** Cotton dress, matching panties. Cute straw bonnet, socks, shoes..... **$1.44**

Doll and Outfits in play-time "stage-setting" packages

Betsy McCall in chemise, socks and shoes with outfits for her varied activities

[J] **Designer's Studio.** Betsy in artist's smock, beret. Dressmaker's forms, 2 pre-cut outfits, fabric (thread, thimble), 5 McCall patterns. Instruction sheet
49 N 3910 Doll with outfits. Wt. 1 lb. 3 oz. **$4.67**

[K] **At the Ranch.** Betsy with blue denims, cotton blouse, flaring skirt, blouse, vest, hat, boots, holster, pistol, cotton square dance dress, panties.
49 N 3911 Doll with outfits. Wt. 1 lb. 6 oz. **$5.67**

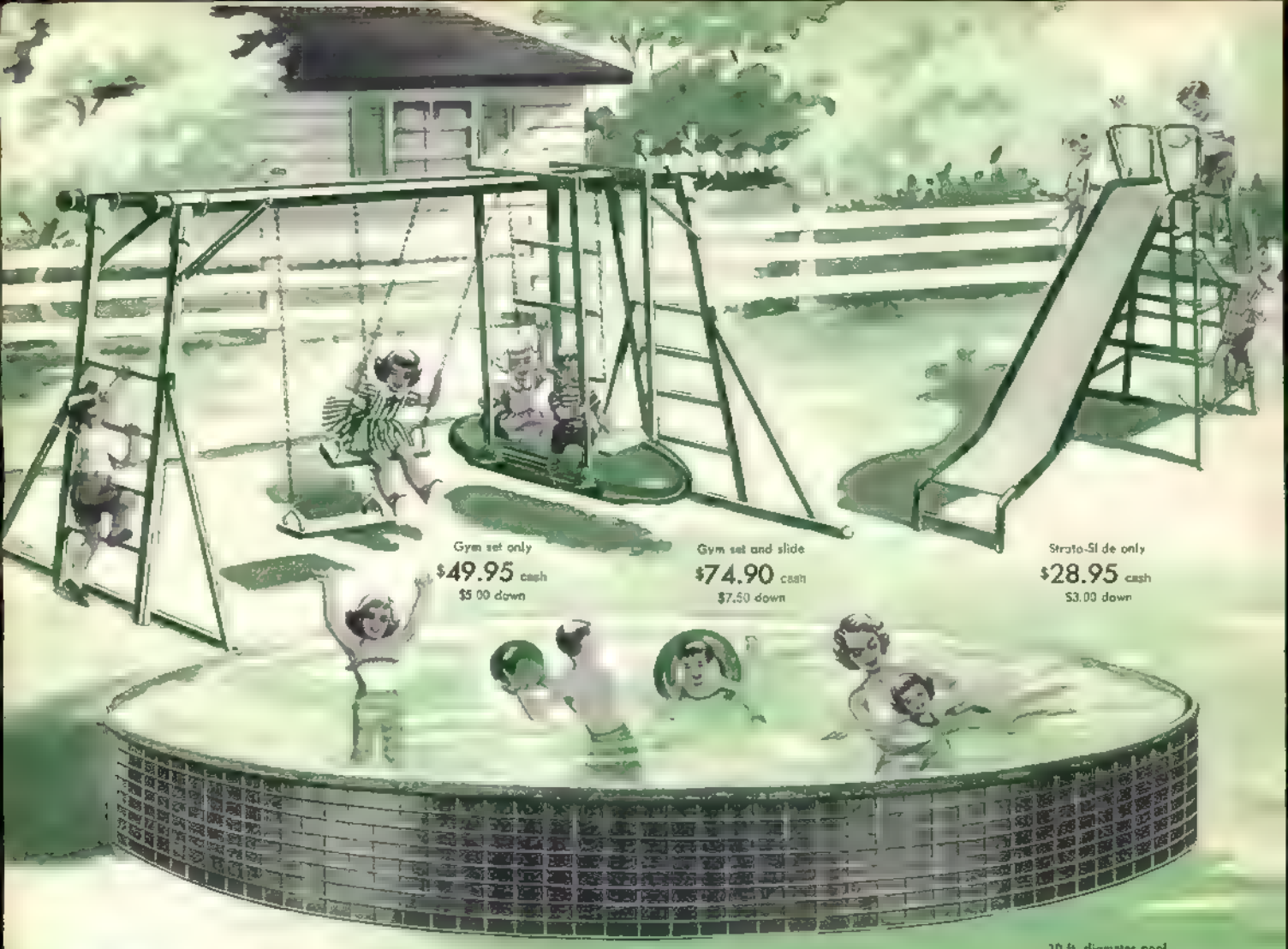
[L] **Day with Betsy.** Doll in chemise, shoes, socks. Has 2-pc. pajama, housecoat for morning, blouse, velvet skirt, bonnet for afternoon, gown, underskirt, stole, slip, panties, shoes for parties
49 N 3929—Doll with outfits. Wt. 1 lb. 4 oz. **$6.67**

BETSY McCALL 8-INCH DOLL IN THREE PACKAGED OUTFITS

[J] **Designer's Studio**
Doll, outfit, accessories **$4.67**

[K] **At the Ranch**
Doll, 3 outfits **$5.67**

[L] **A Day with Betsy**
Doll, 3 outfits **$6.67**



66-inch diameter pool
$9.97

7-ft. diameter pool
$15.47

10-ft. diameter pool
$23.88 cash
$2.50 down

See other Happi-Time Playground Equipment in Sears Big General Catalog

HAPPI-TIME
REG. U.S. PAT. OFF.

Gym Sets, Pools for Healthy Outdoor Fun

Youngsters play safely right where you can watch them, mom

Strato-Glide Gym Set . . with or without Slide

Here's our finest gym set, packed with thrills and action for young space explorers. The exciting Strato-Glide looks like a rocket ship . . . seats two for "space explorations". Attached to a big overhead ladder gym. 1-inch diameter ladder rungs rigidly welded to 2-inch diameter steel frame. Two swings with non-tilt seats on galvanized steel chains tested to hold up to 1,000 pounds. Nylon-bearing swing hangers for smooth, quiet rides. Frame joined with heavy one-piece steel sockets. Baked on enamel finish. Legs 7 ft. 9 in. long overall, top bar 8 ft. 6 in. long.
79 N M17188 Gym Set only. Wt. 155 lbs. $5.00 down. . . . . Cash $49.95

Gym Set above with Strato-Slide. Slide of galvanized steel, with climber gym attached. Wide platform at top has sturdy guard rail. 10 feet sliding surface is 13 inches wide, resists rusting. 1-inch diameter tubular steel climber is 3 ft. high.
79 N M17194 Gym and Slide. Shpg. wt. 260 lbs. $7.50 down Cash $74.90
79 N M7140 Strato-Slide only. Shpg. wt. 105 lbs. $3.00 down Cash 28.95

NOTE: Items above shipped freight (rail or truck) or express.

Wire-fence pools . . vinyl tanks

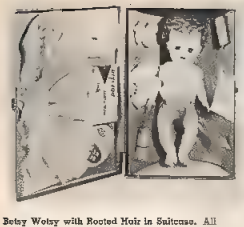
Giant fence-supported pools—made for the whole family. 15 to 18 inches deep just right for youngsters learning how to swim and float. Heavy galvanized steel wire fence gives all around support. Has smooth plastic coating. Heavy 12-gauge blue vinyl plastic tank is resistant to rips, cracks, mildew and fading from sunlight. Self-adjusting collar. Drain fits garden hose for emptying ease. Easy to set up. Maintenance kit included.

10-ft. diam. pool. Holds 885 gallons
79 N 07410L—18 in. deep. Wt. 26 lbs. . $23.88

7-ft. diam. pool. Holds 360 gallons
79 N 07405L—15 in. deep. Wt. 17 lbs. $15.47

66-in. diam. pool. Holds 225 gallons.
79 N 07404L—15 in. deep. Wt. 13 lbs. . $9.97

SEARS, ROEBUCK AND CO.
PHILADELPHIA 32, PENNSYLVANIA



Betsy Wetsy with Rooted Hair in Suitcase. All vinyl, 13½" jointed Betsy is America's favorite baby—she drinks from her own bottle and wets and cries real tears. With sleeping eyes and lustrous rooted Saran hair that can be washed, waved and shampooed. Dressed in two-piece sunsuit and diaper, Betsy comes in sturdy suitcase with complete layette consisting of dress, bonnet, petticoat, booties, rubber pants, diapers and pins, washcloth, soap, three powder puffs, tissues, clothes pins and bottles. Ship. wt. 3 lbs.
24N82-3X727/747 .....RETAIL $11.00

Betsy Wetsy 13" Doll with Molded Hair in Gift Box. She drinks, wets and cries real tears. She's America's favorite baby. Her separate fingers and toes are just like a real baby's and her baby pink vinyl body can be bathed. With sleepy eyes, Betsy is dressed in a shirt and diaper, and is packed in colorful gift box with complete layette including dress, petticoat, bonnet, diaper and pins, booties, three powder puffs, washcloth, soap, tissues and bottle. Ship. wt. 2 lbs.
24N83-3X553/545 .. .. .. RETAIL $8.00

12" Tear-Drop Doll. Weeps real tears. Cries, drinks, wets. Completely jointed—wt. keep "Mommy's" extra busy taking care of her. All soft "Life-like" vinyl—washable from the top of her rooted hair to the bottom of her twinkling toes. Dressed in soft knitted matching sweater, pants and booties set. Has her own bottle and pacifier. Ship. wt. 2 lbs.
24N88-3X387/397.....RETAIL $6.00

LOVABLE DOLLS FOR LOVABLE DOLLS

DELUXE DOLL AND DOLL-E-LAYETTE (left). Features 11" all-vinyl washable drink 'n wet doll. Set also contains pink doll's "overnight basket" with two handles and hinged lid, size 13¾x10x5½": 2 chix diapers, diaper pin, 2 unbreakable bottles with caps, nipples, rattle; bib cup, funnel, spoon; bottle-brush. Ship. wt 4 lbs.
24N82-3X258/287.. ..... RETAIL $4.00

8" "Ginger" (right). Deluxe wooden wardrobe trunk, containing 8" "Ginger" walking doll with vinyl head, rooted hair, moving eyes. Dressed in panties, shoes and socks. Fireman's outfit with helmet, axe and badge. Dress and panties, pajama set, hat, 3 hangers, pair of shoes and socks, plastic pocketbook. Ship wt 3 lbs.
24N96-550—Limited Quantities .RETAIL $12.50

12½" NUN DOLL. All plastic body, with moving eyes, head, arms and legs. Can stand or sit without support—dressed in fine cotanese taffeta, with heavy plastic head piece, and veil. White soutache cord around waist, with silver colored crucifix attached. **7x10x4"** gift box with acetate window. Ship. wt. 2 lbs
4N67-180.....RETAIL $3.00

"JANIE" SOFT DOLL. Attractive 22" soft doll. Arms and legs of plastic. Seams electronically welded for strength and smoothness. Plastic may be cleaned with damp cloth. Vinyl plastic face with painted features. Full golden yarn pony-tail wig, tied with ribbon bow. Dressed in plaid blouse, denim slacks, with front pockets. Ship. wt 3 lbs.
24N56-190.....RETAIL $3.00

Daisy Soft Doll. New 16" doll, soft with refreshingly new freckled face made of life-like vinyl that may be washed. Full yarn hair. May be played with in a variety of positions. Will sit up, kneel, take a bow and assume an endless variety of life-like positions. All clothes removable and laundrable. Ponytail wig. Ship. wt. 1 lb.
24N55-6X187/197...RETAIL $3.00

12" Bride Doll. All plastic body, with captivating moving eyes, head, arms and legs. Gorgeously gowned in White satin with nylon trimming on skirt and bottom of dress. Veil of White net trimmed with silver. Large satin bow at waist of dress. Lily of the Valley bouquet attached to hand. White shoes and stockings. Ship. wt. 2 lbs.
24N90-6X187/197...RETAIL $3.00

Order Early for Holiday Delivery

Doll Carriages and Strollers

Doll Carriage. Features extra long chrome plated tubular handle, 31" high. Double action two wheel foot brake. Four bow hood with sun visor. Extra large chrome-plated hub caps. ¾" shaped white rubber tires. Body is 28" long—12" wide. 6½" wire wheels. Ship. wt. 16 lbs. F.O.B. Factory, Warsaw, Indiana.
D78R1-1375 RETAIL $23.00

Doll Stroller. Features chrome plated tubular handle. 28½" high, detachable canopy; removable shopping bag, foot rest, foot brake. Seat is 10½" long, 9½" wide. 6½" wire wheels with ⅝" shaped rubber tires. Ship. wt. 10 lbs. Shipped from Chicago stock.
25N194-540 RETAIL $8.00

Doll Carriage. Features chrome-plated tubular handle—37" high. Shuckle-type duchess undergear; double action three piece foot brake. Four bow hood with sun visor. Large hub caps. Body is 25" long, 12" wide. 7½" wire wheels with ½" shaped rubber tires. Ship. wt. 11 lbs. F.O.B. Factory, Warren, Indiana.
D78R2-885 ..... RETAIL $13.00

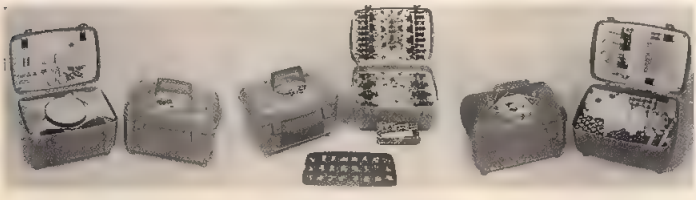
Doll Carriage. Features, chrome-plated tubular handle—27½" high foot brake, four bow hood. Body is 23½" long, 12" wide. 6" stamped steel wheels with ½" rubber tires. Ship. wt. 9 lbs. Shipped from Chicago stock.
25N195-540 ..... RETAIL $8.00

sewing machines for dolly's clothes

Rugged, Beautifully finished sewing machine that operates either manually or off two standard flashlight batteries. Set contains carrying case, a complete accessory kit including needles, thimble, thread, etc. Size: 7x6½" high. Constructed of heavy gauge steel. Uses 2 size D flashlight batteries (not included). Ship. wt. 5 lbs.
25N198-897. RETAIL $15.00

Kayanee Sewmaster. Precision built sturdy steel construction. Comes threaded and ready to sew a strong chain stitch. Has metal clamp to hold to table top. Size 8x4½x6¾". Fully guaranteed, safe to operate. Uses standard size .4 needle. Ship. wt. 2 lbs.
25N198-275 RETAIL $4.00

Kayanee Sewmaster Deluxe. Precision built sturdy steel construction. Comes threaded, ready to sew strong chain stitch. Has metal clamp to hold to table top. Simple instructions. Guaranteed—safe to operate. Uses standard size 14 needle. Size 8¾x6½x6¾". Ship. wt. 3 lbs.
25N197-465 RETAIL $7.00



LITTLE GIRL'S TRAVEL KITS

Little Miss Model Embroidery Set in Travel Case. An native embroidery kit shaped like a high-fashion train case and molded of safe, soft polyethylene plastic with unbreakable one-piece construction and carrying handle—measures 9x6x3½". Contains large 3-color cloth comic piece b[illegible] and all embroidery implements. Beautiful colored kits have metal mirror in inside of lid and can be re-used as lunch box, utility case, etc.
25N198-190 Ship. wt. 1 lb.... RETAIL $3.00

Snap Apart Jewelry Charm Kit in Train Case. A combination do-it-yourself kit that will thrill every little miss. Beautiful new train case molded of unbreakable, [illegible] plastic, one piece construction with [illegible] drawer. Kit size 9x3½x7". Drawer size 4½x3½x2". Drawer contains charms links and [illegible] lay on button of kid contains 3d, gold, metal and plastic charms to add additional charms. Both ends of case contain jewelry findings links and snaps for making jewelry. Train case re-usable as utility box, lunch box etc. Ship. wt. 1 lb.
25N200-325 ..... RETAIL $5.00

Little Miss Model Sewing Set in Train Case. Shaped like a high-fashion train case and molded of safe, soft polyethylene plastic with unbreakable one-piece construction and carrying handle. Contains a scu pturad doll with movable arms, cut-out dresses 3 bolts of material and all sewing implements. Beautifully colored kits have metal mirror on inside of lid and can be re-used as lunch box utility case, etc. Kit measures 9x8x3½". Ship. wt 1 lb
25N201 190 . RETAIL $3.00

ORDER EARLY for Holiday Delivery

AMERICA'S FINEST POPULAR PRICED MELAMINE DINNERWARE

Beverly BY PROCTOR

Fine quality, exciting patterns, unusual values. Delightfully designed to highlight important dinners, to brighten every casual meal. Beautiful economical and break-resistant.

HAMPTON pattern combines new styling with traditional charm in pink and charcoal. Notice how bowls, saucers and service pieces repeat and compliment the dominant pink flowers on the plates.

Stock No	Description	Retail
7416-9P1063	16 pc. Set	$15.95
7447-9P2663	45 pc. Set	$39.95

Refreshing, molded in decoration patterns that cannot wear off with soft colored pieces to compliment in a variety of combinations. Easy to wash, safe in a dishwasher's hottest water.

BLUE SPRAY carries the year round beauty of summer to the table with turquoise flowers on white translucent Melamine—with turquoise bowls, cups and services pieces to furnish an additional delicate contrast.

Stock No	Description	Retail
7416-BP1063	16 pc. Set	$15.95
7447-BP2663	45 pc. Set	$39.95

For those who prefer smart, glowing, fadeless solid colors of Melmac® quality, Beverly offers sets in turquoise, pink, yellow and rainbow assortments. Delicate and "china like" yet strong and durable at money saving prices.

20 PIECE DINNER SET

Stock No	Description	Retail
7420RP930	Rainbow	$13.95

45 PIECE DINNER SET

Stock No	Description	Retail
7447TP1997	Turquoise	$29.95
7447PP1997	Pink	$29.95
7447YP1997	Yellow	$29.95
7447RP1997	Rainbow	$29.95

SET COMPOSITION

16 Pc. Set (Shipping Wt. 6 lbs.)

4 - 10" Plates, 4 - 6¼" Plates, 4 - Cups, 4 - Saucers

20 Pc. Set (Shipping Wt. 7 lbs.)

4 - 10" Plates, 4 - 6¼" Plates, 4 - 19¼ oz. Soup, 4 - Cups, 4 - Saucers

45 Pc. Set (Shipping Wt. 14 lbs.)

8 - 10" Plates, 8 - 6¼" Plates, 8 - Saucers, 8 - Cups, 1 - 14" Platter, 1 - Creamer, 8 - Fruit Bowls, 1 - Veg. Serv. Dish, 1 - Covered Sugar

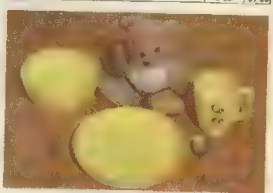
BEVERLY OPEN STOCK

Minimum order $10.00 at Retail value. Available in Turquoise, Pink, White or Yellow. Allow 30 days for shipment. Pay postage from Clan. **Specify Color Desired.**

Stock No	Description	Wt. Oz.	Retail
7400P86	10" Dinner Plate	8 oz.	$1.35
7408P60	7½" Salad Plate	6 oz.	$0.90
7401P62	6¼" Bread & Butter	3 oz.	$0.65
7402P63	Saucer	3 oz.	$0.65
7403P46	7 oz. Cup	3 oz.	$0.70
7404P67	19¼ oz. Soup Dish	8 oz.	$1.00
7405P43	7 oz. Fruit Dish	7 oz.	$0.65
7406P120	Vegetable Dish	7 oz.	$1.80
7407P186	14" Platter	2 oz.	$2.80
7411P167	Sugar & Creamer Set	0 oz.	$2.50

DECORATED HAMPTON or BLUE SPRAY SPECIFY PATTERN

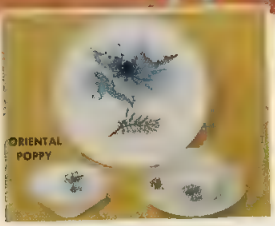
Stock No	Description	Wt. Oz.	Retail
7400-BP133	10" Dinner Plate	8 oz.	$2.00
7401-BP80	6¼" Bread & Butter	3 oz.	$1.20



DECORATED CHILD'S SET

Mug has easy-to-grasp handle, ample capacity. Bowl perfect for soup, cereal or vegetable foods. Deep rim on plate makes eating/serving a joy. **Specify Color:** Pink, Yellow or Blue. Shipping Wt. 1½ lbs.

7380YP233	3 pc. Set	Retail $3.50



REGATTA—refreshing as a cool sea breeze, ultra-modern in its smart, symbolic design

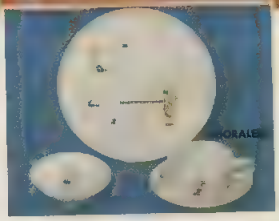
		Retail
7822RP1530	16-pc Set	$22.95
7875RP3798	35-pc Set	$59.95

ORIENTAL POPPY—a colorful, captivating whisper of the Orient

		Retail
7822OP1530	16-pc. Set	$22.95
7875OP3798	35-pc Set	$59.95

CHORALEER—a whimsical, sprightly decoration that will cheer your every meal.

		Retail
7822CP1530	16-pc Set	$22.95
7875CP3798	35-pc Set	$59.95



SET COMPOSITION

16-PC. SET (Shipping Wt. 7 lbs.)
4 - 10-in. Plates, 4 - Bowls, 4 - Cups, 4 - Saucers

35-PC SET (Shipping Wt. 15 lbs.)
8 10-in. Plates, 8 Saucers, 1 - Creamer
8 Cereal Bowls, 8 6¼-in Plates, 1 - Covered Sugar
8 Cups, 14-in. Platter, Veg. Serving Dish

45-PC. SET (Shipping Wt. 18 lbs.)
8 10-in. Plates, 8 Cups, 1 Creamer
8 - Cereal Bowls, 8 Saucers, 1 - Covered Sugar
1 - 14-in. Platter, 8 6¼-in. Plates, 1 - Veg. Serving Dish

ONLY COMPLETELY DECORATED MELMAC Dinnerware

"A pattern on every piece." And what lovely—and lively—patterns they are! Each is fashioned to a definite "American" mood. Oriental Poppy is styled to classic tastes; "Choraleer" is brightly Modern; and "Regatta", tastefully abstract.

These sparkling patterns this exquisite finish of translucent—white Melmac® quality melamine—truly "America's finest" will hold their loveliness in hottest water even in the dishwasher and completely guaranteed against breakage and chipping

GUARANTEED FOR TWO YEARS Not to chip, crack or break in normal use.

OPEN STOCK

Minimum order $10.00 at Retail Value Allow 10 days for shipment Note "Wt. ea." for postage from Ohio

FLORENCE SOLID COLORS

Available in four solid colors, Turquoise Bone White, Primrose Yellow, and Chinese Red. **Specify color**

Stock No	Description	Wt. ea	Retail
7800P133	10-in Dinner Plate	10 oz.	$2.00
7802P86	7⅝-in Salad Plate	8 oz.	$1.30
7803P67	6¼-in Bread & Butter	4 oz.	$1.00
7804P67	Saucer	4 oz.	$1.00
7805P80	9-oz Cup	4 oz.	$1.20
7806P80	14-oz Soup Cereal Bowl	3 oz.	$0.95
7841P83	8-oz Fruit Dish	12 oz.	$3.35
7807P223	12½-in Oval Platter	1⅛ lb	$4.35
7833P289	14¼-in Oval Platter	10 oz	$3.25
7808P233	Open Vegetable Dish	11 oz.	$3.85
7809P266	Divided Vegetable Dish	12 oz.	$4.00
7813P267	Cream & Sugar Set		

FLORENCE DECORATED

Available in three patterns. Oriental Poppy Choraleer and Regatta. **Specify pattern.**

Stock No	Description	Wt. ea	Retail
7800P200	10-in Dinner Plate	10 oz	$3.00
7802P153	7⅝-in. Salad Plate	8 oz	$2.30
7803P110	6¼-in Bread & Butter	4 oz	$1.65
7804P98	Saucer	4 oz	$1.40
7805P110	9-oz Cup	4 oz	$1.65
7806P120	14 oz Soup Cereal Bowl	4 oz	$1.80
7841P103	8-oz Fruit Dish	3 oz	$1.55
7832P467	14¼-in. Oval Platter	1⅛ lb	$7.00
7808P310	Open Vegetable Dish	10 oz	$4.65
7813P333	Cream & Sugar Set	12 oz	$5.00

Award-Winning Designs in Clear, Glowing Colors. Beautiful, deep coupe styling with a delicately tapered edge Florence matches the beauty of fine semi porcelain yet offers the lifetime serviceability you can get only in Melmac® Available in Turquoise Primrose Yellow or Rainbow Assortment of Turquoise Yellow Chinese Red and White

16-PC. DINNER SET

Stock No	Color	Retail
7819TP1100	Turquoise	$16.50
7819YP1100	Yellow	$16.50
7819RP1100	Rainbow Assortment	$16.50

45-PC. DINNER SET

Stock No	Color	Retail
7868TP3165	Turquoise	$49.95
7868YP3165	Yellow	$49.95
7868RP3165	Rainbow Assortment	$49.95

BASKETBALL GOAL. Regulation size steel goal ring with die-formed "No-Tie" net holder. Net strings slide in holder—slippage prevents breaking. Orange enamel finish. Easy installation. Ship. wt. 5 lbs.

70R46-404. . . . . . RETAIL **$8.25**

Otto Graham Autograph Football. A real buy. Official size and weight, tanned for long hard service. Made of genuine cowhide with durable double lining has strong white plastic lacing and rubber valve bladder. Tan with 2 white stripes. Ship. wt. 3 lbs.

70R47-400. . . . . . RETAIL **$8.00**

Alan Ameche Autograph Football. Made of top-se-ence full-grain cowhide. Tennts I with Wilson's Grip-Tite process for maximum n teel and gripping tenacity in any weather. Lock-stitch construction, triple lining, white rubber laces, rubber valve bladder. Tan with 2 white stripes. Ship. wt. 3 lbs.

70R46-795 . . . . . RETAIL **$12.00**

WILSON

Indestructo

BASKETBALLS

OFFICIAL SIZE

AND WEIGHT

A complete new process makes the Indestructo ball the finest values available anywhere. Tough scanned moulded rubber, designed for all court play.

Wilson Indestructo "University" model. A top-quality ball that can be used as official ball for high school and other organized play. Tan rubber cover over a multiple fabric concord to official size and weight. Ship. wt. 3 lbs.

70R44-850. . . . . . RETAIL **$15.00**

Wilson Indestructo "Scholastic" model—responds well to any type of playing. Surface of tough rubber over durable lining. Official size and weight. Tan color.

70R45-555 Ship. w. 3 lbs . . . . . RETAIL **$9.00**

As above. New Yellow Color Scholastic. Same specifications but outer cover is of Yellow color. Ship. wt 3 lbs.

70R35-555 . . . . . RETAIL **$9.00**

BOYS' BOXING GLOVES by WILSON

For Boys up to 15 years. Padded wrist, stuffed palm grip, gold laces and gold binding. Good quality Wine-color sheepskin. Set of 4. Ship. wt 4 lbs.

70R77-705

RETAIL, PER SET OF 4 **$10.85**

As above: For boys up to 10 yrs. old. Sturdy vinyl, with reinforced knit backing, padded wrist, stuffed palm grip, laces and binding. Set of 4. Ship. wt 3 lbs

70R78-520

. . . RETAIL, PER SET OF 4 **$8.00**

BILLY MARTIN MODEL A2190 —Quality at a moderate price. Made of good grain cowhide to professional specifications. Grease set Grip-Tite pocket and streamlined curved back fingers fully welted. Leather-laced palm, leather laced crotch and two-piece web. Large size glove complete with leather lined. Rolled leather binding, felt pad and hand-formed heel. Fully oiled.

22R1-860 . . . . RETAIL **$13.50**

GEORGE KELL AUTOGRAPH MODEL A2330—High quality at a price to fit any budget. Large size glove made of good grade cowhide. Leather laced welt, adjustable palm lacing, streamlined back fingers, and tie-down adjustable wrist strap. Leather laced finger tips continuous through 2 piece web and a sure trap for any ball. Full leather lining felt padding, roll leather binding, and hand-formed heel. Grip-Tite grease-set pocket. Fully oiled.

22R8 1095 . . . . RETAIL **$17.50**

SAFE-T

BAT and BALL SET

use Indoors or Out

Everyone gets hits, but no one can get hurt, with the feather weight Safe-T Bat and Ball. Even the tiny tots take a "clean cut" at the ball with this bat. It ball or bat is thrown into a crowd—no one will be hurt. Matched set of ball and 30½" bat, both made of polyethylene. Perfect for adults and youngsters at picnics, beach, etc. Ship. wt 2 lbs

70R33 210. . . .RETAIL **$3.50**

BASEBALLS by WILSON

Wilson Official League Baseball. Meets requirements and made to specifications of major leagues. Official size and weight.

22R9-195. . . . . . RETAIL **$3.00**

Wilson Little League Baseball. Carefully constructed to meet specifications of Little League. Official size and weight.

22R8-150 . RETAIL **$2.35**

Gridiron Classics

WILSON FOOTBALL HELMET. One piece, molded solid color Tenite plastic shell with contrasting stripe. Lined with Light Tan Naugalite lined with vinyl foam. Six-point Navy-type web suspension. Protective bar across nose-mouth area. Sizes Medium—6¾ to 7⅛" and Large—7 to 7⅛" **Specify size.** Ship. wt. 2 lbs.

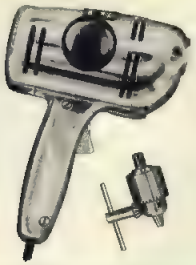
70R75-480. . . . . . RETAIL **$7.95**

WILSON SHOULDER PADS. Durable youth's model. Corrugated body fibers. Web cantilever and wing-swept epaulets give young players maximum protection. Sturdy leather hinges contact epaulets and shoulder caps. Completely padded with ⅜" rubber and lined with jeans cloth. Adjustable elastic web body straps and front and back laces assure a comfortable fit at all times. Ship. wt. 3 lbs.

70R76-520 . . . . . RETAIL **$7.95**

HAGNS—48 Years of Dependable Service

Black & Decker
the LONG LINE of QUALITY ELECTRIC TOOLS



NEW POWER DRIVER

Cat. No. U-500

Built and powered specifically for the tough job of driving many different attachments. Completely capable of long, continuous operations like sanding, polishing or hedge trimming—as well as stop-and-go jobs such as drilling or sawing.

Includes top-quality geared chuck.

B & D-ENGINEERED ATTACHMENTS

(for Power Driver and ¼" Drills)

Finish-Sanding Attachment, No. U-1016

Right-Angle Drilling Attachment, No. U-1021

Saw Attachment, No. U-1013

Jig Saw Attachment, No. U-1017

ALSO COMPLETE KITS, DRILL STANDS, ABRASIVE ACCESSORIES, WIRE BRUSHES, HOLE SAWS, BLADES, BONNETS, BITS, PADS, WHEELS, ARBORS, ETC.

Yard'n'Garden TOOLS

LAWN TRIMMER 'N' EDGER

Two lawn maintenance helpers for the price of one! (1) Neatly trims or scythes grass and weeds. (2) Edges perfectly along pavements and curbs. Wiring and motor completely enclosed. "Instant-Release" trigger switch.

Cat. No. U-3300.

SWIVEL WHEELS
Cat. No. U-3401

HEDGE 'N' SHRUB TRIMMER
Most powerful and durable Trimmer on the market today. Quality-built for the toughest cutting, trimming and shaping jobs.
Cat. No. U-3000

HEDGE TRIMMING ATTACHMENT
Couples with Power Driver or any ¼" B&D Utility Drill to make a comfortable, well - balanced hedge trimming tool.
Cat. No. U-1014.

DRILLS

¼" UTILITY DRILL
Latest version of the most-wanted, basic Electric Tool for home applications . . . at a new low price! It drills in all materials, and drives all B&D attachments for sanding, sawing, polishing, etc.
Cat. No. U-400

¼" DELUXE UTILITY DRILL
Built for above-average power and performance to please the more advanced craftsman. Drills faster—has a reserve of power occasionally needed when driving major accessories
Cat. No. U-3.

⅜" DELUXE UTILITY DRILL
For men wanting a professional tool with increased drilling capacity. Drives Twist Drills up to ⅜", Wood Augers up to ¾", and Masonry Bits up to ½". Drives Hole Saws from ⅝" to 1½" diam
Cat. No. U-15.

SCRU-DRILL
The new Scru-Drill is an exclusive B&D development. It's a Drill with all the features of the ⅜" Deluxe Utility Drill. It's a Scru-gun with a true Screw driving clutch
Cat. No. U-9.

½" UTILITY DRILL
For extra-capacity drilling in all kinds of materials. It drills up to ½" holes in steel, drives wood augers up to 1" and Hole Saws up to 2". Coupled with a ½" Bench Stand it makes an ideal drill press.
Cat. No. U-420.

½" DELUXE UTILITY DRILL
It's all new—with greater torque and more power than has ever been built into a Drill of this chuck capacity and price! Drills ½" in steel, 1" in wood, Hole Saws up to 2" in diam
Cat. No. U-21A.

Black & Decker

BUILDERS BEST BUYS

SAWS

6½" HEAVY-DUTY SAW

Cat. No. 63—Cutting-depth range—2½" to 0"

A durable, heavy-duty Saw with lubricant-sealed ball bearings throughout. Motor is built especially for power sawing and takes the tough spots without overheating or slowing down. Cuts dressed 2 x 4's at 45°.

7¼" HEAVY-DUTY SAW

Cat. No. 73—Cutting-depth range—2⅜" to 1¼"

8" HEAVY-DUTY SAW

Cat. No. 83—Cutting-depth range—2³³/₆₄" to 3/16".

Greater capacity and completely heavy-duty construction. All modern operating and safety features. Auxiliary knob handle for 2-handed control if desired.

8¼" HEAVY-DUTY SAW

Cat. No. 80—Cutting-depth range—2¹³/₁₆" to 0".

9¼" HEAVY-DUTY SAW

Cat. No. 90—Cutting-depth range—3¼" to ¼".

Heavy-Duty Saws with maximum power and capacity for tight building schedules and high priority jobs. TWO cutting-depth adjustments—front and rear. All operating and safety features.

UTILITY JIG SAW

Follows pattern lines perfectly in making straight, curved or irregular cuts in wood, metal, plastic, leather and many other materials. It's also a handy cut-off saw for light lumber and is quiet enough for "Sunday sawing".

Cat. No. U-410.

ROUTER

¾ H.P. ROUTER

Percision made for speed and accuracy in performing the finest joinery and cabinet work. A selection of attachments for this unit also adapt it to a great variety of jobs.

Cat. No. 22.

PLANE ATTACHMENT

Combines with ¾ H.P. Router motor to make a perfectly balanced high speed power plane. Produces an accurate glass smooth surface on widths up to 2⅛". Complete with Planer Cutter and Arbor.

Cat. No. U-2400.

ROUTER PLANE KIT

The B&D ¾ H.P Router with Router Base, Plane Attachment, Cutter and Arbor, and Straight and Circular Attachment are held firmly in place. Additional space available for extra equipment.

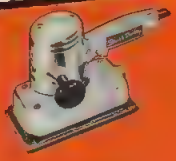
Cat. No. 202.

SANDERS

UTILITY FINISHING SANDER

Provides true power-sanding economy . . . both in initial cost and in hard work and time savings. Gives surfacing jobs the professional, satin-smooth look many times faster than monotonous hand sanding. Also can move with or across wood grain without making swirl marks because of high, orbital platen speed.

Cat. No. U-440.



FINISHING SANDER

There's hardly a maintenance job or hobby that doesn't require finish sanding; and, in preparation for repainting, or for fine finishing on cabinet work, this is a valuable helper. New gear drive and housing design give improved performance and perfect balance

Cat. No. U-44.

DUSTLESS FINISHING SANDER

Complete ready for easy attachment to any Vacuum Cleaner! Dust is removed the instant it is made. Keeps air clean and abrasive paper sharp—for more efficient sanding. Ample power with B&D Universal Motor and new gear drive. Improved non-slip rollers grip and hold abrasive paper tightly on platen.

Cat. No. U-43.

Blue Dresden Originals

The most authentic of the famous MEISSEN pattern

- IMPORTED, MADE BY FINEST CRAFTSMEN
- FINEST QUALITY TRANSLUCENT PORCELAIN
- SEEN IN "HOUSE BEAUTIFUL" AND "AMERICAN HOME"
- NEVER BEFORE SO ECONOMICALLY PRICED

IMPORTED

Blue Dresden

CHINA WARE

by SPHINX

A 5-PIECE PLACE SETTING—To make dining an extra special occasion. To thrill your guests with magnificent table service. This 5 piece place setting includes 1 9"-dinner plate, 1 6"-bread & butter plate, 1 5½"-dessert dish, 1 cup and 1 saucer

446168 - 267 Retail $4.00

20-PIECE STARTER SET. You may purchase a 20-piece starter set of this wonderful dinner ware. This is a complete service for 4 which includes: 4 9"-dinner plates, 4 6"-bread & butter plates, 4 5½"-dessert dishes, 4-cups and 4-saucers.

446190 - 1040 Retail $15.50

5-PIECE COMPLETER SET—To go with this fine Blue Dresden china you can have a wonderful serveable completer set consisting of matching 11"-meat platter 9½"-vegetable dish, a creamer and a covered sugar bowl.

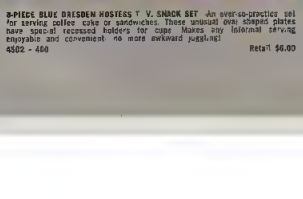
446165 - 737 Retail $11.00

B 3-PIECE COFFEE AND TEA SET—For coffee time or tea time here's a real charmer. Five unique pieces that will enchant you and your guests. Set consists of a 6 cup covered coffee pot, a covered sugar bowl and a creamer

4128 - 400 Retail $6.00

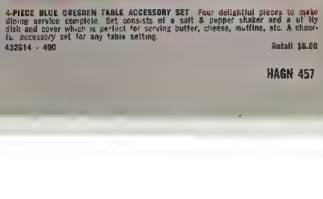
C 8-PIECE EGG CUP SET. A beautiful, cheerful 8-piece egg service set. A showpiece for your kitchen, breakfast or dining table.

432813 - 400 Retail $6.00



8-PIECE BLUE DRESDEN HOSTESS T. V. SNACK SET. An ever-so-practical set for serving coffee cake or sandwiches. These unusual oval shaped plates have special recessed holders for cups. Makes any informal serving enjoyable and convenient. No more awkward juggling!

4502 - 460 Retail $6.00



4-PIECE BLUE DRESDEN TABLE ACCESSORY SET. Four delightful pieces to make dining service complete. Set consists of a salt & pepper shaker and a utility dish and cover which is perfect for serving butter, cheese, muffins, etc. A charming accessory set for any table setting.

432914 - 400 Retail $6.00

For the discriminating hostess...

IMPORTED GIFTS

Lovely **CHINA** *and Hand Painted*

CERAMICS

by SPHINX

23-PIECE IMPORTED TRANSLUCENT CHINA TEA SET—Graceful luncheon set decorated with charming "Moss Rose" pattern. Captures the feeling and beauty of traditional china. This delicately shaped china with its sparkling gold trim is flawless-right for every occasion. Service for 8. Set consists of 8 cups, 8 saucers, 8 7½"-plates, large covered 8 cup tea pot with covered sugar bowl and creamer.

4159 - 600 **Retail $8.00**

11-PIECE IMPORTED HOSTESS T V. SNACK SET—Adorable "Moss Rose" patterned china accented with sparkling gold trim. Ideal set for serving coffee and cake, snacks or sandwiches. Unique oval shaped plates specially recessed to hold cups securely. No more awkward spilling or juggling cups or plates from knees. Service for 4 includes 4 cups, 4 over-sized plates, creamer and covered sugar bowl.

4863 - 400 **Retail $6.00**

7-PIECE IMPORTED CERAMIC JUICE SET—Large 40 oz., 8½" high pitcher, 6 large size tumblers with colorful raised fruit design. Apples pears oranges grapes so real they look good enough to eat. Charming to see—and to serve in!

432618 - 200 **Retail $3.00**

7-PIECE IMPORTED DESSERT SET—Hostess service with party glamour. Large 7½" diameter bowl, 6 coupette dishes. Taste tempting delights for ice cream, jello or puddings. Perfect for formal or informal dining. A most welcome gift anytime.

432619 - 334 **Retail $3.00**

IMPORTED INSTANT COFFEE JAR, BUTTER & CHEESE DISHES—Practical, snowy white china with famous "Moss Rose" pattern. Cork-rim, airtight jar holds large quantity of instant coffee. Matching butter dish holds ¼ lb. of butter. Matching cheese dish holds 1 lb. of cottage cheese or use for jam or olives.

432618 - 334 **Retail $5.00**

IMPORTED SOUP TUREEN OR SAUCE BOWL—Authentic reproduction of a fine old antique exquisitely shaped and decorated with a Colonial Scene. Perfect for serving soup or sauce. A display piece just "sitting pretty" on buffet or dining room table. A conversation piece when serving. Holds about ¾ quart.

432617 - 300 **Retail $4.50**

9-PIECE IMPORTED PUNCH SET—An exquisite set you will be proud to show. 1 large 2½ quart pitcher, 8 6-oz. coupette cups with colorful raised fruit design on white glazed ceramic. Ideal for any beverage or water serving occasion.

432613 - 334 **Retail $5.00**

"The finest for the Fisherman"

Bristol BOATS

FINEST PERFORMANCE—Fast, seaworthy, soft riding and dry even in really heavy going. Large cockpits, roomy and comfortable accommodations.

HIGHEST QUALITY—Mahogany plywood made in our own plant —Everdur fastenings—bronze fittings—monel tanks—oak frames.

The 1959 Bristol Fleet Features adaptability in a no. of sizes for SPORTS or FAMILY USE.

25' BARRACUDA
Cruiser or Fisherman

Length	24' 8"
Beam	8' 0"
Freeboard	3' 8"

Priced from $4,680.

28' NEW TARPON
Bridge or Hardtop Model

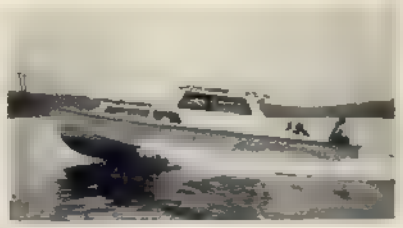
Length	28' 4"
Beam	10' 4"
Freeboard	4' 8"

Single or Twin Power
Priced from $9,000.
Cruising speeds to 28 knots

34' DOLPHIN

Length	33 8"
Beam	11 4"
Freeboard	4' 8"

Twin Engines to 225 HP each
Cruising Speeds to 23 Knots
Priced from $13,300



36' SAILFISH

Length	36'
Beam	12'
Freeboard	4' 10"

Twin Engines to 225 HP each
Cruising speeds to 22 Knots
Priced from $19,600.

42' MARLIN

Length	42' 0"
Beam	12' 6"
Freeboard	5' 0"

Twin Engines to 225 HP each
Cruising Speeds to 20 Knots
Priced from $29,600.

NEW 55 FOOTER

Length	55'
Beam	16'

Twin Engines to 300 HP each
Speeds to 21 Knots

● OTHER MODELS—14'—16'—19'—and 21' ● WRITE FOR CATALOG

BRISTOL BOATS

a division of allen quimby veneer co. **bingham, maine**
120 river st.

"The finest for the Fisherman"

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BROOKPARK

masterpieces in melamine dinnerware

Coupe-shape patterns styled by Joan Luntz

For the 3rd year Brookpark is first again in Consumer Preference Survey

Contemporary dinnerware with a flair—the Brookpark coupe shape in colorful new patterns. Quality Melmac dinnerware—molded of melamine—**guaranteed not to chip or break in normal use for one full year.** Wash in hottest suds, or dishwashers, safely. The sharp, clear, molded-in colors can't peel or fade.

16-Piece Starter Sets—contain 4 each Patterned Dinner Plates and Saucers, Solid Color Cups and Dessert-Fruit Dishes Wt 17 lbs

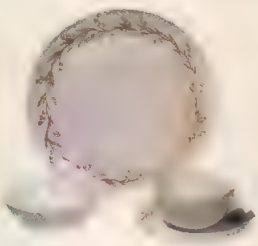
45-Piece Family Sets—contain 8 each Patterned Dinner Plates Bread and Butter Plates, Saucers; Solid Color 20-oz. Soup Bowls, and Cups, 1 each Solid Color Open Vegetable Bowl Sugar Bowl with Cover, Creamer and a 13½" Decorated Platter Wt 26 lbs.

ONLY A ROSE—A single bloom in gentle tones of roses and beige on translucent white with pink hollow pieces

7K477X1197 16-piece Set With Pink Cups and Fruit Dishes Retail 19.95
7K478X3597 45-piece Set With Pink Accessory Pieces Retail 59.95

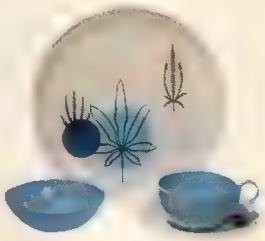
BLUE BELLS—Shades of Turquoise with spring Green molded on translucent White Turquoise hollow pieces.

7K474X1197 16-piece Set With Turquoise Cups and Fruit Dishes Retail 19.95
7K475X3597 45-piece Set With Turquoise Accessory Pieces Retail 59.95



EMPRESS—Elegant golden wreath border pattern, molded on translucent white, white hollow pieces

7K470X1197 16-piece Set With White Cups and Fruit Dishes Retail 19.95
7K471X3597 45-piece Set With White Accessory Pieces Retail 59.95



FANTASY—Cool colors with bright accents create a carefree mood for dining; turquoise and yellow on translucent white; turquoise hollow pieces

7K406X1197 16-piece Set With Turquoise Cups and Fruit Dishes Retail 19.95
7K407X3597 45-piece Set With Turquoise Accessory Pieces Retail 59.95

OPEN STOCK PIECES WITH PATTERNS

10" Dinner Plate Retail 3.25
7K482X211 "Only A Rose" 7K480X211 "Empress"
7K483X211 "Blue Bells" 7K481X211 "Fantasy"

8" Salad Plate Retail 2.75
7K486X179 "Only A Rose" 7K484X179 "Empress"
7K487X179 "Blue Bells" 7K485X179 "Fantasy"

6" Bread and Butter Plate Retail 1.95
7K490X127 "Only A Rose" 7K488X127 "Empress"
7K491X127 "Blue Bells" 7K489X127 "Fantasy"

6" Saucers Retail 1.95
7K494X127 "Only A Rose" 7K492X127 "Empress"
7K495X127 "Blue Bells" 7K493X127 "Fantasy"

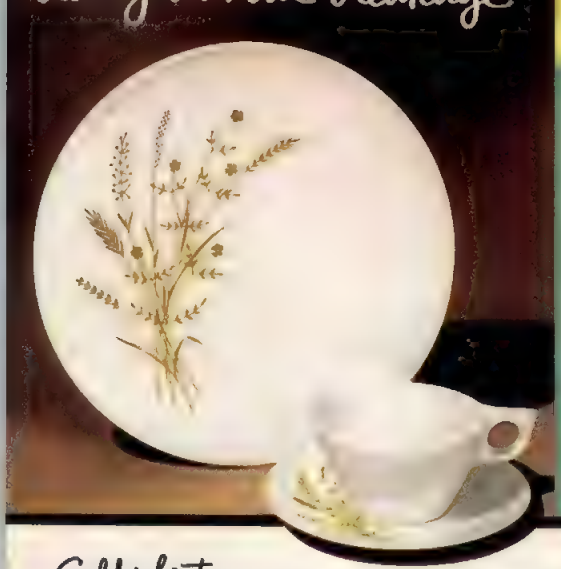
13½" Platter Retail 5.95
7K498X387 "Only A Rose" 7K496X387 "Empress"
7K499X387 "Blue Bells" 7K497X387 "Fantasy"

OPEN STOCK PIECES — SOLID COLORS

Available in Pink, Turquoise or White **State choice.**

7K419X81 Coffee Cup Retail 1.25
7K420X244 32-oz Open Vegetable Bowl Retail 3.75
7K428X124 20-oz Soup-Cereal Bowl Retail 1.90
7K421X146 Creamer Retail 2.25
7K422X88 9-oz Fruit-Dessert Bowl Retail 1.35
7K423X227 6½-oz. Sugar Bowl with Cover Retail 3.50
7K424X322 44-oz. Divided Vegetable Bowl Retail 4.95
7K425X192 Butter Dish with Cover Retail 2.95
7K426X192 Gravy Boat Retail 2.95
7K427X127 Salt and Pepper Shaker Set Retail 1.95

beauty without breakage



TEXAS-WARE

fine melmac® dinnerware

Lovely patterns styled for gracious dining. TEXAS WARE is molded of melamine for greatest resistance to breaking, cracking or chipping, for safety in boiling water or hottest electric dishwasher. Beautiful decorations are molded in, will never fade or wear away. Choose any pattern and know you have the best in elegance and quality.

Set Composition

20 Piece Service for Four

4 each dinner plates, salad plates, cereal-soup bowls, cups and saucers. Approximate shipping weight 6 pounds.

45 Piece Service for Eight

8 each dinner plates, salad plates, cereal-soup bowls, cups and saucers; 1 each large platter, serving bowl, creamer, sugar bowl and sugar bowl lid. Approximate shipping weight 16 pounds.

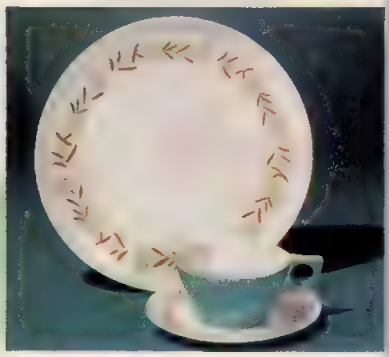
Guaranteed

All TEXAS WARE is guaranteed for two full years against breaking, cracking or chipping in normal use.

Gold wheat

Classic gold pattern on glistening translucent white. Lovely for dining by candlelight . . . durable enough for years of day-in, day-out family use. Dinners, salads, saucers and platter decorated; cups and bowls in lustrous solid white.

7K333X1497	20-pc. Service for Four	Retail **24.95**
7K334X3597	45-pc. Service for Eight	Retail **59.95**



Shasta

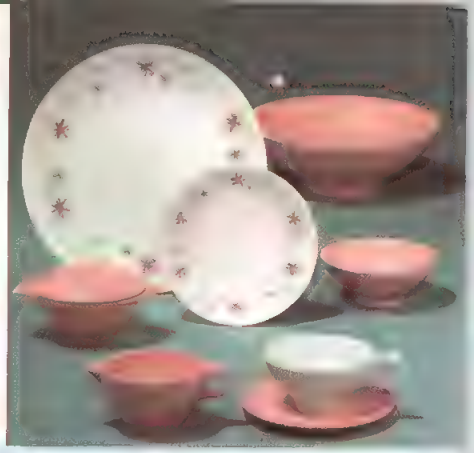
Lovely, stylized daisies with yellow, sandalwood and turquoise petals on gleaming, translucent white to set a beautiful table, whether the background is contemporary or provincial. Decorated dinners, salads, saucers and platter; matching sandalwood cups and bowls with sparkling white interiors molded by TEXAS WARE'S exclusive Color-on-Color process.

7K321X1497	20-pc. Serv. for Four	Retail **24.95**
7K323X3597	45-pc. Serv. for Eight	Retail **59.95**

Springtime

A pure white translucent body wreathed with a delicate floral design in rich turquoise, yellow and sandalwood . . . a traditional pattern that will charm family and guests alike. Dinners, salads, saucers and platter decorated; cups and bowls are molded by exclusive Color-on-Color process in matching turquoise with gleaming white interiors.

7K335X1497	20-pc. Serv. for Four	Retail **24.95**
7K336X3597	45-pc. Serv. for Eight	Retail **59.95**



H LAUREL . . . a dinnerware masterpiece by Brookpark. Turquoise leaf sprays, red berries in golden outline adorn a translucent white background. There's a new light, linear look in its slim shape, thinned edge.

16-pc. Set. 4 each: decorated 10¼" dinner plates, saucers; turquoise cups, dessert-fruit dishes
705-616 B1335 16-pc Set **$19.95**

45-pc. Set. 8 each decorated 10¼" dinner plates, bread-and-butters, saucers, turquoise cups, cereal-soups. 1 each turquoise covered sugar, creamer, vegetable dish, 15¼" platter.
705-624 B3997 45-pc Set **$59.95**

5-pc. Table Service. 15¼" turquoise platter, vegetable dish, covered sugar, creamer
705-632 B1120 5-pc. Set **$16.80**

K SCANDIA . . . by Boonton Pattern. A garland of free-form blossoms in delicate pink, turquoise, yellow and gray dances around the border. Solid pink and white pieces contrast pleasantly Guaranteed against breakage

16-pc. Set. 4 each: decorated 10½" dinner plates, white cups, pink saucers, fruit dishes
705-145 B1335 16-pc Set **$19.95**

45-pc. Set. 8 each: 10½" decorated dinner plates, bread-and-butters; white cups; pink saucers, cereal/soups. 1 each 14½" decorated platter, pink vegetable bowl, covered sugar, creamer.
705-152 B4350 45-pc. Set **$64.95**

5-pc. Table Service. 14½" decorated platter, pink vegetable bowl, covered sugar, creamer
705-160 B997 5-pc. Set **$17.95**

Melmac sets a happy mood, every mealtime

L FANTASY . . . designed by Joan Tutz, made by Brookpark. A sophisticated pattern in turquoise, blue and black molded in white Melmac. Has the translucence of china, but it's made to withstand rigors of daily use

16-pc. Set. 4 each: 10" decorated dinner plates and saucers, solid turquoise cups and fruits.
705-418 B1335 16-pc Set **$19.95**

45-pc. Set. 8 each: 10" decorated dinner plates, bread-and-butters, saucers; turquoise cereal-soups. cups. 1 each. 13½" decorated platter, turquoise vegetable dish, covered sugar, creamer
705-483 B3997 45-pc. Set **$59.95**

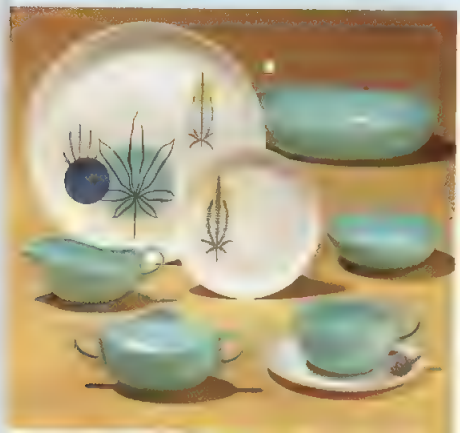
5-pc. Table Service. Decorated 13½" platter; turquoise vegetable dish, covered sugar, creamer.
705-442 B1030 5-pc Set **$15 45**

M GOLDEN HARVEST . . . Prestige dinnerware by Branchell Shimmering metallic golden and white design permanently molded in ivory-white Melmac. Captures the elegance and translucence of fine china, yet defies breakage!

16-pc. Set. 4 each: decorated 10" dinner plates, bread-and-butters, saucers, white cups.
705-673 B1445 16-pc Set **$22.95**

45-pc. Set. 8 each decorated 10" dinner plates, bread-and-butters saucers, soup bowls; white cups. 1 each decorated 13½" platter, white creamer, covered sugar, vegetable bowl.
705-681 B5000 45-pc. Set **$79.95**

5-pc. Table Service. Decorated 13½" platter; white vegetable bowl, covered sugar, creamer
705-699 B1120 5-pc. Set **$17.75**



Buddy L

Functional

PACKAGING

The keynote to successful merchandising is offered to you by Buddy L Steel Toys. One of the country's foremost package designers has collaborated with our engineers to give you the most functional line of toys ever before presented.

BUDDY L WAREHOUSE SET
one of our many newly designed—newly packaged sets. New ideas—great design—see Buddy L in '59.

Buddy L

GMC AUTHORIZED SCALE MODEL TRUCK REPRODUCTIONS

SALES REPRESENTATION
THE HENRY KATZ ORGANIZATION
Suite 540
200 FIFTH AVE., N.Y., N.Y.

BUDDY 'L' TOYS *Moline Pressed Steel Corp* EAST MOLINE, ILL

Please see—

THE NEW BUDDY L "POLYSTEEL" TRUCKS AND SCALE MODEL MISSILES

"Polysteel," a combination of moulded plastic and auto-fender steel to create a blend of lightweight, sturdy, authentic true scale model Trucks . . . . . a first by the leader . . . Buddy L.

Plastic

MISSILES

Our engineers have designed a line of operating . . .

- NIKE LAUNCHERS
- BOMARC MISSILES
- RADAR CONTROL PANELS
- DOUBLE NIKE LAUNCHERS

. . . exact in detail, safe and thrilling in operation.

Presented as individual items . . . also combined with Trucks and Combination Sets to make the most exciting Buddy L line ever.

Buddy L

BUDDY L

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THE HENRY KATZ ORGANIZATION
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200 FIFTH AVE., N.Y., N.Y.

BUDDY 'L' TOYS Moline Pressed Steel Corp. EAST MOLINE, ILL.

For catalogs: Check page one of HENRY KATZ section

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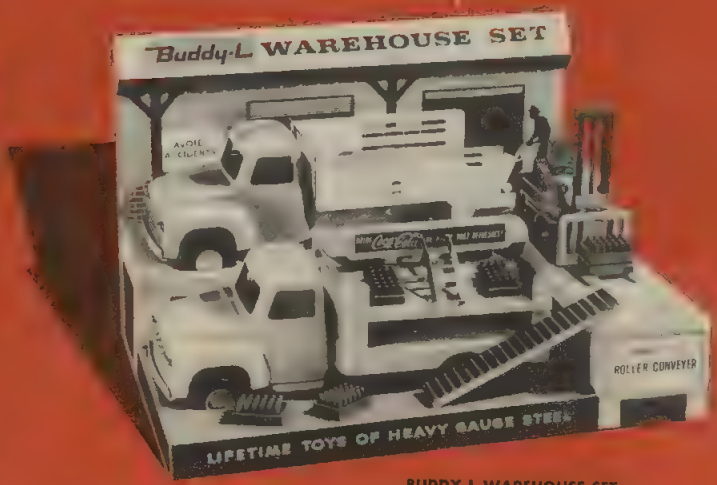

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INTERNATIONAL
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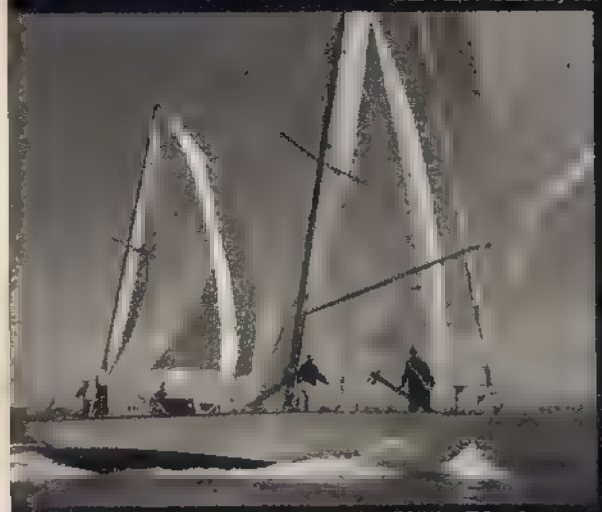
SUITE
540
IN THE TOY CENTER
200 FIFTH AVENUE • NEW YORK 10, N.Y.

TEJANA, Burger 70 CAROLINE IV, Burger 65

SEVEN SEAS, 90' Custom Cruiser by J. B. Hargrave



CIBOLA, 60' Steel Ketch by Philip Rhodes

DYNA, 58' Aluminum Yawl by Sparkman & Stephens, Inc.

BURGER-BUILT *Yachts*

Power or sail, Burger standard and custom boats are the choice of experienced yachtsmen. For lasting beauty, smooth-running, non-pounding performance and easy, economical maintenance, Burger steel hulls cannot be surpassed.

Burger's experienced designers give personalized service to each individual owner in planning interior arrangement detail. Joinerwork is executed by skilled Burger craftsmen in a choice wood.

The Burger Boat Company has been building outstanding boats for 96 years. Today, building only a select few yachts each year over fifty feet, boat-building is still regarded as an art and craft by all personnel of the Burger Yard. Architects and owners agree that Burger-built stands for the finest in modern yachts.

Burger Standard Cruisers in Steel, 54', 60', 65', 70', 75', 80', 85' and 90'. Also available in all-welded aluminum alloy.

Burger BOAT COMPANY
MANITOWOC, WISCONSIN

Burger Standard Sailboats in Steel, 60', 70', 80', 90' and 100' available soon. The first Burger Standard 90' Auxiliary Ketch designed in collaboration with Sparkman & Stephens, Inc. is currently under construction.

NEW YORK BOAT SHOW SPACE 4210-4211

TEJANA, Burger 70

CAROLINE IV, Burger 65

SEVEN SEAS, 90' Custom Cruiser by J. B. Hargrave

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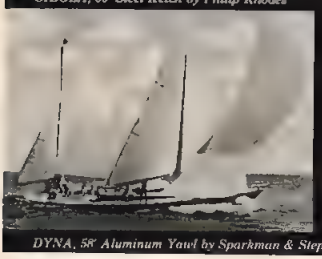

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NEW YORK BOAT SHOW SPACE C210-C211

Butyrate Gift Ware

(A) Food Warmer. Modernly designed 2-quart food warmer. White baked enamel holder attached to bright brass plated frame. White stay-cool "Butyrate" handles. Dura-White heat proof casserole, 22K Gold stars fired into glass cover Complete with candle warming unit. 13½" long, 8¾" wide, 10" high. Ship. wt. 5 lbs.
527A84-240 ..... RETAIL **$2.95**

(B) Carafe Warmer. Highly styled carafe warmer White baked enamel holder attached to bright brass-plated legs. 8-cup milk White heat-proof carafe, bright brass-plated cap, solid brass collar and White stay-cool "Butyrate" brass-plated handle. Complete with candle warming unit. Will enhance the beauty of the finest home. Size, 9x9x12" Ship. wt. 3 lbs.
527A83-240 .RETAIL **$3.95**

(C) Ice Beverage Set. Handsomely styled beverage set White baked enamel holder attached to bright brass-plated frame with White "Butyrate" trim handles. 8 milk White glasses with 22K Gold fired-in stars. "Dura-White" ice bowl with 22K Gold stars fired into glass cover. Size, 25x8¾x12". Ship. wt 10 lbs.
527A87-825.....RETAIL **$13.75**

(D) Two Tiered Tid Bit Tray. Modernly designed 2 tier tid bit tray. White baked enamel trays with a spray of brass stars. Bright brass plated handle with White "Butyrate" trim, mounted on wooden feet. Top tray 8½", bottom tray 11¾" in diameter 11" high. Ship. wt. 2 lbs
527A82-240.....RETAIL **$3.95**

(E) Napkin or Letter Holder. Beautiful napkin or letter holder designed in the modern manner. White enameled with a spray of Gold stars, on a bright Brass finished stand Size: 5½" long, 3½" wide, 5" high. Ship wt 2 lbs.
527A81-150.... . . . . RETAIL **$2.50**

(F) Serving Tray. Contemporary metal tray conceived by one of America's finest designers. Sparkling Gold stars on White background with bottom of tray in Black, with brass feet and handles Size: 23¼x 12¼" Ship. wt. 4 lbs.
527A76-425.....RETAIL **$7.00**

(G) Twin Food Warmer. Modernly designed twin food warmer, White baked enamel holder attached to bright brass-plated frame with White stay-cool "Butyrate" brass-plated handles Two 2-quart capacity "Dura-White" heat-proof casseroles with 22K Gold stars fired into glass covers. Complete with candle warming units. Size, 22x 8¾x10" Ship. wt 10 lbs.
527A85-575 ..... RETAIL **$9.75**

(H) Bread Tray. Highly styled metal bread or roll tray Designed by one of America's foremost designers. Top surface is White, sprinkled with decorative Gold stars Underside of tray is Black and rests on Brass feet. Handles are covered with White plastic Size 17½" long including handles, 6" wide. Ship. wt. 2 lbs.
527A77-240 . ..... RETAIL **$3.85**

(J) Combination Carafe & Food Warmer. Contemporary styling. White baked enamel holder attached to bright brass-plated frame. White stay-cool "Butyrate" handles. 2-quart capacity "Dura-White" heat-proof casserole with 22K Gold stars fired into glass cover. 8-cup capacity milk White heat proof carafe, bright brass-plated cap, solid brass collar with White stay-cool "Butyrate" handles. Complete with candle warming units Size: 22x8¾x13". Ship. wt. 10 lbs.
527A86-575.....RETAIL **$9.75**

A26 LEARN ABOUT ELECTRICITY!

Electric Game's BUILD-IT SET is designed for youngsters 8 yrs. and up, for fun and learning. All necessary parts to build many electric items. Complete with instruction manual. **$4.98**
SMALLER ELECTRIC BUILD-IT SET **$2.98**

B26 7-PIECE JR. TOOL SET!

Everything "experts" from 6 to 12 yrs. need for helping dad! Leather belt, alloy steel hammer, screwdriver and pliers; flashlight, folding rule, even friction tape. By Industrial Safety Belt **$3.98**
JUNIOR LINEMAN TOOL BELT **$2.98**

C26 BUILD HOT ROD THAT GOES!

What a thrill! Youngsters 8 yrs. up can assemble Ungar's battery-operated* plastic Hot Rod in 30 minutes! And it really works! Includes complete electrical system, motor and bulbs. **$2.98**
RACER KIT . . . BATTERY OPERATED.* . **$1.49**

D26 EXPLORE OUTER SPACE!

Help children 8 yrs. up discover the mysteries of space. Gilbert's 60-power reflecting TELESCOPE brings close-ups of the Moon, Jupiter, Saturn. 26 steel tri-pod; star map; new sighting device. 2 p. per carrying case **$17.98**
40 POWER TELESCOPE **$9.98**

E26 ELECTRIC MACHINE SHOP!

Build a motorized, operating factory! Electric Game's Kit consists of power saw, drill press, conveyor belt, engine lathe, punch press and two control switches, plus instruction manual. Battery operated*; gives 8 yrs. up hours of absolutely safe fun! **$9.98**

F26 BUILD AN AIR BOAT!

Ungar's Air Boat Kit snaps together; needs no glue. Battery operated* miniature motor, rudder, authentic in all details. Simplified diagram—fun for 8 yr. olds and dad to follow. **$2.98**
SPEED BOAT KIT . . . it really goes! . . . **$1.49**

G27 BUILD A ROCKET LAUNCHER!

Gilbert's ERECTOR Set contains all the equipment to build many fascinating models, including a rocket launcher that raises, lowers, fires! Powerful plug-in electric motor with forward and reverse gear. All in a big steel chest for "engineers" 5 to 14. . . . . **$18.98**
ENGINEER'S ERECTOR SET **$4.98**
AUTOMATIC RADAR SCOPE ERECTOR SET **$9.98**

H27 ERECTRONIC TRANSISTOR SET

Takes only 10 minutes to build a complete radio! No soldering, no tools. This Gilbert set lets you make 9 different radios, and a transmitting station, too. Complete with illustrated instruction book, for 8 to 14 yrs. **$14.98**

J27 MICROSCOPE FOR JR. SCIENTISTS!

Gilbert's Advanced Microscope & Lab Set has a 3-objective 60, 250, 500 power g.rder-type 'scope with revolving turret. Group viewer permits two or more to look thru 'scope at one time. Plug-in cord plus array of chemicals and apparatus. Dissecting equipment and live shrimp eggs ready for hatching. Thrilling gift for 10 yrs. up. **$16.98**

SENIOR MICROSCOPE & LAB SET **$9.98**

4 OBJECTIVE MICROSCOPE & LAB **$22.98**

K27 CHEMISTRY EXPERIMENT LAB

Safe exciting scientific experiments in testing foods or analyzing chemicals by color, can be made with Gilbert's Chemistry Set. Sturdy steel cabinet 9½"x13¾"x3¼" holds chemicals, pyrex test tubes molecular model building kit. For budding scientists 10 to 16 yrs. **$9.98**

JUNIOR CHEMISTRY LAB **$7.98**

COMPLETE CHEMISTRY LAB **$17.98**

L27 8-PIECE CAMPING KIT

Let's camp out with Industria Safety Belt's Camping Kit. Leather belt and saddle bag, mouth organ rope, whistle, flashlight, canteen—even Band Aids! 6 to 12 yr. olds will camp in style. **$5.98**

M27 WOODBURNING SKILL SET

Creative fun for 6 to 16 yr. olds. New redesigned Electric pencil, 4 thread-on tips, embossing foil paints brush, plus a chest loaded with interesting wood and cork projects. By Ungar. **$4.98**

SMALLER WOODBURNING SKILL SET ... **$2.98**

N27 FLY A GIANT MUSTANG!

P51 Giant Mustang is a big plane—wingspan 30"! Made of Dura-flex; powered by gas engine with Rotomatic starter. Comes all assembled, ready to fly. For 8 yrs. up, by Wen-Mac. **$14.98**

ACCESSORY KIT **$1.49**

P27 CORSAIR REALLY FLIES!

Controlled from the ground Wen-Mac's Corsair is easy to operate, flies 35 mph. Loops, wing-overs, hedgehops. A true replica of America's most famous fighter plane; complete with fuel, battery, flight lines and control handle. Engine has new Rotomatic automatic clutch starter. A real thrill for 8 yrs. up. **$11.98**

YELLOWJACKET with hustler engine **$6.98**

Q27 PLANE WITH GROUND CONTROL!

Electrically powered, ELECTROMIC FLASH has a metal battery* container and push button control unit to maneuver plane from the ground. Watch it soar, loop, spin! Smooth-flying, indoors or out. For flyers 4 to 10 yrs. By Stanzel. **$2.98**

*Batteries not included

Use Our Lay-Away Plan

A28 "LARK" TRACTOR CAN TAKE IT!
AMF Flying Lark Heavy Duty Steel Tractor, 36" long, is really rugged. Adjustable spring seat puncture proof tires, with rear wheel fenders. Bicycle-type chain drive for easy pedaling! Spring steel trailer hitch. Even a spark-plug design on the hood! Ideal for hard-workers 4 to 9 yrs. SPECIALLY PRICED **$16.88**

B28 "OLD PAL" WALKS!
Nothing could please 2 to 7 year old range riders more than Hubley's Old Pal. Slight rocking motion sets him walking! Can also be led. Heavy gauge steel body in beautiful enamel finish, plastic head. 31" high—all lovable horse! **$19.98**

C28 IRISH MAIL—FOR GOING PLACES!
The newest thing on 3 wheels! Chain drive transmission for easy going. Adjustable Duran upholstered seat, ball bearing wheels, semi-pneumatic tires. Rust-proof baked enamel finish. By Plastic Block City, for boys and girls 3 to 9. SPECIALLY PRICED **$19.88**

D28 REX JET STEEL WAGON
34" x 15½" x 4½"—built by Radio Steel for husky, hard play. Bearings never need oiling. double-disc wheels. This is the wagon every 3 to 8 yr. old wants. SPECIALLY PRICED **$8.88**
OTHER SIZES AVAILABLE

E28 HORSE FOR INDOORS OR OUT!
Small fry 1 to 4 yrs. will roam the "plains" in all directions on Rich Industries' Coaster Horse. A beauty that steers easily on lucite casters and a rugged animal he is, too, made of molded plastic. **$5.98**
*Hat, etc. not included

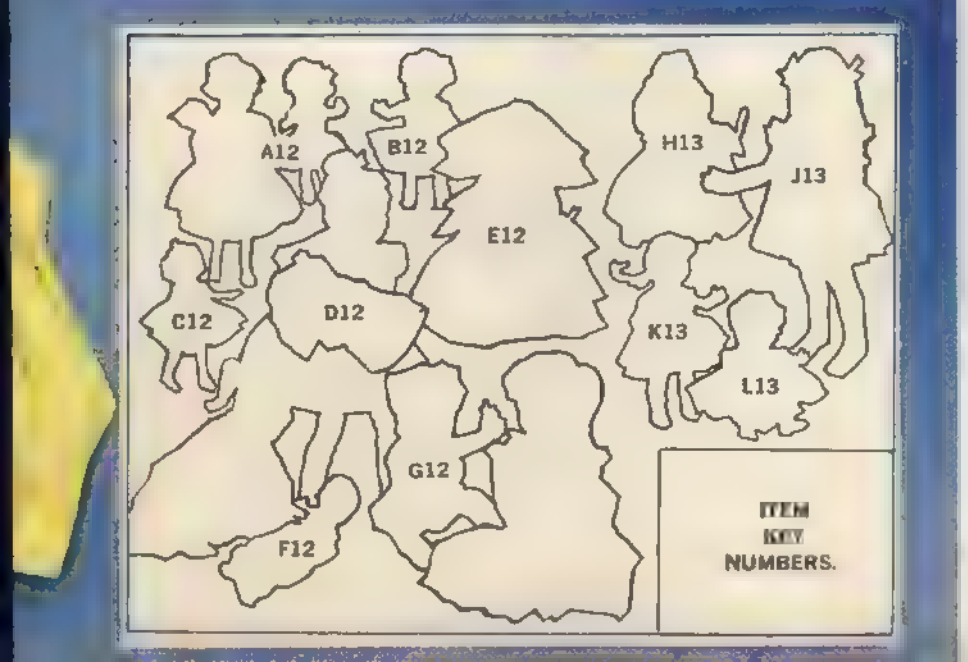
Use Our Lay-Away Plan

F28 ALL POLY WAGON THAT'S TOUGH!
A new kind of wagon from Steel Stamping. All polyethylene, it's soft, yet strong and flexible. No rough edges, easy steering. Just right for 2 to 6 yrs. **$2.59**

G28 EVERY BOY WANTS A FIRE ENGINE!
"FLYING LARK" Hook & Ladder Fire Pumper looks real! Equipped with flasher lite,* bell, removable ladder and hose, pedal drive. Just the thing for 2 to 8 yrs. By AMF. SPECIALLY PRICED **$19.99**

H29 HANDSOME SIDEWALK BIKE!
"FLYING LARK" 16" Roadmaster Sidewalk Bike is ideal for learning. Luggage carrier and gay streamers on grips. Girl's or boy's model with Safe-T-Brake, semi-pneumatic puncture proof tires. 4 to 8 years. AMF. SPECIALLY PRICED **$27.99**

Special
Value
Special
Value



A12 "WEE THREE" DOLLS—SO CUTE!
Aren't they adorable—20" mother, 13" daughter and 8" baby brother who drinks and wets, carries his own bottle too! All vinyl, fully jointed, rooted hair. By Uneeda for ages 3 to 8. . . . **$11.98**

B12 RUTHIE'S HAIR STAYS CURLED!
Girls 3 to 9 will love washing her curly, bobbed hair, changing her clothes. Horsman's 14" soft vinyl RUTHIE wears dainty shoes, socks, and knit panties under her taffeta dress. **$4.98**

C12 FAVORITE SHIRLEY TEMPLE DOLL!
Sure to capture the hearts of 2 to 9 yr. olds. Ideal's 15" Shirley is dressed to perfection with dress, slip, shoes, socks, purse. Dimpled cheeks, rooted blonde curls! **$8.98**

D12 THIS BABY'S IN A BUNTING!
Horsman's "SOFTEE" 18" baby is tucked inside her own cuddly blanket bunting! She drinks and wets, is fully jointed, turns her head, and coos! "Mommies" 2 to 8 love taking care of this sweetie. SPECIALLY PRICED **$6.99**

E12 HERE COMES THE DEB TEEN BRIDE!
Uneeda's dream doll for ages 5 to 12. 18" tall, with an exquisite bridal gown of crystal taffeta, lace trimmed veil and flowered headpiece. Even streamers on her bouquet. A vision of loveliness in dainty high heels. **$5.98**

F12 LULLABY BABY MOVES "SO REAL"!
This fully jointed 12" vinyl Horsman baby has a music box inside her! It makes dolly move her head into many stretching positions, and plays a lovely tune! She's just like a real live baby, adorable for girls 2 to 8. . . . . **$5.98**

G12 CHUBBY BABY—OVER 2 FT. TALL!
All vinyl, fully jointed, with rooted curly hair. Uneeda's big 25" baby sleeps, drinks, wets, and carries her own bottle! Girls 3 to 8 adore her. SPECIALLY PRICED **$7.99**
CHUBBY BABY 16" TALL **$4.98**

H13 ALL DRESSED UP—FOR BED!
Horsman's 16" SLEEPY TIME GAL carries her own battery candle lamp that lights! Toothbrush and washcloth, too! New tie back hair style and soft coo voice. Ages 3 to 9 love her. **$7.98**

J13 AS BIG AS A 3 YR. OLD GIRL!
Ideal's PATTY PAL Doll is exactly sized and proportioned. Wears real 3 yr. old girl's clothes, too! Plastic, with sleeping eyes, rooted hair; a doll 4 to 10 year olds will always treasure. . . . **$29.98**

K13 PERT, PIG-TAIL DOLLY
Horsman's soft vinyl doll is fully jointed, with rooted hair in double braided pigtails! Her pinafore is lace-trimmed; her head turns, and her voice coos! 16" tall for young misses of 3 to 9 yrs. SPECIALLY PRICED **$5.99**

L13 "SOFTEE"—PRETTY BABY DOLL!
Horsman's 16" Baby Doll with sleeping eyes, and fingers and toes with real baby markings. Her hair retains its curl after washing, too. Carries her own nursing bottle. 2 to 8 yrs. **$4.98**
12" "SOFTEE" BABY DOLL **$3.98**

Use Our Lay-Away Plan

A14 BANNISTER BABY CRIES, LAUGHS!
A baby doll that does everything! Drinks, wets her panties, cries real tears. 14", fully jointed, soft vinyl plastic, completely dressed, in her own playpen. By Horsman, for girls 2 to 8 yrs. **$5.98**
18" BANNISTER BABY **$7.98**

B14 PURTY'S EXPRESSION CHANGES!
Her face expresses real feeling as she weeps tears! 16" tall has a voice, drinks, wets. Girls 3 to 8 yrs. will love Purty's knitted outfit, pillow, and fancy carriage cover, too. By Uneeda. . . . **$9.98**

C14 SNIFFLES HAS HER OWN LAYETTE!
11" vinyl "EEGEE" doll with rooted hair, comes with dress, diaper, bottle, booties, tissues, powder puffs, clothespins! She drinks, wets; has movable arms and legs. 3 to 9 yrs **$3.98**

D14 DOLLIKIN LOUNGES IN STYLE!
So smart in plaid slacks, vest, blouse, and hi heels! Can be moved into almost every position girls from 5 to 10 yrs. want her in. Uneeda's 20" Dollikin has a rooted pony-tail too **$7.98**

E14 BARBIE—TEEN FASHION MODEL!
Mattel's exciting grown-up doll is 12" tall curvy lifelike, with rooted hair-do. Movable arms, legs and head for easy dressing by girls of all ages. Many fashionable outfits available. Barbie, in jersey swimsuit, sun glasses. **$2.98**
FASHION OUTFITS, ACCESSORIES . . . . . **98¢ up**

F15 ROCK TINY TEARS TO SLEEP!
Her eyes slowly close as she falls asleep! Plastic crib beautifully decorated, easy to lift. 16" Tiny Tears is dressed in romper, nestled in a zippered quilt. American Character provides her with bottle, diaper, sponge, bootees, pacifier, even an extra dress-up outfit! 3 to 8 yrs **$19.98**
TINY TEARS IN PLAYPEN **$16.98**

G15 TINY TEARS HAS A TRUNK!
This 16" honey comes with a complete layette. Has washable rooted hair, cries real tears, drinks, wets, and blows bubbles! For girls 3 to 8 by American Character **$12.98**
11½" TINY TEARS with rooted hair **$6.98**
11½" TINY TEARS with molded head **$7.98**
13½" TINY TEARS with rooted hair **$8.98**
13½" TINY TEARS, rooted hair, trunk . . . **$9.98**
13½" TINY TEARS, molded head, trunk **$11.98**
20" TINY TEARS, with rooted hair **$14.98**

H15 NOW TAKE TOODLES TRAVELLING!
16" all soft vinyl baby doll. Quilted car bed with mattress, metal frame, supports and handle. So snug in a satin bunting and bonnet, too. 4 to 9 yrs. By American Character. . . Complete **$12.98**

J15 TOODLES GOES TO SUPERMARKET!
Her all-steel Super Kart also triples as a high chair and stroller. 23" Toodles has rooted hair, rolling eyes, long, curled lashes. Drinks, wets. Many play packages of food fill shopping basket. 4 to 9 yrs. By American Character. All for **$19.98**

K15 26" TOODLES TODDLES
A real big baby girl with go-to-sleep eyes, long curled lashes, rooted hair. Dressed to perfection—even a bonnet and flower basket! By American Character for 3 to 8 yrs **$19.98**
23" TOODLES in romper **$12.98**
23" TOODLES in nylon dress **$14.98**

L15 8" BETSY McCALL!
The perfect doll for fashion followers 4 to 10 yrs. Her rooted hair can be combed into latest styles. Betsy comes in 12 different chic outfits. By American Character . . . . . **$2.25 up**

M15 TONI CARRIES PLAYWAVE SET!
American Character's Toni is 10½" tall with a full figure, high heels. Her vinyl carry-all has curlers, squeeze bottle of Playwave solution, and applicator to help 4 to 10 yr. olds create distinctive hairdos! Toni, in a variety of outfits **$2.98 up**

F15
G15
H15
J15
K15
L15
M15

J29 BLACK FURY PACE SETTER!
Molded acetate body won't scuff, crack, chip or peel. Heavy gauge tubular steel frame. Hand tooled western saddle will capture the imagination of hard riding young "westerners" 2 to 8 yrs. Saddle height 21". By Tremax.
SPECIALLY PRICED **$14.88**
PALOMINO PAL COLT, SPEC. PRICED ... $10.44
SUPER DE LUXE PALOMINO PAL, SPECIALLY PRICED ... $24.88
PALOMINO PAL PINTO, SPEC. PRICED .. $19.44
PALOMINO PAL BUCKSKIN SPECIALLY PRICED ... $22.88

K29 SCOOTER STOPS ON A DIME!
4 to 10 yr. olds can really go-go-go on Radio Steel's De Luxe Scooter. Sure-grip brake and no slip foot rest for safety. Cushiony, puncture-proof tires. 37" long, 33" high.
SPECIALLY PRICED **$5.59**
OTHER SIZES AVAILABLE

L29 EVERYONE LOVES A NEW CAR!
"FLYING LARK" convertible is strong, sturdy and oh so good looking! 37" long with a continental back-end. Pedal drive, with adjustable 3-position pull straps. Ball-bearing construction assures smooth, easy ride. Just the car for 4 to 8 yr olds. By AMF.
SPECIALLY PRICED **$14.99**

M29 UNBREAKABLE RIDE-EM-TANK!
Made of sturdy polyethylene. Metal brace on underside increases strength. Ball handle steering maneuvers tank to right or left. Cannon shoots 5 harmless plastic balls at press of lever. Won't scratch or damage floors or furniture. 25" long. By Ideal. For ages 2 to 5. **$9.98**

N29 "FLYING LARK" VELOCIPEDES
From the sabre-grip knuckleguards to the semi-pneumatic puncture-proof tires, this 10" velocipede's a beauty! Has chrome-plated handlebar and attractive deluxe two-tone pedals. AMF makes it of sturdy heavy-gauge tubular steel. For riders 2 to 4 yrs.
SPECIALLY PRICED **$10.99**
12" VELOCIPEDE 3 to 5 yrs. Spec. Priced **$12.44**
16" VELOCIPEDE, 4 to 8 yrs. Spec. Priced **$14.44**

LOOK FOR THE "LARK"—our own proud label! Only the finest toys can wear it—made to our exacting specifications—chosen for quality, outstanding for value! "LARK" toys teach and stretch growing minds and muscles—hold your youngster's interest over a number of years. They're good investments. Look for the "LARK" label—buy with confidence when you find it—you've got something really good.

A30 CALIFORNIA GOLD RUSH TOWN!
Dig for "gold"! Complete, unbreakable poly Old West gold mining town by Multiple Products, contains everything young "miners" 3 to 9 need for real adventure play—including operating water pump! $4.98
TRAIL BLAZER TRAIN SET $2.98
"HAVE GUN, WILL TRAVEL" PLAY SET $2.98

B30 FIREBOLT DOUBLE-ACTION GUN!
Two-way 27" gun works with or without caps for junior gun-toters! Pull-back bolt fires bursts or single shots. Adjustable peep sight, wood-grain stock and grip. By Mattel. Ages 4 to 10. ..... $4.98

C30 S-BAR-S DE LUXE GUN RACK
6 metal horseshoe shaped hangers for rifles or clothes 3 wood pegs for holsters, hats or lariats! Moms will love Shirl Mfg. for this aid to neatness. Ages 3 to 8. $3.98
SMALLER SIZE GUN RACK $1.98

D30 "THE RIFLEMAN"—MOUNTED HERO!
A durable, hand-painted plastic model of Lucas McCain. All parts removable for play 9½" high. A truly lasting gift for 3 to 8 yr. olds. By Hartland $3.98
PALADIN—"HAVE GUN, WILL TRAVEL" $3.98
JIM HARDY—"WELLS FARGO" $3.98

E31 INDIAN SCOUTS' BANDOLIER AND RIFLE
Mattel's authentic 29¼" replica of rolling-block rifle with genuine leather bullet-bandolier and scabbard-holster, with 2 Shootin' Shell cartridges, 16 all-metal play bullets. Thrilling for ages 4 to 10. ..... $5.98
INDIAN SCOUT RIFLE ALONE $2.98

F31 "NO HANDS" FIRING! BELT BUCKLE GUN
Just an outward push of the stomach and you've got your man! Adjustable tooled leather belt; Shootin' Shell Derringer is removable for loading. Safety lock prevents misfiring. By Mattel for cowboys 4 to 10. ..... $2.98
SHOOTIN' SHELL BUCKLE GUN $1.98

G31 SHOOTIN' SET—GUN WHINES FOR REAL!
Outlaws will flee when they see the Cheyenne Singin' Saddle Gun Shootin' Outfit by Daisy! Includes 32" gun that smokes and w-h-i-n-e-s like real, sling, belt and holster, pistol, plus cowboy canteen. 4 to 10 yrs. $9.95
SINGIN' SADDLE GUN ALONE $4.98
SMOKE RIFLE, ADJUSTABLE SLING $2.98

H31 "FLIP SPECIAL" USED BY "RIFLEMAN"
Hubley's fabulous 32½" repeating cap rifle with flip action. Loading chamber pops out automatically. All working parts nickel plated with detailed engraving. All sharp shooters from 4 to 10 will be thrilled with it! $4.98

J31 SHOOTIN' SHELL FANNER, HOLSTER
Authentic "Fanner" gun of the Old West, fans or triggers 6 Shootin' Shells for ages 4 to 10. Smoking action, revolving barrel. In Mattel's fast-draw cowhide holster; adjustable belt; bullet pouch holds Shells and play bullets. There won't be a bad man left on the plains! $6.98
SHOOTIN' SHELL FANNER GUN $2.98

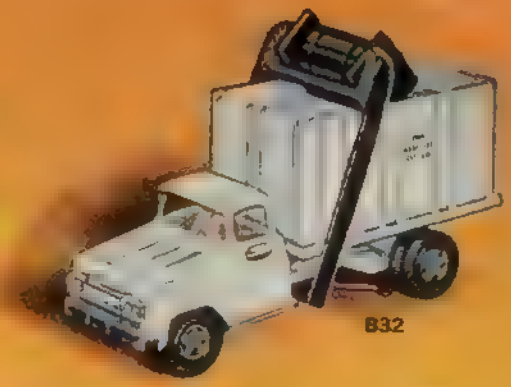
K31 RAPID-FIRE WINCHESTER SADDLE GUN!
Famous 33" Winchester Gun by Mattel has secret automatic trigger for blazing rapid-fire action. Rapid cocking of lever fires and ejects 8 all-metal play bullets. Single trigger action, too. 4 to 10 yrs. $4.98

L31 RIC-O-SHAY SINGLE HOLSTER SET
Hubley's new 13" Ric-o-Shay pistol makes real ricochet noise with each pull of trigger; revolving cylinder; 6 brass bullets. Handsome top-grain cowhide holster lets righties or southpaws draw fast with equal success! Adjustable belt. 4 to 10 yrs. $7.98
RIC-O-SHAY PISTOL ALONE $3.98

M31 BAT MASTERSON OUTFIT
TV fans will adore this leather holster, gold vest with black stars and gold-plated buttons, and especially the 2-piece twirling cane with gold decorations! Wow! What fun for adventurers 4 to 10 years. By Carnell. $4.98

E31
F31
G31
H31
J31
K31
L31
M31
BAT MASTERSON
BAT MASTERSON

A32



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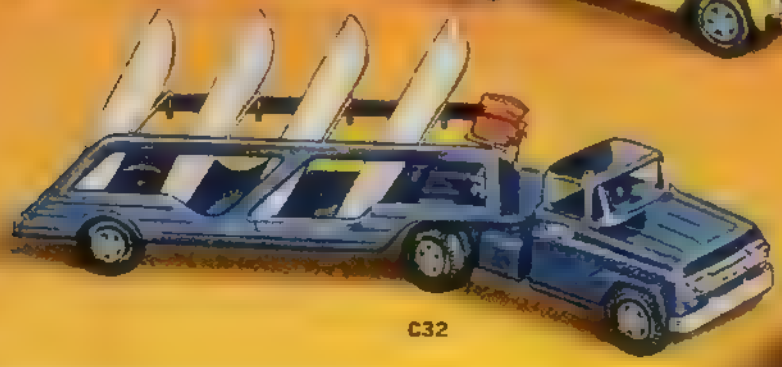


C32

D32

E32

F32

H32

G32

A32 CAR CARRIER FOR "LONG DISTANCE HAULERS"
A perfect steel copy of a long distance car carrier. 3 unbreakable poly cars on top, with room for 2 more inside! Automatic unloading device. Just pull a lever and cars roll automatically down the ramp. 29" long, by Tonka. Provides hours of play for ages 3 to 8 yrs. $7.98

B32 IT'S PICK-UP DAY BY SANITARY SERVICE!
A new truck by Tonka, to tickle 3 to 8 yr. olds. Place load in hopper at front, trip the hydraulic levers to either dump load into box or out through sliding door in back. 2 refuse containers and a scoop bucket, too! $9.95
DUMP TRUCK . . . WITH DUAL TIRES! $3.98

C32 ATTENTION BOATING FANS! NEW BOAT TRANSPORT!
Tonka's Transport thrills 3 to 8 yr. old boating enthusiasts! Big, metal semi trailer transports 4 polyethylene boats and 2 motors. 28" long. Swing out bars make boats easy to remove. $7.98
SPORTSMAN . . . "GO ANYWHERE" VEHICLE WITH BOAT $3.98

D32 TRUCK WITH BOAT ON TRAILER!
Youngsters get twice the play value from Tonka's DeLuxe Sportsman, a husky metal truck with a boat and a trailer that couples and uncouples with a click! Boat has a separate motor, deck and windshield. Great favorite with 3 to 8 yr. olds. $4.98
PICK-UP TRUCK—TAIL GATE SNAPS OPEN! $2.98

E32 FOR WOULD-BE SERVICEMEN!
A "do-everything" service truck for ages 3 to 8. Sturdy aluminum ladder removes from top of truck. A really rugged steel truck for long hours of play. By Tonka $2.98

F32 WOW! HYDRAULIC DUMP TRUCK!
A touch on the release lever and this sturdy steel truck dumps the load hydraulically. Two position tail gate let's you dump straight or spread. 13¼" in burnished bronze paint. Ages 3 to 8. By Tonka. $4.98

G32 STEVE CANYON JET HELMET!
Ideal's replica of official Air Force helmet. Made of styrene with lift-up transparent plastic sun visor, simulated snap-on oxygen mask, and voice transmitter. Adjustable to all sizes. Now every boy 3 to 9 yrs. can be a hero like Steve Canyon! $2.98

H32 FLY A FIGHTER JET!
Simulates actual flight and combat! Fly by radar—yet stay safely on the ground! Ideal's electronic, plastic Fighter Jet has a full instrument panel, operates with throttle. Young pilots, 4 to 12 yrs., aim, fire, hit and stop the moving targets with 4 rocket guns. Uses flashlight batteries.* $19.98

Batteries not included

Use Our Lay-Away Plan

LIGHTWEIGHT, WASHABLE VINYL

PLAYMATES

Big, beautiful dolls to Keep little girls "company"

(4)
"Baby Sue" in Teeter Chair
16-in. size
List price 4.98
3.99
20-in. size
List price 6.98
5.99

(6)
Newest life-size doll in floral nylon
27-in. "Coral"
Wears size 1 dress
List price 16.00
9.98
36-in. "Rita"
Wears size 3 dress
List price 22.00
16.95

(5)
"Amy" in Nylon eyelet
List 6.98 up
4.98 up

(1) 22-In. "Diana" 3.99

2.99 1.99

(1) 22-IN. "DIANA"—Blond rooted hair, vinyl head, washable! Latex body. Wears dainty Blue party dress.
35 Y 5164E—Ship. wt. 5 lb. List price 4.98. . ..... 3.99

(2) 18-IN. "MARI-LOU". All vinyl head; blond rooted hair; All Latex body. Wears party dress.
352 Y 5053—Ship. wt. 2 lb. List price 3.98.....2.99

(3) 18-IN "KIMMY" Vinyl face, no-muss molded hair—All Latex body. Dressed in checked cotton dress.
352 Y 5010—Wt. 1 lb. 10 oz. List price 2.49.....1.99

SHOWN AT RIGHT: Soft, "like real" baby dolls she will care for 'n cuddle

(4) "BABY JOAN" . . . Cute 15-inch baby doll with all vinyl body; molded hair. She "coos" when she's squeezed. In ribbon-tied flannel blanket, satin binding.
352 Y 5012—Ship. wt. 1 lb. 4 oz. List price 2.49.....1.89

(5) 16-IN. "BURPEE" BABY DOLL—can actually be burped after feeding! Drinks—wets—cries real tears! All soft vinyl, fully jointed with moving eyes, soft vinyl head and molded hair. Comes in case with dress, rompers, diapers, diaper cover, knit booties, soap, sponge, nursing bottle.
352 Y 5122—Ship. wt. 2 lb. 10 oz. List price 7.98.....6.99

(6) "BABY LINDA"—has 8-pc. all soft vinyl body, fully jointed. She drinks, wets her diaper, cries tears; vinyl head with moving eyes and curly rooted hair. Dressed in nylon dress, bonnet, panties, shoes, socks. Has feeding bottle.
352 Y 5123—20-in. doll. Wt. 3 lb. 4 oz. List 10.98.....8.98
352 Y 5124—16-in. doll. Wt. 2 lb. 8 oz. List 8.98.....6.98

(7) BIG 20-INCH "BELINDA" BABY DOLL IN CAR BED . . . A cuddlesome cutie—all dressed for wintry holiday weather in her flannel snowsuit and cozy hat . . . and tucked into a metal-framed, plastic material car bed. She drinks from her own bottle . . . wets her diaper! Doll accessories: A blanket, soap bottle, sponge, hanger and 2 clothespins. Take her with you anywhere—she's all set to travel!
352 Y 5116—Shipping wt. 5 lb. List price 7.98.....6.99

(8) 20-INCH "MELINDA" BABY IN BASSINETTE. A drink-and-wet doll, dressed in a dainty taffeta kimono trimmed with lace and braid, and covered with a snuggle-soft blanket . . . in a large, beautiful bassinette. Sturdy wire frame, covered with a fully ruffled taffeta skirt, trimmed with delicate lace and bows. Legs of bassinette are easy to fold.
352 Y 5114—Shipping wt. 4 lb. 8 oz. List 7.49. .....5.99
12-INCH BABY IN BASSINETTE. Same as above.
352 Y 5115—Shipping wt. 3 lb. 2 oz. List 4.98.....3.99

"Cherub"—Biggest baby made! Wears size 1 clothes—has rooted hair to wash! 4.98 up

REAL BABY DOLL . . . cries when stuffed rubber body is squeezed! Vinyl head, glassene sleeping eyes . . . head turns—tubbable! Wears underwear, shoes, socks.

35 Y 5186E—28-IN. CHERUB—Worth 6.98!
Shipping wt. 7 lb.....5.98
35 Y 5187E—25-IN. CHERUB—Worth 5.98!
Shipping wt. 5 lb.....4.98

25-A.DENS

H23

J23

K23

L23

M23

N23

P23

J23 STUFF AND LACE BETSY 'N BITSY!
Such wonderful fun for youngsters 6 to 12! Each Davis kit has colorful felt cut-outs, punched and ready to lace into a Betsy doll and a cuddly Bitsy puppy and ball. All necessary material and simple instructions included. **$1.98**
Betsy . . by herself **98¢** Bitsy . . by himself **98¢**

K23 MAKE CLOTHES FOR BETSY McCALL
Standard ToyKraft's completely equipped Betsy McCall Fashion Shop Embroidery Set has clothes for little Linda, too. All smartly designed, ready to embroider and decorate for the 2 stand-up paper dolls. 6 to 12 yrs. **$1.98**
SMALLER FASHION SHOP (WITHOUT LINDA) **98¢**

L23 SLEEPING BEAUTY STORY KIT
Make your own movie sets with Colorforms Sleeping Beauty Kit. 3 picture board backgrounds with Prince Phillip, Samson the Horse, too. Hours of imaginative play for 3 to 8 yr. olds. ... **$1.98**
SLEEPING BEAUTY DRESS DESIGNER KIT **$1.98**
SMALLER DRESS DESIGNER KIT ..... **98¢**

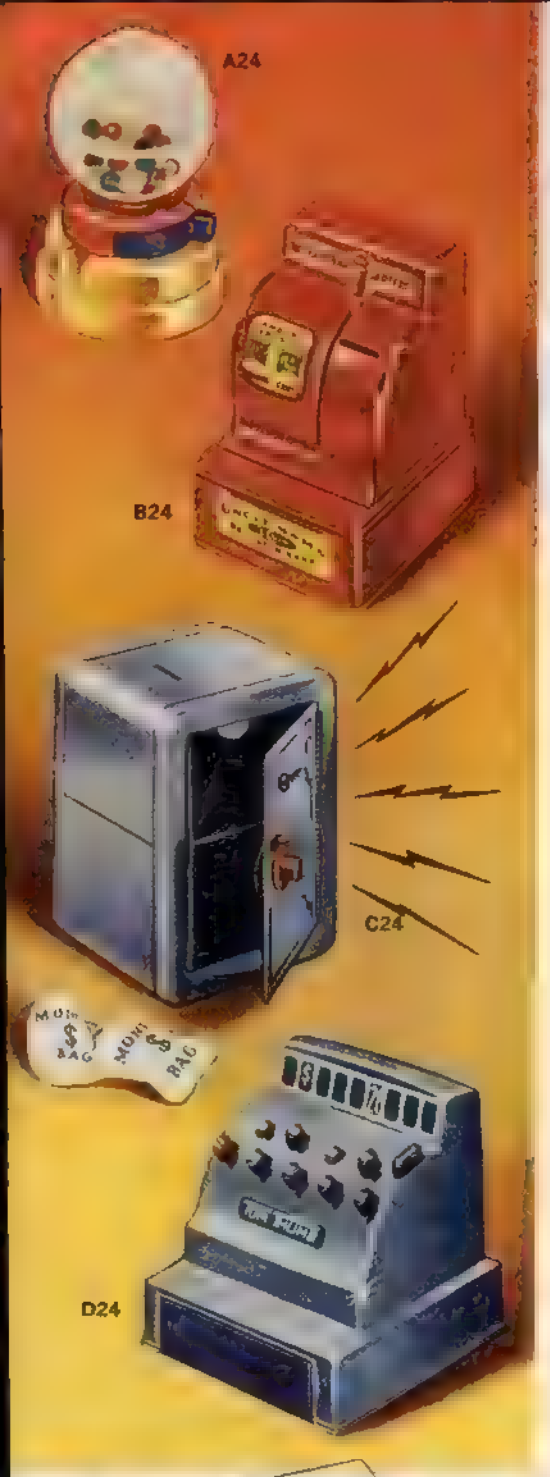
M23 BUGS BUNNY COLORFORMS KIT
97 plastic parts ready to assemble. Press them on board—Bugs Bunny, Doc and their TV cartoon friends appear in their natural settings as if by magic! 3 to 8 yrs. **$1.98**
SMALLER BUGS BUNNY SET ..... **98¢**

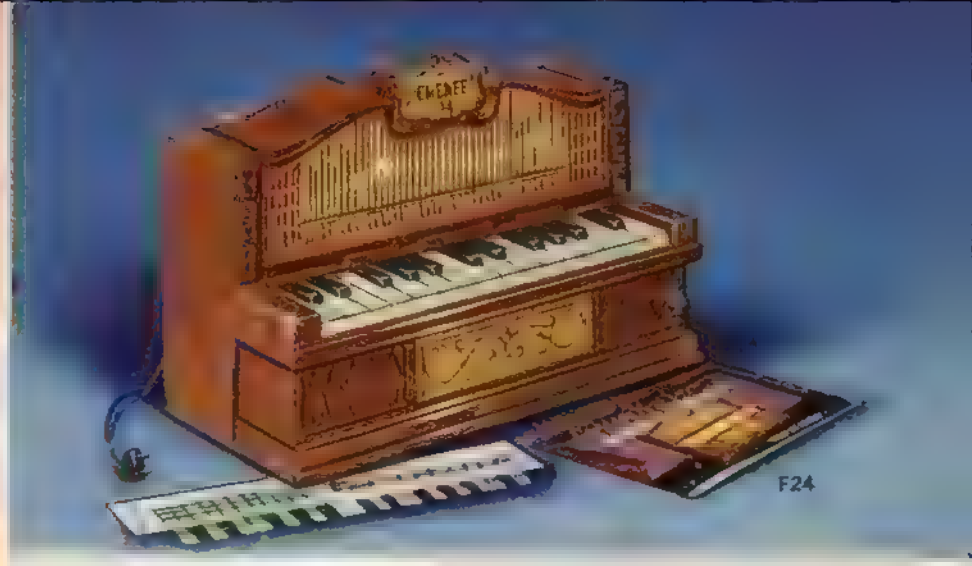
N23 TERRY TOWEL APPLIQUE SET!
Standard ToyKraft's kit with 6 colorful show towels and 6 appliques in various shapes. All ready for girls from 6 to 12 to decorate and show off proudly **$1.98**
SET OF 4 TERRY TOWELS ..... **98¢**

P23 SHIRLEY TEMPLE PAPER DOLL
Shirley Temple Stand Up Doll by Gabriel is 2 ft. tall and has life like hair! 40 different appliques to design over 100 wardrobe changes. Dresses attach to doll by plastic snap-ons. Keeps girls 3 to 10 busy and happy **$1.98**
SMALLER SHIRLEY TEMPLE SET **98¢**

LOOK FOR THE "LARK"—
FOR LASTING VALUE.

"LARK" toys teach and stretch growing minds and muscles—hold your youngster's interest over a number of years. They are made to our specifications: made best, to perform best. When you see that proud "LARK" label, buy with confidence. Only the finest toys can wear it!





A24 BUBBLE GUM BANK!

Tarco's all plastic BANK O MAT operates with pennies, nickels, dimes. 35 gum balls to please the youngsters and make it fun to save their money, too! 3 yrs. up. **$1.49**

BUBBLE GUM BALL REFILL PACK **59¢**

B24 3 COIN REGISTER BANK

An old favorite—Uncle Sam's 3 Coin Register Bank by Durable. It rings and adds! Locks and unlocks automatically when it reaches $10.00. 6¾" high. 3 years and up. **$3.98**

C24 SAFE WITH BURGLAR ALARM!

Mosler Junior Safe has its own secret 2 number combination lock and 2 drawstring money bags for coins and bills. Heavy gauge steel, 6"x7"x9" with secret shut-off for battery operated alarm.* By Brumberger for 6 years up. **$4.98**

D24 "PUSH BUTTON" CASH REGISTER

With such smart styling, Western Stamping's Tom Thumb Cash Register looks like a professional model. Operates with 8 push buttons, plus a no sale. Plenty of play money for 5 to 8 year old cashiers. **$2.98**

E24 2-SPEED PORTABLE PHONOGRAPH

Plays 45 or 78 RPM records. Automatic repeater attachment for 6" and 7" records. Volume controlled by soft or loud needles. By Spear, in scuff resistant pyroxilne coated case, operates on 115 volts 60 cycles. A.C., U. L. approved. For 4 yrs. and up. **$14.98**

*Battery not included

F24 ELECTRIC GOLDEN PIPE ORGAN

Plays over 2 full chromatic octaves! Just plug in and get full bodied organ tone. Emenee's 27 key golden pipe organ will enchant 6 years and up. Music book and new patented "Easy-Play" self-teach method and key selector. AC only. U.L. approved **$19.95**

G24 MICKEY MOUSE-IN-MUSIC-BOX!

Surprise! Just turn the crank of this new metal toy by Mattel and up pops Mickey Mouse! Mickey's head is full-color plastic. Delights 2 to 5 yr. olds. **$2.49**

JACK-IN-THE-MUSIC-BOX **$2.49**

H24 GRAND PIANO FOR TOTS!

Narrow width keys for small fingers, and styled by Schoenhut in easy-to-clean materials for mom's sake! 17 plastic keys. Colored Key Chart and Book, 1 to 3 years. **$3.98**

20 KEY GRAND PIANO **$4.98**

25 KEY GRAND PIANO **$5.98**

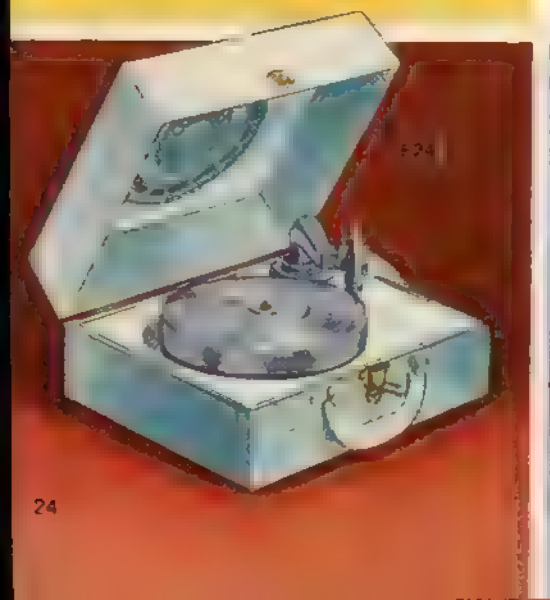
J25 FULL SIZE, GAY RODEO GUITAR!

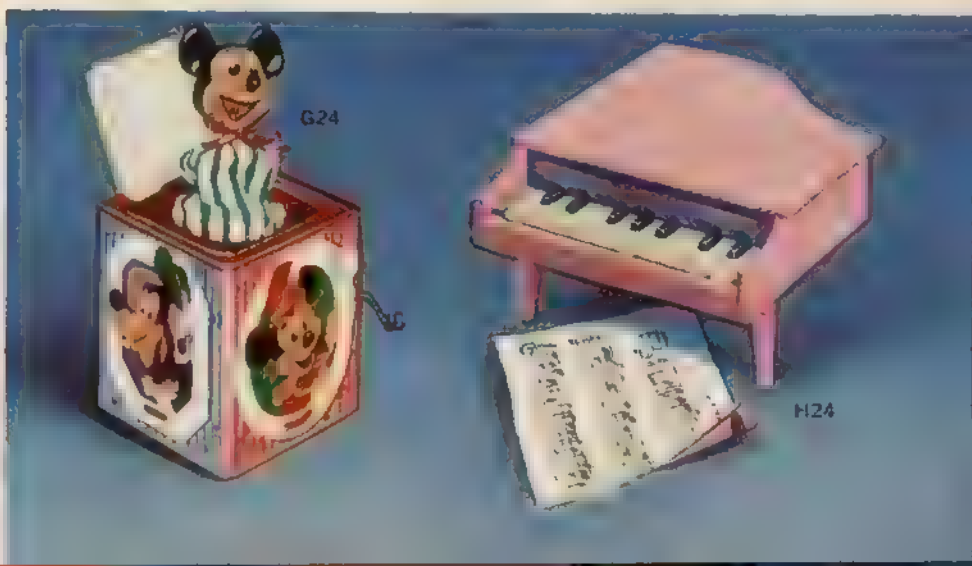
You get true guitar tone with Emenee's popular guitar decorated with rodeo and western figures. 6 quality strings, shoulder cord, felt pick, and song book. Delights 6 years and up. **$4.98**

K25 KEYBOARD ACCORDION

Emenee's full scale keyboard has 13 white and black keys that play sharps and flats. 26 tuned reeds for wide range. Music book with easy to play songs. For 5 to 12 year old music lovers. **$3.98**

COLORTUNE ACCORDION **$1.98**





BEGUILING BARGAIN-BUY WARDROBE DOLL

1

15-in "Candy" and complete wardrobe
Elsewhere ~~9.98~~
7.59

Sells elsewhere for ~~9.98~~! 7.59

1 PRETTY "CANDY" AND WARDROBE—Horsman's 15-in. ponytail charmer! She's all vinyl—with life-like "Super-Flex" construction that lets her bend, pose, assume different positions. Big long-lashed sleeping eyes . . . rooted hair done up in a pert ponty-tail hair-do. Appealing "coo" voice makes her extra lovable to hug. Dressed in crisp cotton pinafore, pair of knit panties, shoes and socks. Her 16½x12x5-in. suitcase contains a sunsuit, dress, slack suit, coat—comb, brush, mirror, soap and sponge incl. for good grooming.
352 Y 5100—Doll, wardrobe and suitcase.
Shipping wt. 3 lb. 10 oz. **7.59**

16-In. "Joy" and Swim Pool—4.99

2 16-INCH BABY "JOY" with her very own swimming pool! Beautiful baby is a durable 5-piece drink-and-wet doll with vinyl head; no-muss molded hair; lustrous big blue eyes with long lashes that move and "sleep." Her two-ring 21-in. plastic pool inflates . . . just like your tot's back-yard pool's. "Joy" comes all dressed for swimming fun in a pair of terry cloth swim-panties. Her wardrobe includes a smart hooded terry robe and terry towel, sun suit and bonnet, bottle and nipple, sponge, soap, two acetate sponge ducks. An exciting gift package!
352 Y 5106—Ship. wt. 3 lb. 2 oz. **4.99**

2 *16-in. "JOY" with her own swimming pool* **4.99** *complete*

DOLLS SHOWN AT RIGHT: Beautiful glamor girls to make Christmas dreams come true

3 "HOLLY" THE CHRISTMAS BRIDE. Enchanting bride doll now priced for real savings. Has softly curved all-vinyl figure; a lovely face with thick-lashed Blue eyes. Blond rooted hair. Billowy White lace gown with long sleeves; rayon under-dress with lace trim; crinoline. Matching cap, veil. She carries a bouquet; wears "pearl" earrings, shoes, panties.
35 Y 5107E—25-in. List price 8.98.
Wt. 5 lb. **6.99**
352 Y 5108—20-in. List price 6.98
Ship. wt. 2 lb. 12 oz. **5.69**

4 "MAM'SELLE DE PARIS" AND WARDROBE. Horsman's famous Couturier doll! Fully jointed, all vinyl grown-up figure. Beautiful thick-lashed sleeping eyes, Parisian-styled rooted hair. She wears a high-fashion formal gown, petticoat, panties, nylons, hi-heeled shoes, "diamond" jewelry. Case contains "pearl" jewelry, heels, sun glasses, hose, ballet shoes, tu-tu, purse, lounge set, sun-dress, hat.
352 Y 5105—20-in. List price 18.98
Wt. 5 lb. 3 oz. **13.98**
35ZY5104—15-in. List price 12.98.
Ship. wt. 4 lb. **9.98**

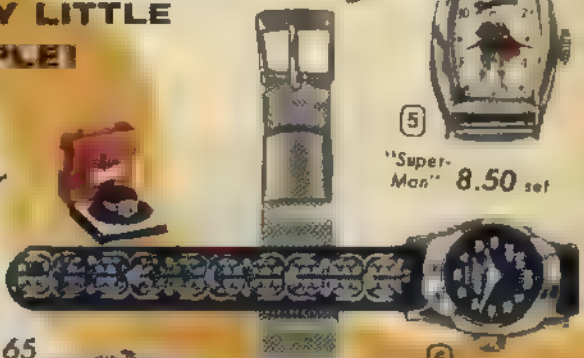
5 "ALICIA" THE BALLERINA — complete with wardrobe and trunk! She flexes her jointed plastic body and ankles; stands on dainty toes. Vinyl head with rooted Saran hair in fetching pony-tail style! Sparkling glassene eyes move and "sleep." Wears tu-tu and long hose with ballet slippers, earrings. Trunk contains robe, half slip, sun dress, high-heel shoes, comb, mirror, brush. Three-piece luggage set.
35 Y 5111E—22-in. List price 10.98.
Ship. wt. 7 lb. **8.98**
352 Y 5110—15-in. List price 7.98
Ship. wt. 2 lb. 11 oz. **6.99**

Our Finest
~~12.69~~ Elsewhere
8.99
4
5
Deluxe
~~6.00~~ List
4.89
6
Deluxe
~~10.00~~ List
7.99
7
~~6.00~~ List
4.98 up
8
"Welsh Wrinkle"
Was ~~7.69~~
6.99
9
~~6.00~~
List
4.99

CHARACTER WATCHES...

LOVED MOST BY LITTLE PEOPLE!

5 "Super-Man" 8.50 set



6 7.65 "Zorro"

7.65

"Cinderella" 3

4 "Bucking Bronco" 7.95

Action Dials

Colorful figures actually move as you flit the dial!

7

"Ballerina" and bracelet 8.50

1 BOYS' watch and jewelry set 1-Jewel movement; yellow gold color metal case, silvered dial. Matching expansion band. Yellow gold plated cuff links and tie grip. Retractable pen, mechanical pencil. Gift-boxed.
323 Y 2228W—Wt. 11 oz. **6.80**

2 GIRLS' watch and jewelry set 1 jewel movement in yellow gold metal case, silvered dial, matching expansion band has heart inlay ends. 4 charms on matching bracelet. Gift boxed.
323 Y 2237W—Wt. 9 oz. **6.80**

3 "CINDERELLA" Shock resistant watch, no-break crystal. Blue grosgrain band.
323 Y 2225—Postpaid ...**7.65**
"ALICE IN WONDERLAND" watch, as above, pink band.
323 Y2282—Postpaid **7.65**

4 "WESTERN" watch with animated dial — cowboy on bronco; real bucking action. In chrome case with "Mylar" plastic strap.
323 Y 2202W—Wt. 9 oz. **7.95**

5 "SUPERMAN" chrome watch with expansion band, ball-point pen, mechanical pencil
323Y2254W–Watch and pen set. 8 oz. **8.50**
323Y2222–Watch; Expan. band. 7 oz. **6.95**
323Y2221–Watch; Leather strap. 7 oz. **5.95**

6 "ZORRO" Disney's popular children's watch; chrome case, black dial, no-break crystal. Black leather strap.
323 Y 2257 Gift-boxed. Postpaid ...**7.65**

NOTE: 10% Federal Excise Tax included on all watches. See credit page 144.

7 "BALLERINA" watch, no break crystal. Nylon stretch expansion band
323 Y 2256—"Ballerina" watch only. Shipping wt. 10 oz.....**6.95**
323 Y 2269W—Watch w/ballerina shoes on bracelet. 1 lb. 2 oz... ...**8.50**

Junior Grooming Aids For Good Habits. Check Aldens Low Prices

8 BOYS' GROOMER kit plastic horse holder, saddle has comb, toothbrush nail file, nail clippers 8½x 7½-in. A handy gift!
31 Y 2624 . ....**2.69**
Ship. wt 11 oz.

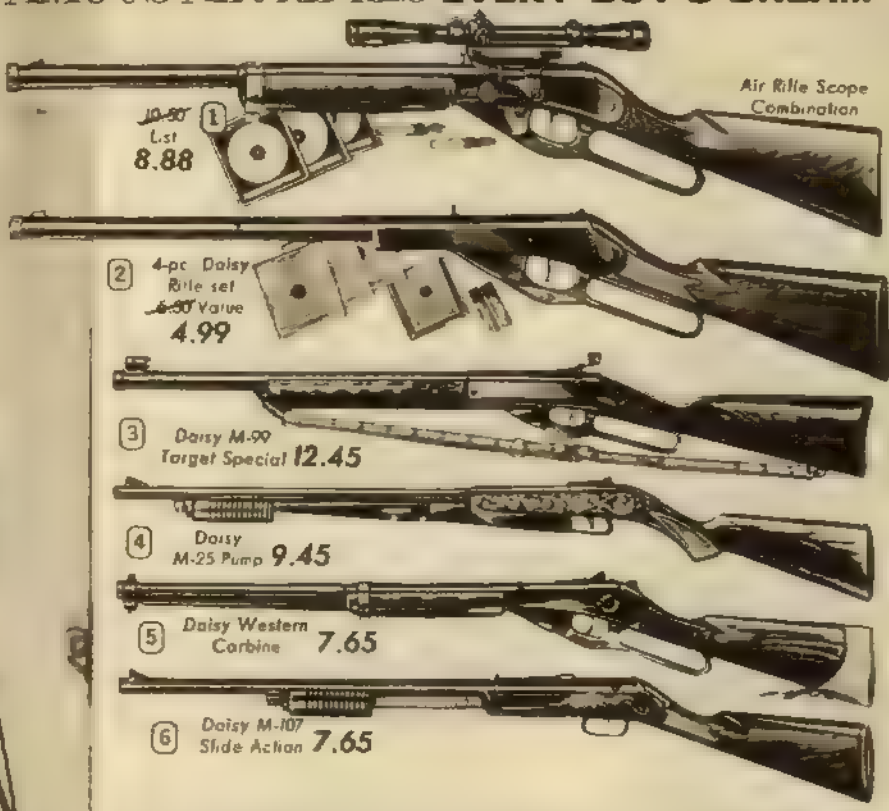
9 "IVY LEAGUE" brush and comb set for teenagers. Nylon bristled 4 in. brush has striped top and insert for clear comb
31 Y 2655—Boxed **1.29**
Shipping wt 8 oz.

10 JR GROOMER 7½-in. wood brush, nylon bristles 5-in. comb, terrycloth bath mitt, Castile soap "baseball." Major league names on Box.
31 Y 2656—14 oz. **1.89**

11 "Little Miss" plastic dresser set 8½-in. mirror with multicolor design; 6¾-in. comb; 6¾-in. nylon bristle brush. Style color Pink, Blue.
31Y1075–1 lb. 2 oz. **1.99**

12 "LITTLE MODEL" 6-in. hatbox, 2 rose color soaps. Apple Blossom cologne, pkg. bubble bath. 10% tax incl.
323Y1076–1 lb. 2 oz. **1.85**

FAMOUS AIR RIFLES EVERY BOY'S DREAM



1 Air Rifle-Scope combination. 10.50 list! Outfit that will make the novice an expert marksman. 32-in. Daisy repeating lever action rifle, about 500 shots. Accurate sights, 2 power scope. About 250 BB's, 25 targets included
36 Y 8168E Ship wt 5 lb . . **8.88**
36 Y 8160—Scope only 1 lb. 2 oz. **.4.79**

2 Daisy Air Rifle Set — 350-shot repeater, with 25 targets, bell ringing target holder, and about 250 BB's. Open sight rifle 32-inches long. Mailable
36 Y 8158E—Wt 5 lb. 6.50 value!...**4.99**

3 New Daisy M-99 Target Special. 850-shot type lever-action repeater. 36½-in long. Hooded 4-way front sight, adjustable rear peep sight. Leather sling, targets, BB's, gun oil. 16-page. "15-ft. range" instruction book
36 Y 8151E—Shipping wt. 7 lb ...**12.45**

4 Daisy Pump M-25. For accuracy and dependability. 50-shot forced-feed repeater. Adjustable sight. 37-in. long, with screwdriver, BB's, gun oil
36 Y 8154E—Mail Ship. wt. 5 lb.. .**9.45**

5 Daisy Western Carbine M-94. 650-shot type lever action repeater. 35-in. long; 2-way peep and open sight. Leather boot for stock. 2 pk. BB's
36 Y 8153E—Wt. 5 lb. Was 8.65!....**7.65**

6 Daisy Slide Action M-107. 450-shot repeater, 36-in. Ramp-type front, notched rear sight. 2 pks. BB's
36 Y 8152E—Mail. Ship. wt. 4 lb....**7.65**
Two pounds of BB's. Mailable
36 Y 8176—Ship. wt. 2 lb. 4 oz.....**89c**

7 Hahn CO₂ BB Gun. Fingertip lever action. 34-in. long, magnetic swing loading. 30-shot tubular magazine; precision barrel; target sights.
36 Y 8187M—Mail. Ship. wt. 6 lb...**15.15**
Compressed CO₂ Powerlet
36 Y 8185—Ship. wt. 1 lb... ..**.6** [illegible]

8 Hy-Score 3-Way Air Rifle. Fires .177 caliber pellets, BB's, or darts. (incl.) All pressure used on each shot. Positive trigger action. 2 sights. 33-in. long
36 Y 8177M Ship. wt. 5 lb.....**11.95**
36 Y 8190—500, .177 pellets. 14 oz. **1.59**
36 Y 8166—2 doz. Darts. Wt. 3 oz... **98c**

Daisy "Scout"

~~11.65~~ Value **9.98**

Daisy Scout Outfit—Contains 32-in. lever action 500-shot repeating rifle; 1 pint plastic canteen in holder; rifle sling, leather belt; gun case 25 targets, 2 jumbo tubes of BB's.
36Y8159E—**9.98**
Mail wt. 5 lb.

COMMAND A NEW 1959 CHRIS-CRAFT

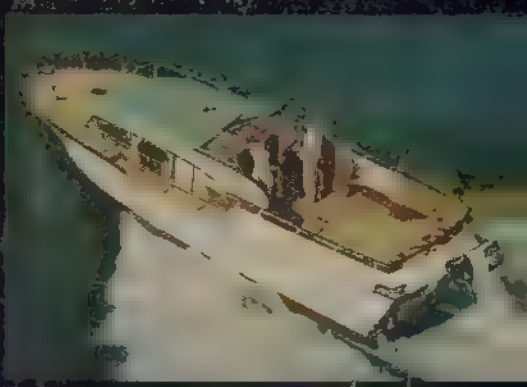
Over 100 NEW models from 15 to 65 ft., $1995 to $136,000

Thrilling array of new fine lines, new arrangement plans and interiors, new designs and power options! Special pay-as-you-cruise plan available from many Chris-Craft dealers. Act now, while sold-for-less prices are still in effect!

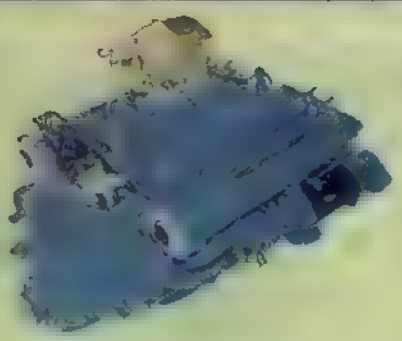
Magnificent new 40-ft. Commander Sloops. Here's double-cabin, lounded, cruising at its luxurious best. Smartly appointed main salon, master stateroom with access to cockpit aft, modern galley, sleeps 4. Walk-around side decks. Engines to 335 hp, speeds to 28 mph. Chris-Craft prices start at $43,840.

Spirited new 21-ft. Continental. Flies fast, will travel! Seats eight for sports and water fun. Engines to 275 hp, speeds to 41 mph. Optional extras: landau hardtop or convertible top.

New 34-ft. Corinthian Sloops. Commuter power! Sleeps four. Biggest family cruiser value ever! Large cockpit, galley, dinette, full-height toilet room. Fully equipped, only $9245. New 21-ft. Corvette V8 Cruiser, $4245, fully equipped. Corvette prices start at $2695.



Handsome new 35-ft. Constellation Sloops. Complete galley, dinette, smart salon, big flush-deck cockpit aft. Walk-around side decks. Engines to 370 hp, speeds to 31 mph.



NEW
CHRIS-CRAFT
V8
MARINE
ENGINE

Now! Chris-Craft brings you an all-new V8 marine engine—most advanced in the industry! Low initial cost, plus outstanding economy, reliability, and performance gives you the most engine for your boating dollar. Compact size means you save weight, installation space, operating costs. Marine engine prices start at $795.

New Chris-Craft Sea Skiffs offer [illegible] boating value best! Fast, dry, seaworthy! Shown: 22-ft. Ranger, 30-ft. and 34-ft. Semi-Enclosed Cruisers. Sea Skiff prices start at just $2661.

Prices subject to change. Dealer features invited.

Chris-Craft

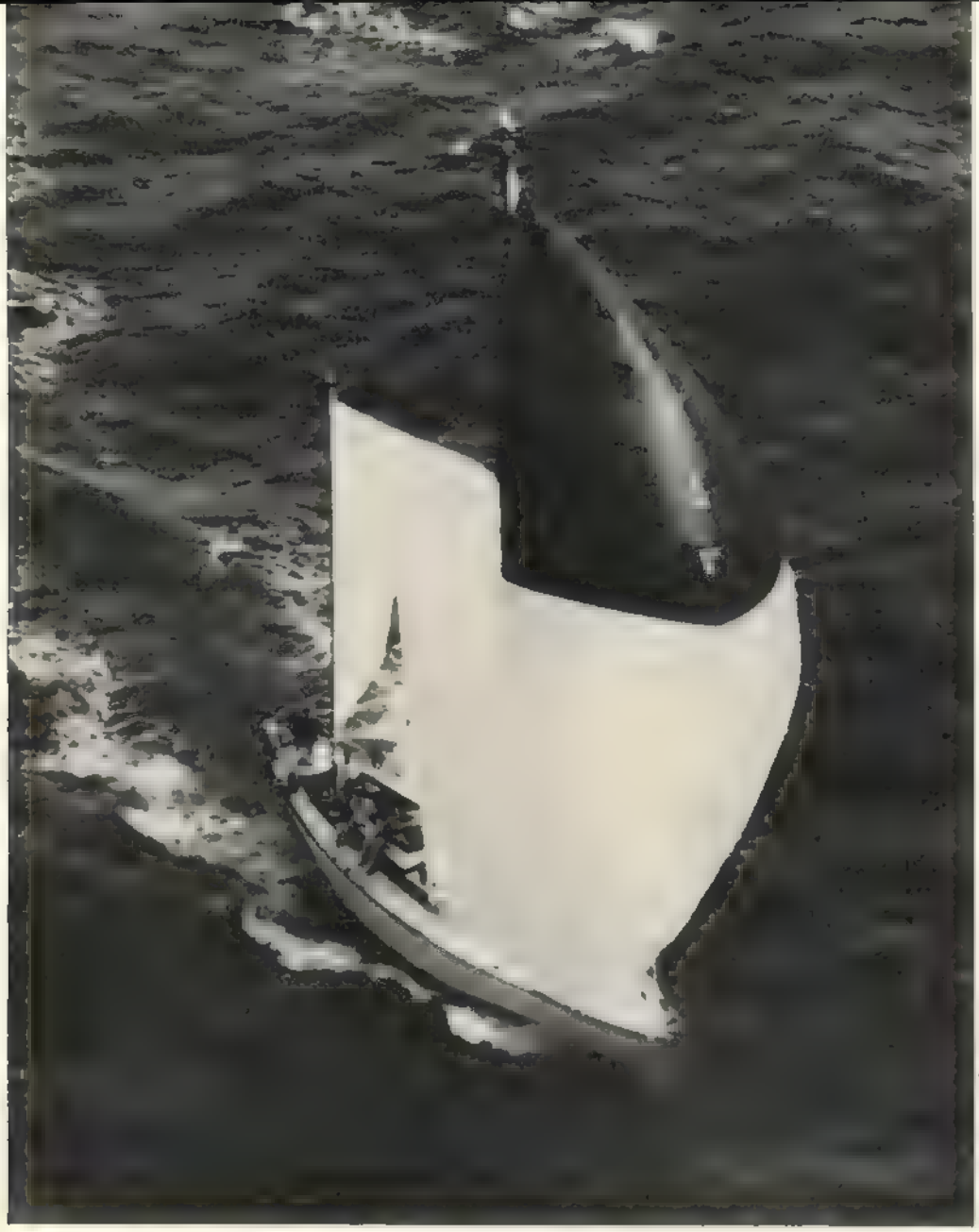
CHRIS-CRAFT CORPORATION, POMPANO BEACH, FLORIDA

WORLD'S LARGEST BUILDERS OF MOTOR BOATS

★ COLUMBIA ★

Truly the Gem of the Ocean off Newport last September when, under command of yacht and automobile racing internationalist Briggs Cunningham, this 1958-built 12-meter flyer widely outsailed Great Britain's ponderous Sceptre in four straight matches. The challenger never had a chance in the 17th America's Cup test. Up, down or across the wind; blow high, blow low, Columbia was ruler.

BRIGGS CUNNINGHAM

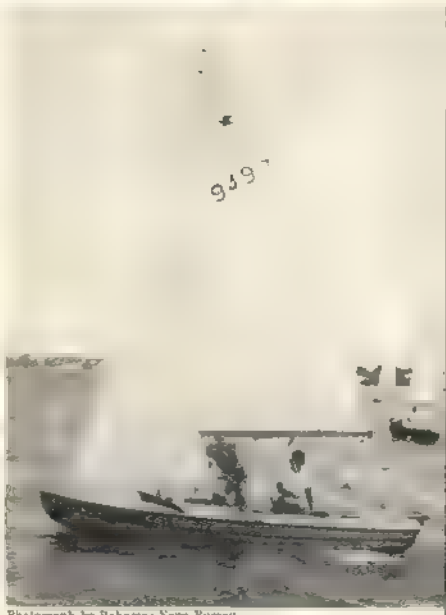


Photograph by Sam Chamblee

Above: *The camera looks at the lady of the Lakes. Year-old aluminum yawl Dyna queened it over the fleet in both Mackinac races.*

Left: *George O'Day, of Boston and Marblehead, sailed Baculao VIII to national championship of International 14-foot dinghy class.*

Right: *Unexpected victor in the Snipe Class national championship regatta was John Wolcott, newcomer to headlines, from Bridgeport, Conn.*



Photograph by Bahamas News Bureau

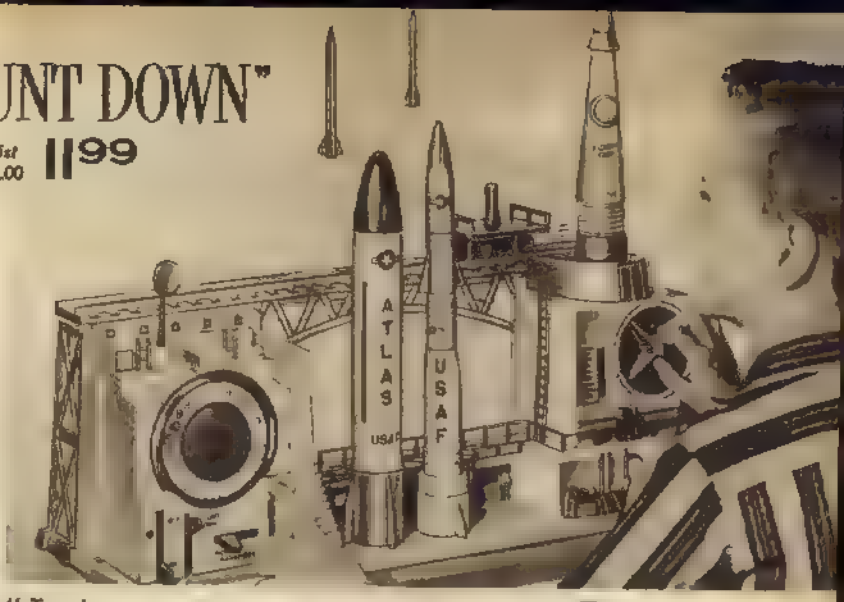
NEWEST "COUNT DOWN"

MISSILE BASE

List 13.00 **11.99**

With Three Rockets!

"Count Down Missile Base. New, thrilling—it really works! An exciting and unusual toy—electronic missile base just like the Army's! Radar scanner operates continuously. Flat car transports rocket to launching pad. Fuel control knob sets range indicator. Lever starts illuminated count down timer. Rocket blasts off at "zero"—up to 35 feet! Size: 22x8x15-in. All sturdy plastic with "poly" rockets—what a thriller! Uses 2 "D" batteries—order below.
35 Y 5484E—Ship. wt. 9 lb. **11.99**
"D" Flashlight Batteries for abv.
35 Y 4777—Wt. 1 lb. 2 oz. . . **4/85c**



AT LEFT: Can't Break "Poly" Trucks

(1) MOON EXPLORER TRUCK of polyethylene with two rockets! Beeper, flashing lights, Geiger counter, telegraph key! 28-in. long Uses 2 "D" batteries, order below.
35 Y 5448E—Wt. 5 lb. **5.99**
"D" Flashlight Batteries.
35 Y 4777—1 lb. 2 oz. **4/85c**

(2) DUMP TRUCK. Made of Fortiflex that's strong as steel — but unbreakable, safe! Truck bed raises and lowers by hand lever. Tailgate swings open to unload. Size: 18½x7¾x8¾-in. For best truck toys, shop at Aldens—now! Mail.
35Y5450—2 lb. 12 oz. **3.49**

(3) CEMENT MIXER Made of "strong as steel" Fortiflex! Mixer drum revolves, lever raises drum platform. Dumping trough swings from side to side — has movable spout Size: 16¾ x 7⅝ x 10½-in. Mail. A fascinating fun toy!
35Y5452—3 lb. 2 oz. **4.49**

(4) POWER SHOVEL of steel-strong Fortiflex! Cab swivels, shovel arm, boom operate by crank. Trap opens, locks. 14x8x9-in. Mailable.
35Y5451 2 lb. 10 oz. **4.49**
SET OF 3 TOYS. Items 2, 3, and 4.
E35Y5453E—Wt. 11 lb. **11.98**

(5) DUMP TRUCK. Realistic detailed model. Metal lever operates oversized dump body, locks into place when elevated! Tailgate has locking device. 4 polyethylene tires. Size. 16¼x7x7 in. Mailable.
35 Y 5456—Wt. 2 lb. **1.99**

(6) GIANT 18-INCH POM POM JEEP. Reg. 3.00! An Aldens special purchase! Removable Pom Pom action gun makes realistic shooting noise! Removable spare tire, folding windshield. Size. 18x9x4½-in. Mail.
35 Y 5455—2 lb. 4 oz. **1.99**

(7) SKY SWEEPER TRUCK. Light beams 6 different "planes" on wall. Fires suction-tipped missiles 24-in. long Rotates 360°, raises 90°, made of firm plastic. Uses 2 "D" batteries — order below. Mail.
35 Y 5447E—Wt. 5 lb. **5.99**
"D" Flashlight Batteries.
35 Y 4777—1 lb. 2 oz. **4/85c**

(8) CAR FERRY—18 cars! Colorful rustproof "Poly" ferry loaded with station wagons, convertibles, trucks—all on moving wheels. Ferry has retractible ramps, locking gates, 4 life boats. Floats and rolls. Works on water and land! Mailable.
35 Y 5454—3 lb. 7 oz. **2.69**

AT RIGHT: Andy Gard Giant Trucks

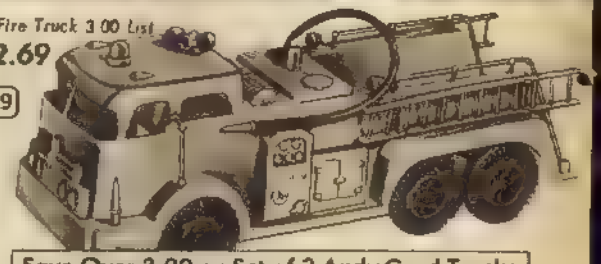
SET OF 3 TOYS listed below All made of massive, unbreakable polyethylene. Sturdy, safe, rust-proof. List price 9.00.

(9) PUMPER FIRE ENGINE. Sprays jet of water! Removable ladders, extinguishers Size: 20x7x8¾-in.
35 Y 5487 Ship. wt. 2 lb. 10 oz. Mail. List Price 3.00. **2.69**

(10) DUMP TRUCK. Big enough to haul a real "load"! Action dump body 6 sturdy wheels 18½x7½x7½-in.
35 Y 5486—Ship. wt. 2 lb. 3 oz. Mail. List Price 3.00. **2.69**

(11) WRECKER TOW TRUCK Adjustable boom, 6 sturdy wheels, complete set of tools! Size 18x7½x7½-in.
35 Y 5488—Ship. wt. 2 lb. 10 oz Mail. List Price 3.00 **2.69**
35 Y 5485E—Ship. wt. 7 lb. Mailable. . . . . **Set of 3 for 8.98**

Fire Truck 3.00 List **2.69**

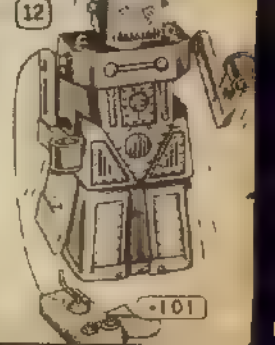


Save Over 2.00 on Set of 3 Andy Gard Trucks

Dump Truck 3.00 List **2.69**

Wrecker Tow Truck 3.00 List **2.69**

"Robert The Robot" 6.00 List **4.99**



(12) ROBERT THE ROBOT He walks! He talks! He clutches objects with his hands! Moves forward, backward, turns. Unbreakable record. Plastic with metallic finish. 14-in. tall. Uses 1 "D" battery—order below.
35 Y 5483—Ship wt. 3 lb. . . **4.99**
"D" Flashlight Batteries.
35 Y 4777—1 lb. 2 oz. **4/85c**

1

Shoot the satellite-out of orbit with remote jet-air controlled

KXI · SATELLITE INTERCEPTOR

list ~~7.98~~ 5.99

2

International Air Terminal with revolving control tower

~~4.98~~ list 2.89

3

ICBM remote control Missile Launching Station

shoots missile 30 ft

Reg. ~~3.00~~ 2.69

4 Big 13-inch Hauler-van loaded with toys Regular ~~3.00~~ value 1.99

5

Automatic action, each propeller "revs up" Lights flash ~~7.00~~ value 6.59

"Foreign Imports" 6

~~4.00~~ list 2.99

AT LEFT:

(1) RIFLE 'N SCABBARD. Mattel's exciting "Indian Scout" gun with authentic rolling-block action — 6.00 list! Replica of Old West Army Cavalry rifle favored by Indian scouts and frontiersmen. Shoots shells, fires Stik-M-Caps. Blue steel barrel, zinc die cast mechanism, wood grain plastic grip and stock with bullet loader. Comes with genuine leather 16-bullet bandolier and scabbard holster. 2 cartridges, 6 bullet noses. Rifle: 29½-in. long.
35 Y 5790E—Ship. wt. 4 lb. Mail. Set **4.98**
"Indian Scout" Rifle Only. 3.00 list
35 Y 5791E—Ship. wt. 3 lb. Mail. . .**2.78**

(2) SHOOTIN' SHELL OUTFIT. 2-in-1 Mattel special — 8.00 list! Includes Shootin' Shell buckle gun plus Fanner pistol. Amazing "no hands" buckle gun fits any belt; needs only an outward push of the stomach to fire shell or cap from Derringer. Pistol loads, fires and shoots 6 shells with caps. Complete with adjustable belt and holster in top grain cowhide leather, 18 bullet noses, 6 play bullets, 8 cartridges. Buckle Gun: 4x2⅜x ½-in. Fanner: 9-in. long.
35 Y 5770—Ship. wt. 1 lb. 14 oz. Set **6.98**
Buckle Gun with Leather Belt. 3.00 list
35 Y 5787—Ship. wt. 12 oz. **2.49**
Buckle Gun Only. List 2.00
35 Y 5773—Ship. wt. 7 oz. **1.69**

(3) DELUXE DOUBLE HOLSTER SET. Top value—worth 4.98! Two-tone top grain leather. Adjustable contour belt with 2 metal buckles, 6 bullets. Studded holsters with embossed Golden metal plates in Turquoise jewel effect. Complete with two 9-in. Marshall pistols.
35 Y 5758—Ship. wt. 2 lb. 11 oz. . . .**3.98**

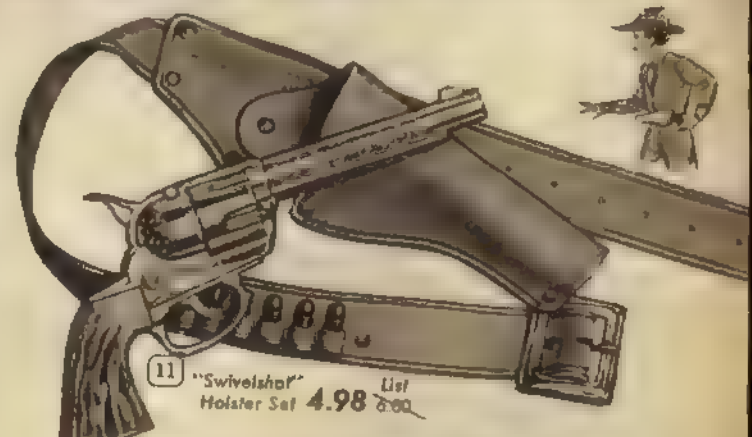
(4) BARGAIN DOUBLE HOLSTER SET. Worth 3.98! White on Black top grain leather. Center strap 'n buckle with Western loop and tip. 6 bullets. Leather leg ties. 2 "Laredo" six shooters.
35 Y 5781—Ship. wt. 2 lb. 6 oz. . . . **2.98**

(5) CANTEEN 'N HOLSTER SET. 3.50 list! 1-pt. canteen attached to holster—a handy combination. Brown leather holster—handsomely decorated and jeweled. Repeating cap pistol included.
35 Y 5711—Ship. wt. 1 lb. 9 oz. . . . **1.79**

(6) "CHIEF" DOUBLE HOLSTER SET. Budget buy! Fringe and concho-decorated leather holster, adjustable Red leather belt. 2 Pinto repeating cap pistols.
35 Y 5706—Ship. wt. 1 lb. 13 oz. **1.88**
Single Holster Set. Worth 2.00.
35 Y 5707—Ship. wt. 1 lb. 7 oz. **98c**

(7) "FAST DRAW" HOLSTER SET. Kit gore cap gun outfit — 5.95 retail. Built-in timer automatically tunes every draw! Just set timer at zero—draw and pull trigger. Works with or without caps. Zinc die cast gun with polystyrene grips. Adjustable top grain leather holster.
35 Y 5782—Ship. wt. 1 lb. 12 oz. **4.98**
"Fast Draw" Pistol Only. 2.95 retail.
35 Y 5783—Ship. wt. 1 lb. 1 oz. **2.49**

(8) WINCHESTER WITH BANDOLIER. New saddle gun by Mattel—features secret automatic trigger for blazing, smoking rapid-fire action! Loads and ejects bullets, fires roll caps. Blue steel barrel, zinc die cast mechanism, wood grain plastic stock. Adjustable leather bandolier with 32 play bullets. Gun: 33-in. long. Outfit lists at 8.00.
35 Y 5788E—Ship. wt. 4 lb. Mail. . . .**6.77**
Winchester only.
35 Y 5789E—Ship. wt. 3 lb. Mail. . . .**3.88**



FAMOUS MATTEL GUNS

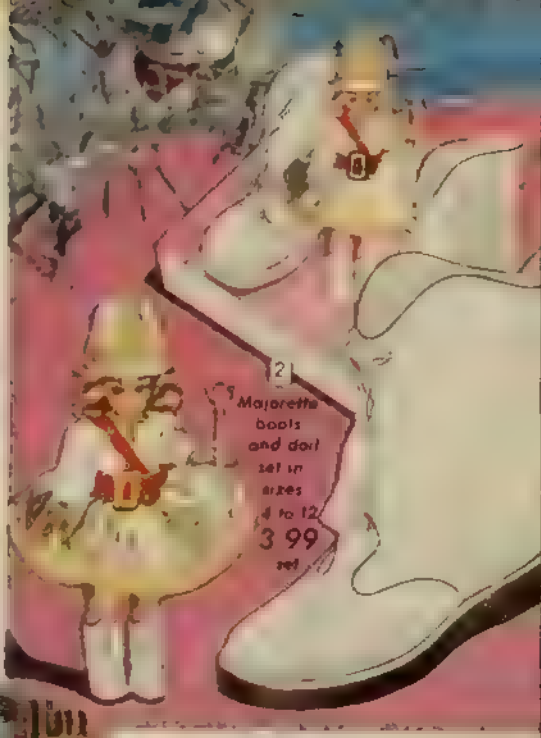
(9) "CROSSDRAW" holster set — 4.00 list! Attach to any belt on front-left side and be ready for whirlwind, crossdraw action. Wear as regular holster, too. Cowhide leather holster has strap to keep Mattel's famous Fanner "50" secure. With six all-metal play bullets in leather loops on holster. Pistol: 10¾-in. long.
35 Y 5785. . . . . **Set 3.79**
Ship. wt. 1 lb. 4 oz.

(10) FANNER Pistols. Frontier double holster set with shootin' shell. Pistol loads, fires, shoots 6 shells, caps. Cowhide leather holster 'n belt, pouch, cartridges, play bullets.
35 Y 5780. . . . . **3.98**
Ship. wt. 2 lb. 10 oz.
Single Holster, Pistol.
35Y5779—1 lb. 10 oz. **3.49**
Fanner Pistol Only.
35Y5772 —1 lb. 4 oz. **2.89**
Extra Bullets for above.
35 Y 5793—Wt. 4 oz. **98c**

(11) "SWIVELSHOT". Mattel's trick set! Fanner "50" fires from holster without pulling trigger. Downward push on pistol butt and holster swivels, gun fires, automatically. Leather holster, belt, 6 play bullets.
35 Y 5799 . . . . . **4.98**
Ship. wt. 1 lb. 9 oz.
Holster, Pistol Only.
No belt or bullets.
35Y5798—1 lb. 4 oz. **3.79**

CHILD'S SIZES
8½ to 3

1 **3.99**
New "Gold" or "Silver" Grain



2 Majorette boots and doll set in sizes 4 to 12
3 99 set

3 The "eagle"
4.99
Also Black

4 **3.99**
Also Brown with Wine

5 **3.99**

JR. COWBOYS WANT NEW BOOTS FROM SANTA

TOTS SIZES
3 to 8

6 **3.99**
"Baby Eagle" Also in Black

7 **2.99**
Also Black

8 **2.99** Also Red

9 **2.99**
Also Black

MAKE HER FIRST DOLL A

CUDDLE BABY

Soft, washable and easy to handle

(4)
List Price ~~2.49~~
1.89

(5)
16-in "Burpee" drinks burps, wets, cries
~~7.98~~ List Price
6.99

(6)
Baby Linda Fully jointed to take life-like poses
~~8.98~~ List
6.99 up

(7)
20-inch BELINDA BABY with her own Car Bed
List Price ~~$7.98~~
6.99

(8)
Melinda Baby with her own bassinette
12-in. size
List Price ~~4.98~~
3.99
20-in. size
List Price ~~7.49~~
5.99

Big 24-in. Doll with Rooted Hair

~~5.00 List~~ Price **3.98**

(2) 24-INCH "PENNY"—a real charmer and a real bargain at Aldens unbeatable low price. Penny has brown skin and lovely, black rooted Saran hair that stays lustrous no matter how often it's washed, set and brushed. She's a full 2 feet tall and made of washable latex, with life-like vinyl plastic head and go-to-sleep glassene eyes, coo voice. Wears a printed taffeta party dress. Panties, socks, shoes. List $5.00
35 Y 5151E—Wt. 5 lb. **3.98**

(1)

Big 42-Inch Sally **2.99**

(1) 42-IN. DANCING DOLL — lifesize! And she makes an ideal dancing partner. Filled with new cotton, she's long-legged and limber. Soft yarn hair and washable plastic face. Comes dressed in a jumper skirt and plastic bonnet. Here's real fun for a tiny price. Mailable.
35 Y 5171E—Ship. wt. 5 lb. List $4.00. . **2.99**

LIVELY BABIES AT RIGHT:

They're new, they're so pretty and full of active fun

(3) "PATTI PRAYS" — Ideal's famous talking doll! She kneels, clasps her hands and recites a bedtime prayer when you wind her up. Delicately molded vinyl face, silky Blond plush hair in a cute poodle cut. Soft, cuddly cloth-stuffed body. Wears cotton flannel nightie and cap. As an added protection, she's sanitized to resist the growth of bacteria and germs. Order this delightful talking baby now. 20 inches tall. List Price $5.00!
352 Y 5118—20-in. "Patti Prays"
Ship. wt. 1 lb. 12 oz. **3.99**

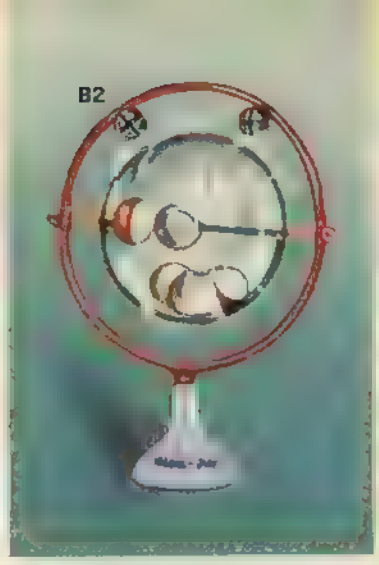
(4) 22-IN. HORSMAN'S "SOFTEE"—She drinks. She wets. She's made entirely of soft resilient vinyl plastic, and each finger and toe is distinct and has real baby markings. Fully jointed, with rooted "Perma-curl" hair that retains its curl even after washing! "Softee" has go-to-sleep glassene eyes, a turning head and a coo voice. Dressed in a flannel pajama outfit, wrapped in her own blanket. She carries her own nursing bottle with nipple tied to her wrist. $9.00 List Price—save most at Aldens.
352 Y 5125—Ship. wt. 3 lb. 10 oz. **7.98**

(5) 16-IN. "PURTY"—the wonder tear doll, with a face that actually expresses emotion . . . looks like she's crying as she weeps tears! And face returns to normal. Purty also drinks and wets her diaper . . . has a soft cooing voice and rooted curly hair. Dressed in knitted sweater, pants and hat, mittens, booties trimmed with simulated fur. With carriage set of satin and net, lace-trimmed carriage cover and lace-trimmed foam rubber pillow. All vinyl. Mail.
352 Y 5121—Wt. 4 lb. 3 oz. **9.47**

(6) 14-IN. "HONEY TEARS"—An adorable brown-skinned tear baby, with soft, lifelike all vinyl body. "Honey Tears" drinks from a bottle, wets her diaper . . has moving arms and legs and turning head . . and lovely, go-to-sleep Brown eyes with real Black lashes, and rooted hair. Doll comes dressed in flannel shirt and diaper, with layette of dainty nurse dress and matching bonnet, and booties. Little girls will also keep busy with the accessories: soap, sponge, cotton puffs, wash cloths, bottle. Mail. List Price $5.00
352 Y 5138—Ship. wt. 2 lb. 10 oz. **3.99**

(7) "GO-GO" CRAWLING DOLL—a 16-inch baby doll with lifelike crawling action! So flexible it can assume many natural baby positions. All vinyl, with jointed arms and legs, flexible knee joints, turning head, sleeping eyes and rooted curly hair. This Lively baby doll wears printed polished cotton rompers and a matching bonnet, socks and vinyl shoes. Doll operates by holding one foot and turning it repeatedly, or by exerting downward pressure on one hand at a time. No wind-up mechanism. Looks like a real baby! Mailable.
35 Y 5120E—Shipping weight 5 lbs. **9.47**

Buy EARLY on CREDIT . . . NO PAYMENTS 'TIL JANUARY! See page 144



A2 SLEEPING BEAUTY CRIB MOBILE!
Baby's first plaything. Loved by older children, too. Kenner's enchanting, washable plastic Disney characters keep baby happy and amused. Metal support. 6 mos. to 3½ yrs. **$1.98**
NURSERY BIRDS CRIB MOBILE **$2.98**

B2 "SPINBALL"—TOTS' DELIGHT!
All-plastic suction cup toy by Alan Jay. A touch spins multi-colored balls round and round to make baby laugh. 4 mos. to 2 yrs. ..... **98¢**
BABY'S PONY SUCTION TOY ..... **98¢**

C2 KIDS COO OVER KOO ZOO BLOCKS!
1½" safely rounded sparkling plastic blocks! Kusan's zoo of wild beasts in floating cages. Idea for nursery and bath. 1 to 3 yrs. **$1.98**
KOUNTRY FAIR BLOCKS ..... **98¢**

D2 WOOD-DOH DRIES HARD LIKE WOOD!
Rainbow Craft's Wood-Doh is safe, soft, pliable—ready to model right from the can. Hardens like real wood! Non-toxic wood colors won't stain. 3 to 8 yrs. ..... **98¢**
PLAY-DOH . . . 4 GAY COLORS ..... **98¢**

E2 DR. SEUSS'* SNAP TOGETHER ZOO
Pull them apart—snap them together into a thousand different animals! All parts interchangeable! Hours of creative fun by Revell, for ages 3 to 6.
Set of 4 ..... **$3.98**
TINGO—The Noodle-Topped Stroodle **$1.49**
GOWDY—The Dowdy Crackle **$1.49**
NORVAL—The Bashful Blinket **$1.49**
ROSCOE—The Many-Footed Lion **$1.69**

*© 1959/Dr Seuss

F2 GIANT SNAP-LOCK BEADS
Squeezable, unbreakable, washable—too big to swallow! 20 giant polyethylene beads in safe, lovely colors by Fisher-Price. Ideal crib, tub, teething toy. Infants to 4 yrs. ..... **98¢**
32 GIANT SNAP-LOCK BEADS **$1.98**

G3 TAKE-APART SNAP TRAINS!
Smooth, hardwood tracks and trains snap together and come apart for creative play. Jack Built's track sections can be elevated to make bridges, etc. Sturdy and strong. 2 to 10 yrs. Engineer Set **$4.98**
BEGINNER'S SET **$1.98**
JUNIOR SET **$2.98**

H3 CHOO! CHOO! HERE'S KOKOMOTIVE!
Kusan's plastic Kokomotive is 21" long . . . complete with cow catcher, caboose! Cars are loaded with removable ABC blocks and bottles. Train load of fun for ages 1 to 3. ..... **$1.98**

J3 LOAD OF DISNEYLAND BLOCKS!
24 sturdy 1¾" solid wood blocks embossed with Walt Disney's lovable characters plus A. B. C.'s too! Rounded corners, harmless lacquers. By Halsam, for ages 1 to 3. ..... **$1.98**
1 5/16" BLOCKS—SET OF 24 ..... **98¢**

K3 HI-LO CRUISER—WITH BLOCKS!
Sparkling sturdy plastic cover tops Halsam's Hi-Lo Cruiser with 16 interlocking blocks. Colorful pull toy for 1 to 3 yr. olds. **$1.39**
HI-LO CRUISER, 33 BLOCKS **$2.98**

Use Our Lay-Away Plan

L3 ALL ABOARD! SAFETY SCHOOL BUS!
Fisher-Price's big 14" school bus stresses safety all the way! Driver turns his head, bus rolls its eyes! Stop sign, too! Non-toxic-finish hardwood built for hours of hard play. Ages 2 to 5 yrs. **$5.98**

M3 PULL-A-TUNE XYLOPHONE
Color-coded chart teaches tots to play a tune—or they can pull Fisher-Price's Xylophone and concealed mallets automatically strike the keys. Either way it's fun for ages 1 to 6. ..... **$2.98**

N3 JACK 'N JILL'S TV-RADIO
This Fisher-Price toy has an unbreakable Swiss music box tucked inside! Wind the tuning knob, sweet music plays and dial revolves to illustrate the nursery rhyme! Spring aerial, too. Sheer delight for ages 2 to 6. ..... **$2.98**

P3 POP-POP-POP GOES CORN POPPER!
A push toy for ages 1 to 3. Gaily colored balls pop-pop in an unbreakable plastic dome. By Fisher-Price **$1.98**
POP 'N RING **$2.49**
RATTLE BALL ..... **98¢**

Q3 HEAR THE HUFFY PUFFY TRAIN
"Chug-chug" says the engine! Lots of action with Fisher-Price's play train for ages 2 to 5. Brakeman swings lantern, doors slide, pistons pump! All this fun for **$4.98**
LOOKY CHUG CHUG **$2.49**

MORE PLEASURE!
FEATURES!
MORE VALUE!

more to be proud of in your new '59 Evinrude

Here's the inside story of the new kind of Evinrude for '59 . . . re-engineered from top to prop to bring you the "Routes." improvements in outboard power!

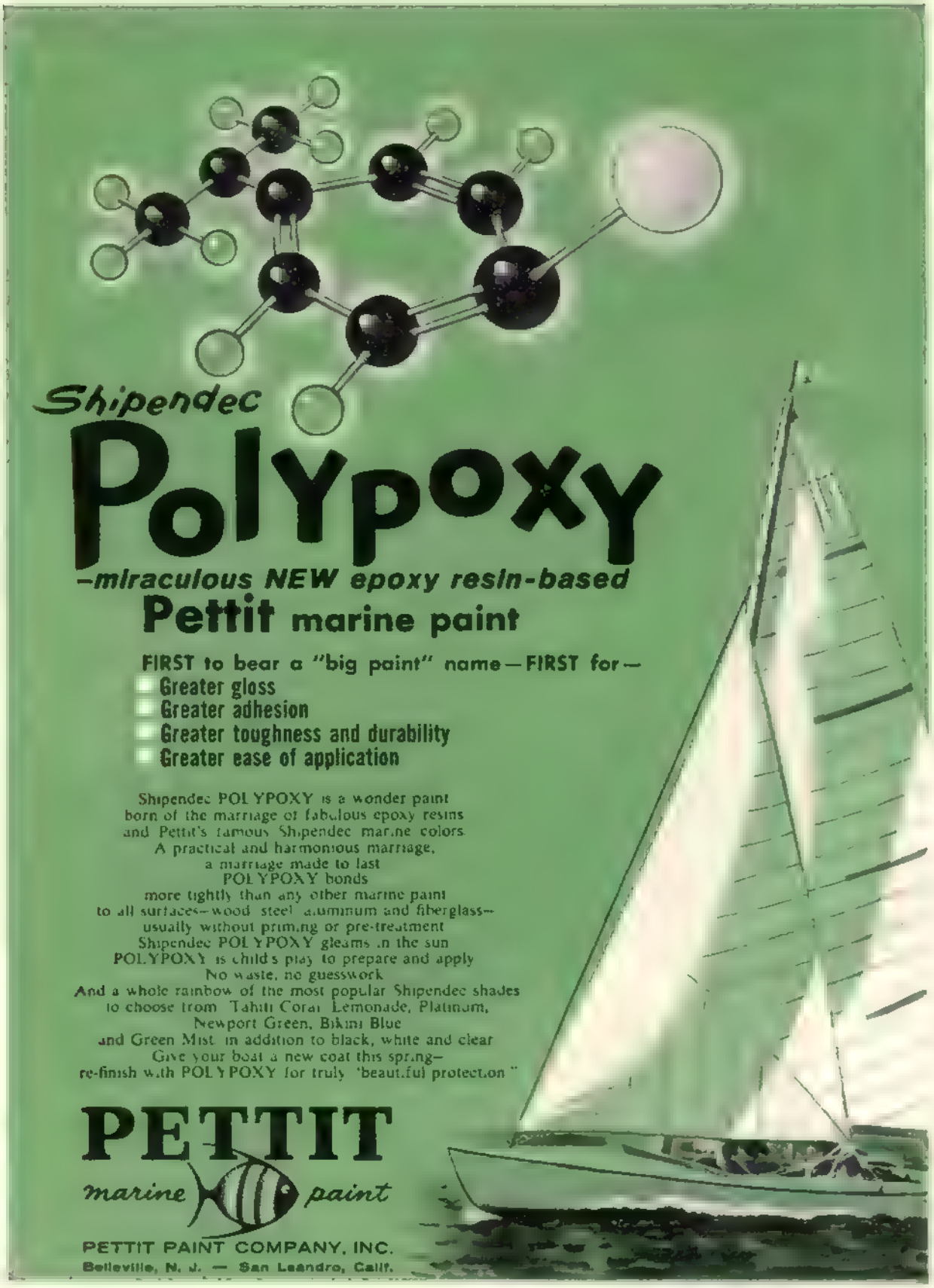
Biggest motor news of the year is Evinrude's perfection of thermostatic temperature control, now engineered into every Evinrude from 5½ to 50 hp! You'll appreciate it in terms of quicker starts, smoother idling, fewer spark plug changes, gas economy, and the biggest economy of all . . . longer engine life. And now, Evinrude's revolutionary sound-sealed cushioned power is applied right down the line to the five-and-a-half, for the smoothest power afloat!

Compare features against any and all comers . . . such as: fool-proof single carburetion on the V-4s . . . high-output magnetos . . . easy manual starting without battery on electric models . . . safety interlock to prevent starting in gear . . . full gearshift on all models from 5½ to 50 hp . . . slip-clutch propellers . . . a faster prop on the 50s . . . brilliant Golden Jubilee styling expressed in lustrous, lifetime-wearing fiberglas covers.

Measure performance . . . and you'll know why the Golden Jubilee Evinrudes set the pace in *pleasure*, *features*, and *value!* See '59's finest motors at your Evinrude dealer (listed under "Outboard Motors" in your phone book.) Ask for free '59 full-color catalog, or write—EVINRUDE MOTORS, 4102 N. 27th St., Milwaukee 16, Wis.

A Division of Outboard Marine Corporation
In Canada: Outboard Marine & Manufacturing Co. (Canada) Ltd., Peterborough

EVINRUDE
QUIET OUTBOARD MOTORS


Shipendec
POLYPOXY
–miraculous NEW epoxy resin-based
Pettit marine paint
FIRST to bear a "big paint" name—FIRST for—
Greater gloss
Greater adhesion
Greater toughness and durability
Greater ease of application
Shipendec POLYPOXY is a wonder paint
born of the marriage of fabulous epoxy resins
and Pettit's famous Shipendec marine colors.
A practical and harmonious marriage,
a marriage made to last
POLYPOXY bonds
more tightly than any other marine paint
to all surfaces—wood steel aluminum and fiberglass—
usually without priming or pre-treatment
Shipendec POLYPOXY gleams in the sun
POLYPOXY is child's play to prepare and apply
No waste, no guesswork
And a whole rainbow of the most popular Shipendec shades
to choose from Tahiti Coral Lemonade, Platinum,
Newport Green, Bikini Blue
and Green Mist in addition to black, white and clear
Give your boat a new coat this spring—
re-finish with POLYPOXY for truly 'beautiful protection"
PETTIT
marine paint
PETTIT PAINT COMPANY, INC.
Belleville, N. J. — San Leandro, Calif.

Photograph by [illegible]

★ FINISTERRE ★

This little sailing powerhouse gave author-skipper Carleton Mitchell an opportunity in 1958 to write more brilliant pages in her log of conquests. The Southern ocean racing circuit's results were highlighted with her second consecutive Miami-Nassau victory, and in June she walloped the biggest Newport-to-Bermuda fleet ever and became the first yacht to win this classic twice in a row.

CARLETON MITCHELL

MIRO SLOVAK

★ MISS BARDAHL ★

Miss Bardahl, new Ted Jones-designed hydroplane from Seattle, and Miro Slovak, aviator refugee from behind the Iron Curtain, proved a winning combination in the season-long scramble among the big unlimiteds for the Martini and Rossi High Point Trophy. A second place in the last race of the campaign, the Sahara Cup, gave them the prize by six points.

BUD WIGET

★ CROSSWIND ★

Bud Wiget, now of Lakeland, Fla., but before that a resident of California, was the outboard racing kingpin of the grapefruit-or grits-and-gravy, circuit last season. Because he scored more points than any other driver of the flying slippers in a winter of campaigning on Florida's lakes, rivers and harbors, Wiget won the Col. E. H. R. Green Star Island Trophy.

★ SEAFARER ★

For years Dr. Anson G. Hoyt and his 38-foot twin screw cruiser Seafarer out of Red Bank, N. J. have been prominent in predicted log competition, winning some important contests and always being close to the top when the summer's scores were in. In 1958 they achieved the pinnacle—the A.P.B.A. national high point cruiser championship—for the first time.

DR. ANSON G. HOYT

Top Opens
"Moo Moo"
"Puff Puff"
"Quack Quack"
Wings Flap
Door Opens
6
2.69
Value 2.69
8
4.99
7
2.69
9
1.79
2.69
Value
"Clang Clang"
Eyes Roll
TALKING, MUSICAL
PUSH 'N PULL TOYS
BY FISHER-PRICE
10
2.00 Value
1.79
"Woo Woo"
"Chatter Chatter"
Pop
Pop
12
4.69
Zig Zag
13
2.00 Value 1.79
11
1.79
"Pop-Pop"
15 1.79
14
1.66
"Pop Pop"
"Ding Ding"
16
Jack 'n Jill TV Radio—with Unbreakable Music Box
2.69

CHRISTMAS FAVORITES AT LOW ALDENS PRICES!

(1) "WILLIE". . .the famous Emmet Kelly clown doll! Kids love him . . he makes you want to laugh. Dressed "bum" style — cotton vest, pants, shirt, tie and battered derby. Vinyl head with realistic painted features. Soft latex body.
352 Y 5250—**18-in. size.**
Wt. 1 lb. 12 oz. **3.99**
352 Y 5251—**23-in.** . .
Wt. 1 lb. 5 oz. **2.99**

(2) "PEANUTS" comic strip characters. Made of soft vinyl plastic in bright colors. Each 9-in. tall.
"Charlie Brown" . . an optimist down to scuffed shoes!
352 Y 5209—Wt. 11 oz. . . **1.79**
"Lucy" the Fuss Budget . . . seldom right but always loud!
352 Y 5210—Wt. 13 oz. . . **1.79**
"Linus" the thumb-sucker with his faithful blanket!
352 Y 5208—Wt. 11 oz. . . . **1.79**

(3) FIREHOUSE FIDO . . fireman's best friend! Ready to sit on the driver's seat of the hook and ladder. Made of soft White rayon plush with Black spots. Red fire hat perches on head. Machine-inserted 3-color safety eyes. Satin ribbon bow.
35 Y 5215—13½x9½-in.
Wt. 1 lb. 5 oz. **1.79**
35 Y 5216E—16x11½-in.
Ship. wt. 4 lb **3.79**

(4) ALGY BEAR. Cuddly favorite treated with dust seal for those allergic to household dust. Sanitized to resist bacteria, germ growth. Pink rayon plush. Yellow underside.
12-in. Algy. Vinyl face . . painted features, eyes.
352 Y 5204—Wt. 1 lb. . . **2.89**
17-in. Algy. Vinyl face . . . lashed sleeping eyes.
352 Y 5205—1 lb. 11 oz. **4.89**

SHOWN ON FACING PAGE: Gay Stuffed Animals . . . fun to give, easy to buy!

(5) TV DOG SEAT. A giant-size pet that's at the head of every youngster's wish list! Has plush nose and floppy ears; sleeping felt eyelashes; red felt tongue, perky ribbon bow. Stuffed body in gay assorted plaid cotton. Choice of two sizes . . . each a big value at Aldens low, low prices.
30-in. TV Dog Seat.
E35 Y 5206E—Wt. 11 lb. **5.99**
22-in. TV Dog Seat.
35 Y 5207E—Wt. 7 lb. **3.99**

(6) GIANT 31-IN. BEAR. Just the life-size pet your child needs for rough 'n tumble play! He makes a wonderful playmate during the day; a soft, cuddly bedfellow at night. His head, paws and ears are golden Yellow plush. His cotton-stuffed body is covered in bright cotton plaid. His happy face has securely fastened glass eyes and a yarn nose. Red bow ties around his neck. Big value at Aldens low price.
35 Y 5264E—Wt. 6 lb. **3.99**

(7) NEW TV HORSE. Big 24x14-in. life-like rider horse made in TV style for youngsters to 'ride' as they watch their favorite cowboy programs. Sturdy, cotton-stuffed body supports a child easily, comfortably. Horse is a Black beauty with molded vinyl plastic head, vinyl saddle with screen printed emblem at side. Vinyl reins, too, for youngsters to hold as they gallop many a make-believe mile.
35 Y 5236E—Wt. 8 lb. Mail. **4.99**

(8) PLUSH ROLY POLY. 6.50 value—save now at Aldens low price! Your children will really enjoy this new plush toy. They can roll with it on the floor, tussle with it on their bed, push and punch it to their heart's content! Ideal children's room door stop, too. Apricot and White rayon plush with a cute puffy-cheeked dog face, machine-inserted 3-color safety eyes. Plump cotton-stuffed body. Perky satin ribbon bow around his neck.
35 Y 5217E—Wt. 8 lb. Mail. . . . **5.69**

(9) THREE BEARS. Here they are . . cuddly bears from famed fairy tale! Cute as can be in soft plush . . Brown and White with checked tummy. Glass eyes with lashes. Ribbon bow.
12-in. Baby Cuddle Bear.
352 Y 5226—Ship. wt. 14 oz. **1.99**
18-in. Mama Cuddle Bear.
352 Y 5227—Wt. 1 lb. 14 oz. **2.99**
21½-in. Papa Cuddle Bear.
352 Y 5228—Wt. 2 lb. 6 oz. **3.99**
Save on family of three bears above!
35 Y 5267E—Wt. 6 lb. Mail. . . . **Set 7.99**

(10) "ZIPPY THE CHIMP." Life-like replica of that impish but lovable fellow you've seen on TV! Sure to delight any boy or girl on Christmas morning, a favorite of the teen-age crowd, too. Well made . . has Black shaggy rayon plush head and arms with a pert expressive face, big ears and hands of soft vinyl. Firm cotton stuffed body dressed in 4-button overalls, "Zip" tee-shirt, matching hat and big White shoes. 15-in. tall. 7.00 value.
352 Y 5265—Wt. 2 lb. Mail. **5.99**

Shop EARLY on CREDIT . . . NO PAYMENTS 'TIL JANUARY! See page 144

AT LEFT: Guns of TV Heroes

1 FAMOUS PALADIN "Have Gun—Will Travel" double holster outfit. Formerly cost 5.98. Holsters are of quality smooth black leather, with signature of Paladin embossed in silver on belt. Chessman conchs on holsters. Card case with photo of Paladin, fan club membership card, and 25 calling cards is included. Guns are 2 cap-firing metal pistols. Also Black leather wrist holster contains derringer, easily concealed for "surprise" shots. Mail.
35 Y 5728—Ship. wt. 3 lb. 2 oz. . . **4.98**
35 Y 5727—One holster. 2 lb. 6 oz. . **3.98**

2 "GUNSMOKE" DOUBLE HOLSTER set. As used by Matt Dillon on TV. Set has two nickel-finished six-shooters with break open loading. Natural top grain leather holsters. "Marshal Matt Dillon" embossed on cross strap and "Gunsmoke" on the belt. Sparkling jewels on the pocket, 2-pc. adjustable belt with embossed buckle, leather leg ties, six silver bullets. Pistols have handsome stag handles. Matchable.
35 Y 5702—Ship. wt. 3 lb. 12 oz. . **5.99**
35 Y 5703—One gun set. 2 lb. 14 oz. **3.79**

3 WELLS-FARGO "PONY EXPRESS" holster outfit—9.95 value. Pistols give off realistic, but harmless, smoke after firing! 16 pieces of Western play! Includes double holster set with 2 Smokey Joe repeating cap pistols, handcuffs, spurs, metal badge, cuffs, kerchief, clasp, and 2 jail keys on a ring. Brown alligator and eggshell leather holsters have jewelled conchas, studs, and fringe. Adj. belt, matching cuffs, spur straps and 6 bullets. Mail.
35 Y 5725E—Ship. wt. 6 lb. **5.89**

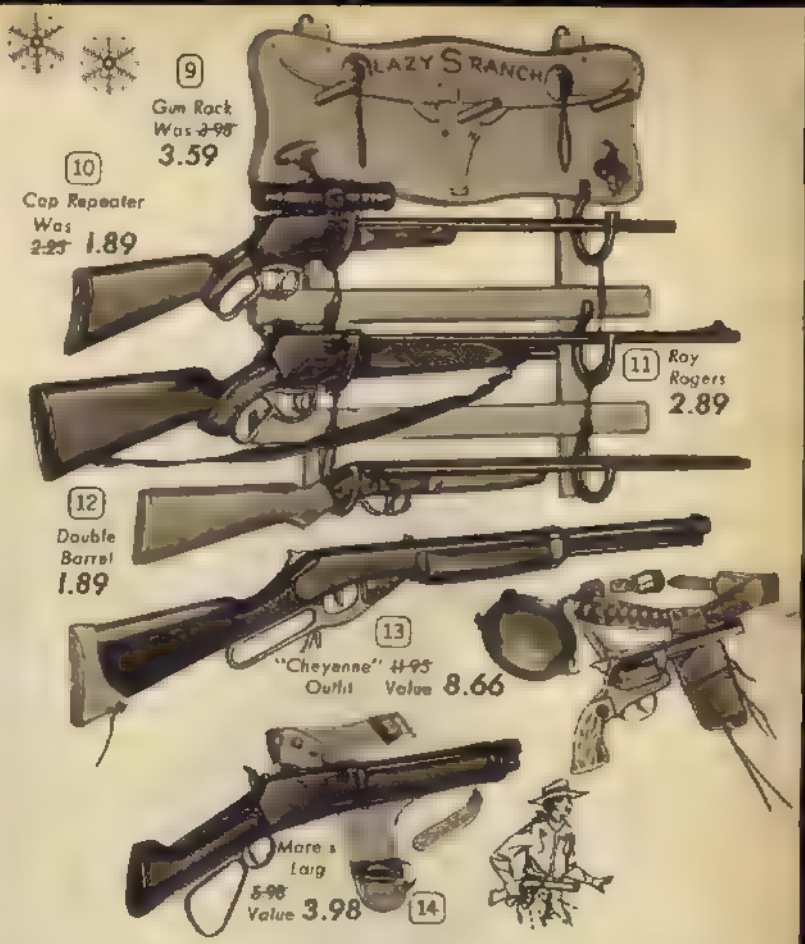
4 "LAWMAN" DOUBLE HOLSTER set. Genuine leather hip-slung holsters have "Lawman Marshal Dan Troop" embossed on them. Two .38 six-shooter cartridge pistols and 6 silver bullets. Leather leg ties, adj. belt with large embossed prong buckle.
35 Y 5704—Wt. 2 lb. 10 oz. Mail. . **3.79**
35 Y 5705—One holster. 1 lb. 14 oz. **2.79**

5 "WYATT EARP" Double Holster Set with long barrel "Buntline Special" revolvers. Quality leather holsters are embossed with Wyatt Earp's picture and nickel spots. Cross straps have nickel buckle. Mail.
35 Y 5743—Ship. wt. 3 lb. 2 oz. . . **3.98**

6 "TEXAN" DOUBLE HOLSTER SET. 3.98 value. Two Smokey Joe repeating pistols in handsome Black and Silver embossed holster. Wide, adj. belt buckle, 6 Silver bullets. Mail.
35 Y 5739—Ship. wt. 2 lb. 5 oz. . . **2.98**

7 "RIFLEMAN'S" FLIP SPECIAL. As used by "Rifleman" on TV. A 4.98 value, it fires automatically from a vertical position. Engraved plastic butt and stock; nickel-plated works can't rust. Shoots a standard roll of caps as fast as you can fire it. The perfect toy for your junior "Rifleman!" Mail.
35 Y 5742E—Ship. wt. 4 lb. **3.98**

8 "WAGONTRAIN" single holster set. Just like Flint McCullough's. Top grain cowhide holster is tooled with Flint's name and Wagontrain design. Also a hide-a-way break-barrel western derringer in its own detachable holster. Revolving cylinder .45 six-gun, 12 metal bullets, leather leg tie.
35 Y 5728—Mail. Wt. 2 lb. 8 oz. . **3.98**



9 GUN RACK; authentic designed horseshoe hangers, simulated burnt wood design. Size: approx. 20x20-in.
35YS746—Wt. 4 lb. 7 oz. Was 3.98. **3.59**

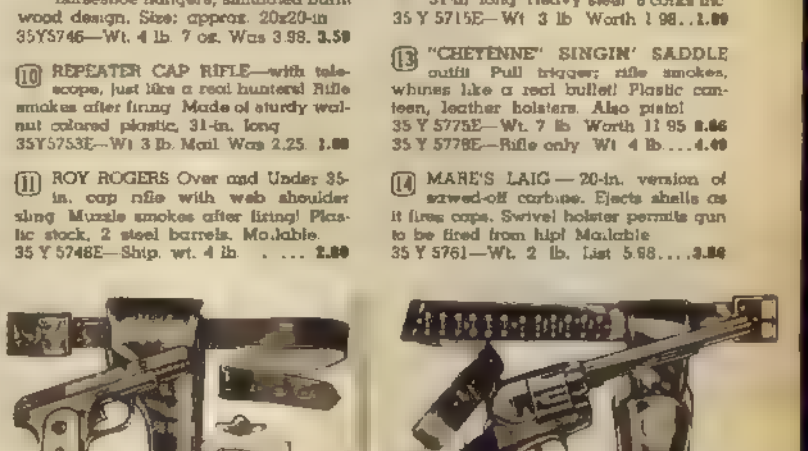
10 REPEATER CAP RIFLE—with telescope, just like a real hunters! Rifle smokes after firing. Made of sturdy walnut colored plastic, 31-in. long.
35Y5753E—Wt 3 lb. Mail. Was 2.25. **1.89**

11 ROY ROGERS Over and Under 35-in. cap rifle with web shoulder sling. Muzzle smokes after firing! Plastic stock, 2 steel barrels. Matchable.
35 Y 5748E—Ship. wt. 4 lb. **2.89**

12 DOUBLE BARREL CORK RIFLE—31-in. long. Heavy steel 6 corks inc.
35 Y 5715E—Wt 3 lb. Worth 1.98. . **1.89**

13 "CHEYENNE" SINGIN' SADDLE outfit. Pull trigger; rifle smokes, whines like a real bullet! Plastic canteen, leather holsters. Also pistol.
35 Y 5775E—Wt. 7 lb. Worth 11.95 **8.66**
35 Y 5778E—Rifle only. Wt 4 lb. . . . **4.49**

14 MARE'S LAIG — 20-in. version of sawed-off carbine. Ejects shells as it fires caps. Swivel holster permits gun to be fired from hip! Matchable.
35 Y 5761—Wt. 2 lb. List 5.98. . . . **3.98**

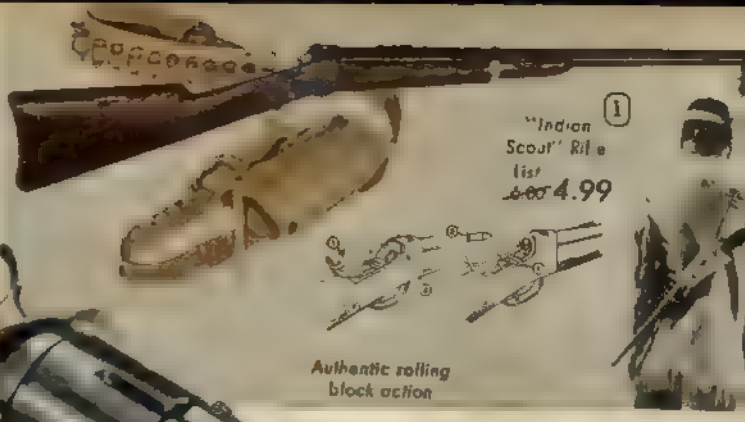


15 STEVE CANYON HOLSTER SET. Famous comic-strip, TV hero's Army .45 repeating cap pistol; leather belt, holster with U.S. Air Force design. Includes Silver pilot's wings, plastic canteen and strap, picture of Steve.
35 Y 5786—Wt. 1 lb. 13 oz. Mail. **2.98**

16 "RIC-O-SHAY" PISTOL-HOLSTER set. Real ricochet sound as trigger is pulled. Side loading, shoots caps. Top grain leather holster.
35 Y 5784. 2 lb. 14 oz. Save $2. **5.98**
Gun only. 2 lb. 3 oz.
35 Y 5774 **3.29**

FAMOUS MATTEL

SHOOTIN' SHELL PLAYTIME GUNS!



1 "Indian Scout" Rifle
List ~~6.00~~ 4.99

Authentic rolling block action

Loads, fires, shoots 6 shells

Buckle Gun flips out, fires shell

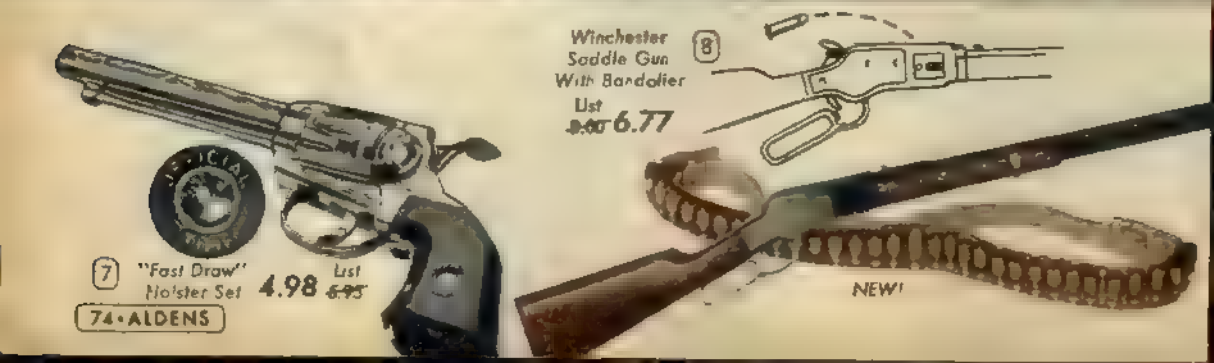
2 Buckle Gun Holster Set 6.98 List ~~9.00~~

3 Deluxe Double Holster Set
~~4.98~~ Value 3.99

Bargain Double Holster Set 4
~~2.98~~ Value 2.98

"Chief" Double Holster Outfit 6
1.89

5 Canteen 'n Holster Set 2.79 List 3.50



Winchester Saddle Gun With Bandolier 8
List ~~9.00~~ 6.77

7 "Fast Draw" Holster Set 4.98 List ~~6.95~~

NEW!

FOR '59, ONLY A SEA-HORSE GIVES YOU

Dynautical Design

Dynautical Design is something you can see—but that's not all. Inside as well as outside these new '59 Sea-Horses are the most functional outboards ever built!

Outside they're pure white and pure pleasure. Inside there are important new Johnson improvements. For example, thermostat-controlled cooling systems give every model down through the 5½ h.p. even greater long-running stamina.

Believe it or not, these new Johnsons are still quieter. More dependable. Easier to start and run. Leading the fleet is the mighty V-50—the world's first outboard V-engine, now in its second year and greater than ever. Other sizes include 3, 5½, 10, 18 and 35 hp. Electric starting is available on 18, 35 and 50 hp. models.

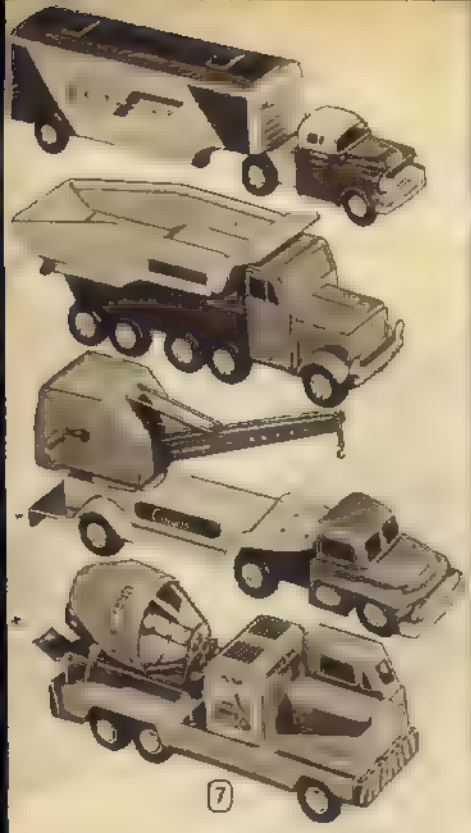
See the only line with Dynautical Design at your Johnson dealer's—listed under "Outboard Motors" in the Yellow Pages. Remember—this is the year of Johnson's *two millionth* motor! Prices from $160 to $850, f.o.b. factory, subject to change.

FREE! 1959 SEA-HORSE CATALOG!

Write to Johnson Motors, 554 Pershing Road, Waukegan, Illinois. In Canada: Peterborough, Ontario.

Johnson ***First in dependability***

New Super Sea-Horse V-50. 12-volt electric starting. 50 hp. $860.



Truck toys with strong friction motors

Each 1.00 List **95c** *4-Pc. Set 4.00 List* **3.59**

7 SET OF 4 construction trucks, includes dump truck, rotating cement mixer with dump action, crane, trailer with hoist, and big van trailer with action ramp. Metal
35 Y 5372—Ship. wt. 3 lb. 14 oz. ..... **4-Pc. Set 3.59**
35 Y 5373—Dump truck only. Ship. wt. 1 lb. ... **Each 95c**
35 Y 5374—Mixer truck only. Shipping wt. 9 oz. ... **Each 95c**
35 Y 5375—Crane trailer only. Ship. wt. 12 oz. ... **Each 95c**
35 Y 5376—Van trailer & tractor. Ship. wt. 14 oz. ... **Each 95c**

18-Pc. construction set for "Jr. Engineers"

He will have hours of fun
Hauling, Grading, Dumping—4.98 List price **3.99**

8 MULTI-PLAY TOY SET—18 pieces, including 4¾-inch heavy construction Tractor, 6-in. Cargo Hauler with opening sides, 7¾-inch friction heavy construction Dump works, 6-wheel flatbed Truck on which fits either the 8-in. long action Crane, or 8-in. long action Power Shovel, Grader, Dump Truck, bags, 3 signs, barriers. Metal
35 Y 5338—Shipping weight 3 lb. 6 oz. **3.99**

SHOWN AT LEFT: The Newest, Fastest Missiles, Satellites, Trucks, Planes

1 SATELLITE INTERCEPTER — It's sensational, and new! Satellite floats in mid-air, as if by magic (on a shaft of air), electrically controlled from the satellite destroyer missile station. Sight and track the satellite by instrument and shoot it out of orbit! Adjust the site in any direction. Missiles are fired by remote jet-air control. 7.98 List Price. plastic.
35 Y 5300E—Wt. 5 lb. **5.99**

2 INTERNATIONAL AIRPORT terminal. Includes a radar screen, revolving control tower, friction powered airplane, aviation gasoline truck, ramp and luggage carrier. Switch operates control tower with 2 operators and radar antenna. Operates on one "D" battery. In cardboard box "air terminal." $4.00 List Price. Metal
35 Y 5303—Wt. 2 lb. 12 oz. **2.89**
35 Y 4777—D Battery. 1 lb. 2 oz. **4/85c**

3 ICBM MISSILE LAUNCHING STATION. Holds youngsters' interest for hours! Action-packed missile launching pad uses jet stream of compressed air to hurl missile 30 ft. Remote control panel has "missile fired" and "countdown" dials, adjustable flight angle. Equipped with radar unit, target markers. Plastic missiles are rubber-tipped for complete safety. Mail.
35Y 5320—Wt. 1 lb. 7 oz. **2.69**

4 TRUCK LOAD OF TOYS! A trailer truck full of toys, for quiet moments as well as active play! Regularly 3.00. Lithographed metal van has a friction motor, nickel-plated trim, rubber wheels. Rear doors open to disclose a variety of toys: harmonica, watch, compass and magnifying glass, cars, carpenter's tools, gravitop, and many others, to delight small fry. Use truck to haul or store the toys. Mailable
35 Y 5304—Wt. 1 lb. 8 oz. **1.99**

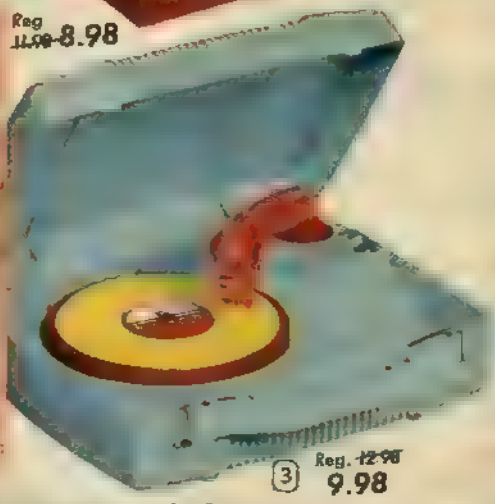
5 AUTOMATIC PROPELLER AIRPLANE, with flashing wanglights! Battery-operated, for completely automatic action. Each propeller in turn revs up, while winglights are flashing. Propellers speed up and plane moves forward or in a circle for 30 seconds, and the same cycle starts over again. It's fascinating and realistic! Wingspread, 19-in., length 16-in., height 6-in. metal
35 Y 5305—Wt. 3 lb. Mail. **6.59**

6 SET OF 4 FOREIGN CARS. An assortment of the latest and most popular foreign cars! Includes a German Volkswagen sedan, an Italian Fiat Sunroof (with automatic roof), a French Citroen, and a Swedish Saab. Each car is about 5 inches long, equipped with a powerful friction motor, and so authentically detailed it looks like a tiny scale model of the real thing. metal
Ship. Wt. 2 lb. 10 oz.
35 Y 5302. ..... **Set of 4, 2.99**

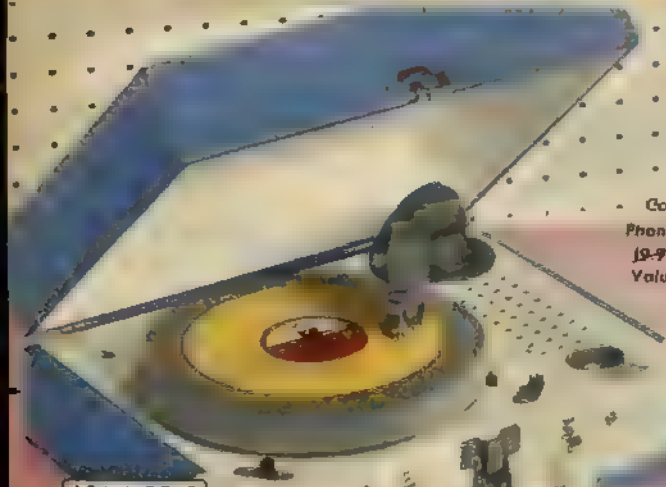
DELUXE PHONOGRAPHS FOR JR. DISK JOCKEYS . . .

1 Combination 4-Speed Phono, Cabinet Console, 5 Records, Needles Reg. 22.95 **17.95**

2 Reg. 11.98 **8.98**



3 Reg. 12.98 **9.98**



4 Complete Phono Package 19.95 Value **12.98**

2 IN 1 GIFTS

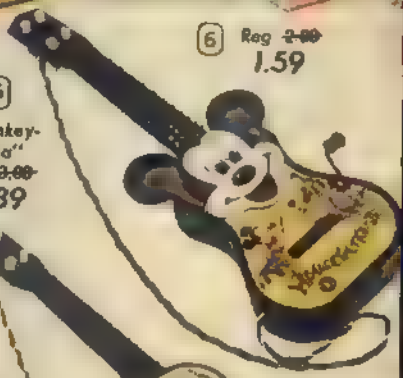
List ~~4.00~~ 3.97

2 List ~~3.00~~ 2.57

3 List ~~2.00~~ 1.69

4 List ~~2.50~~ 1.98

6 Reg ~~2.00~~ 1.59



5 "Monkey-O-Lo" List ~~3.00~~ 2.39

Famous MATTEL Toys

7 Set of 2 Action Books List ~~4.00~~ 3.49

8 Reg. ~~1.70~~ 1.39

9 "Turn-A-Tune" List ~~3.00~~ 2.49

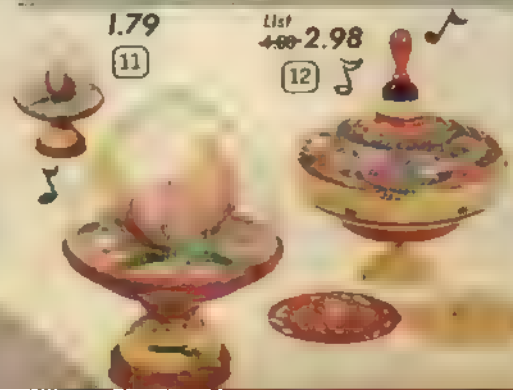
10 Roll Harmonica List ~~4.00~~ 2.99

1.79

11

List ~~4.00~~ 2.98

12



13 List ~~1.75~~ 1.39

AT BIG SAVINGS

AT LEFT: New Phonos

(1) MUSIC COMBO includes 4-speed phonograph with cabinet — 5 Golden records plus Free needles! Terrific bargain—worth 22.95! Check features! THE PHONO — a 4-speed beauty now plays any size record louder and clearer than ever before thanks to Dual-Tone Sound Chamber! Vani-Tone Volume control, needle cup, arm rest. Metal reinforced case — lightweight, portable. UL, CSA appr. Size: 12½x10½x4¾-in. THE CABINET —stores over 100 records! Durable hardboard — finished in Blue/White plextone. Washable! Scuff-proof! Solid wood legs, ball feet. Doubles as desk, playtable! 24x16x12-in.
Phono, Cabinet, Records, Needles.
35 Y 4100E—Mail. Wt. 17 lb....**17.95**
Phono With Records—Reg. 17.95!
35 Y 4105E—Wt. 10 lbs.....**13.98**
Console Cabinet Only—Reg. 5.95.
35 Y 4102E—Mail. Wt. 8 lb.....**4.98**

(2) ECONOMY ACOUSTICAL PHONO—worth 11.98! Costs so little yet will instill love of music in all youngsters! Lifetime Guaranteed tool Precision made with improved amplified tone arm, self-starting electric motor and new simple volume control. Plays 78 RPM records! Sturdy ¼-in. wood fibre case with two-tone washable covering. Lightweight for easy portability. Size: 12x10x5⅝-in. 110 Volt. UL appr. AC. Needles incl. Order before the Rush—see Credit page 144. Mailable.
35 Y 4108E—Ship. wt. 9 lb.....**8.98**

(3) PORTABLE PLASTIC PHONO — with the slim, trim look young moderns love—and sound that rivals for costlier models! Reg. 12.98 value! Famous Vanity Fair phono—lightest most compact of all! Unbreakable cabinet in Cerulean Blue hi-impact plastic. Has flocked metal turntable, permanently set head and Vani-Tone volume control. Plays 78 RPM records! True rich reproduction — thanks to new directional sound chamber. AC electric motor. Needles incl. 12x10¼x 4½-in. UL approved. Mailable.
35 Y 4115E—Ship. wt. 6 lb.....**9.98**

AT LEFT: Phono Set

(4) COMPLETE 7-PIECE SET—a music gift they'll cherish! Here's what you get: 2-Speed Deluxe Phonograph (worth asking price alone) plus record rack, three 78 RPM "Golden Records" of 6 popular kiddy tunes, one 45 RPM "Golden Record" of 6 favorite children songs. 100 precision needles. Who could ask for more! 2-SPEED PHONO boasts years ahead features. Rich sound reproduction. Vani-Tone Volume control. Needle cup and arm rest. UL and C.S.A. approved. Smart portable reinforced case in Blue and White. Size: 12½x 10½x4¾-inches. Order early—before the Rush! Regular 19.95 —save most at Aldens
35 Y 4126E.....**12.98**
Shipping wt. 11 lb.

(5) ~~30.00~~ Value **23.95**

(5) 4-SPEED, AMPLIFIED Phono—worth 21.95! Not a toy—plays 16, 33⅓, 45, and 78 RPM records. Sapphire needle in tone arm. Flocked metal turntable. Speaker, hi-grain amplifier, 1 tube rectifier, volume control. 110-120 V. 60 cyc. AC. UL appr. Case: 12½ x 10½ x 4¾ inches. In Gray and White print.

RECORD RACK (not shown), holds 15 records. White. Laminated board. Free records!

CONSOLE STAND holds hundreds of all size records with ample room for phono! Sturdy masonite with Charcoal-Gray marbleized finish.

COMPLETE SET above 30.00 value.
35Y4141M—21 lb. **23.95**

PHONO w/records, rock
35 Y 4142E—10 lb **19.98**

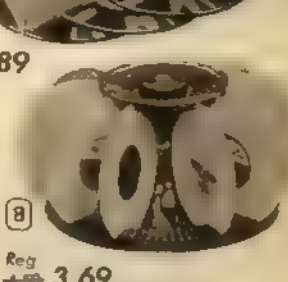
CONSOLE STAND only
35 Y 4143E—11 lb. **5.49**

(7) Reg ~~5.00~~ **3.98**

Reg ~~3.98~~ **2.79**

(6)

(9) Reg ~~2.98~~ **1.89**



(8) Reg ~~4.98~~ **3.69**

(6) RECORD STORAGE album. With 10 unbreakable 45 or 78 RPM records. Incl. such favorites as "Pinocchio" "Peter Pan" and "Robin Hood." Worth 3.98! Leatherette covering.
35 Y 4133—78's 1 lb. 11 oz.....**2.79**
35 Y 4134—45's 1 lb. 11 oz.....**2.79**

(7) CARRYING CASE with 20 "Golden Records"! Incl. songs, stories, Walt Disney favorites, show tunes on 78 RPM records. Free carrying case holds up to 100 records. Reg. 5.00! Size: 7½x7½x7½. Lots of room to hold all of his favorite records—order now!
35 Y 4116—Wt. 2 lb. 8 oz.....**3.98**

(8) "SPIN-A-TUNE" record holder includes 10 kiddy-tune records! Made of light, hi-impact plastic to hold up to 90 records. Revolving selector. Indexed and numbered for simple location — easy filing. Adjust. Worth 4.50!
35 Y 4117—Ship. wt. 1 lb. 14 oz..**3.69**

(9) **PACKAGE OF RECORDS**—26 tunes on 13 unbreakable 7-in. records. Robin-Hood label includes tunes like "Happy Birthday," "Old King Cole" etc. And that's not all—get Free plastic carry case holds up to 50 records!
Wt. 1 lb. 15 oz.
35 Y 4101.....**1.89**

3 20-inch "Patti Prays" recites "Now I lay me down to sleep Amen." List price ~~$5.00~~ 3.99

4 22 in Softee She drinks, wets 7.98

NEWEST CROP OF

LIVELY BABIES

to keep her fascinated for hours

5 16-in Party Actually changes h... facial expressions She cries drinks, wets, too 9.47

14-in "HONEY TEARS" with layette List price ~~$5.00~~ 3.99

6

She sits

She crawls

She rolls

She kneels

7 16-in. "GO-GO" Crawling Doll 9.47

SHOWN ABOVE: Marx "Engineering Giants!" Save almost 4.00 on 5-pc. set!

8 EARTH MOVING HAULER. This realistic toy really moves earth! Diesel "motor." Bottom doors open for dumping. Tread tires. Brightly enameled heavy gauge steel. Exhaust stack on hood. Size: 18½x5¼x4½-inches high
35 Y 5465E—Shipping weight 5 pounds. Mailable... ..2.79

9 HI-LIFT LOADER with Scoop. Hand operated lever raises, locks, releases bucket. Exhaust stack on hood. Plastic "diesel motor." Sturdily made of bright enameled steel. Heavy tread tires. Size: 15½x6⅝x5-inches.
35 Y 5467E—Shipping weight, 4 pounds. Mailable.....2.79

10 POWER SHOVEL. Single crank controls loading; raising, lowering boom, unloading. Contrasting color enamel finish. 18x6½x13¼-in.
35 Y 5470 —Wt. 5 lb. Mail.....3.99

11 ROAD GRADER. Adjustable scraper lifts, turns. Heavy gauge steel construction. 6 tread tires. Bright enameled. Size: 17x5¼x5¾-in.
35 Y 5468E—Wt. 5 lb. Mailable. 2.79

12 ROCKER DUMP TRUCK. Loading, unloading action! Body raised by crank. 2-wheel Diesel-type hauler. Enameled steel. 17½x5¾x4½-in.
35 Y 5466E—Wt. 5 lb. Mailable..2.79

4-PIECE SET. All toys above without Power Shovel.
35 Y 5469E—Shipping weight 15 lb. Mailable.. .....10.89

5-PIECE SET. All toys above including Power Shovel.
35 Y 5464E—Shipping weight 19 lb. 18.45 value!. . .14.49

SHOWN AT LEFT: Steel trucks, realistic, true-color wheel toys . . . trucking terminal

1 AUTO TRANSPORT. Lithographed cab has wide windshield, bumper, fenders, headlight. Detachable van hauls 2 cars on upper deck, 2 on lower deck. Made of brightly enameled steel. Includes ramp, 9 heavy duty tires. Size: 5⅛x4½x23-in. Mail
3S Y 5408—Ship. wt. 3 lb. 14 oz..2.89

2 HEAVY DUTY DUMP TRUCK with real motor noise! Clear plastic windshield, dummy headlights, grille details, real bumper! Dump body has manual lever, cab protector, swinging tailgate. Brightly enameled steel. 4 tires. Size: 19¾x7¾x8-in. Mail.
35 Y 5409E—Ship. wt. 9 lb.....3.99

3 CATTLE HAULER with livestock trailer, animals. Detailed scale replica. Dummy air horns. All steel. Brightly lithographed trailer has drop tailgate which acts as loading ramp for 14-pc. livestock set. Size: 17¾x4x5⅜-in. Worth 2.98. Mailable.
35 Y 5406—Ship. wt. 2 lb. 14 oz..2.39

4 WRECKER TRUCK. Real bumper, dummy headlights, grille. Boom, winch. Makes real motor noise. 5 tires. White and Red enameled steel. Size: 19½x7x10½-in. M[illegible]
35 Y 5410E—Wt. 3 lb..4.99

5 FIRE TRUCK. Puts out play fire with real water! Lithographed steel, plastic cab. Hose, ladder. Plastic hydrant fits garden hose or faucet. Size: 22x7x7¼-inches. Mailable.
35 Y 5404—Wt. 7 lb....5.99

6 COCA COLA Beverage Truck. Exact replica. Has shelves, 6 Coca Cola cases, 24 bottles, metal hand truck. Yellow enameled steel. Truck with rubberized wheels. Size: 12⅝x4¾x5½-in. Mail.
35 Y 5405—2 lb. 8 oz. .1.99

7 TRUCKING TERMINAL. Plastic ramp stairs, vehicles, attendants, hand carts, crates, scale, luggage. Brightly lithographed steel. Unassembled. Size: 29x11¼x9¼-in. Mail.
35 Y 5417E—Wt. 9 lb. 6.99

SHOWN BELOW: Colorful metal car and truck fleets to encourage creative play!

13 CARS 'N TRUCKS — sturdy die-cast metal miniatures. Set of thirty assorted with moving parts. Colorfully lithographed. Free rolling wheels. Approx. size: 2x¾x¾-in
35 Y 5462—Wt. 1 lb. 11 oz. Mailable..... ..30-pc. set 2.89

14 TOOTSIETOY CAR FLEET. 15 authentic models from Thunderbird to trucks, 6 traffic signs. Metal enameled in car colors. Size: 3⅞x1½-in. to 5⅞x1⅞-in.
35 Y 5403—Ship. wt. 3 lb. 5 oz. Mailable, 21-pc. set....2.99

GIANT TRUCKS IN UNBREAKABLE POLYETHYLENE

1 "Moon Explorer" by Ideal
~~7.00~~ List 5.99

2 ~~4.00~~ List 3.49

3 ~~5.00~~ List 4.49

4 ~~5.00~~ List 4.49

Buy all 3 Eldon Trucks above
Save over 2.00!

5 Marx
~~3.49~~ List 1.99

6 "Pom Pom Jeep"
~~3.00~~ List 1.99

7 "Sky Sweeper" by Ideal
Was ~~6.00~~ 5.99

8 Eldon Car Ferry with 18 Cars
~~3.00~~ List 2.69

(1) "CAPE CANAVERAL" MISSILE BASE
with 5 Different Type Launchers—Each Fires Special Rockets!
6.99

EXCITING ADVENTURE SETTINGS

Multiple-piece Sets Develop Jr. Scientists, Mechanics, Farmers

GIANT SERVICE STATION
(2) Deluxe Model with Cars 'n Everything
3.89

(3)
MODERN FARM SET
Complete! 86-Pieces
4.69

RIDE-A FIRE TRUCK! CANNON TANK! LOCOMOTIVE! CORVETTE!

6
"Ride-a-Fire Truck with Siren
Reg. 9.95
8.49

Shoots Plastic Balls!

7
"Ride-a-Tank"
8.69

8
6.99

9
"Ride-A-Corvette"
List Price 12.95 9.98

ALDENS-95

6 "RIDE-A-FIRE TRUCK" with siren! Worth 9.95! Exciting Ride 'em fire truck has loud fire engine siren—operated by hand crank. Two 20-in. interlocking steel ladders mounted in side slots. Sturdily constructed of steel. Lithographed cab shows authentic details plus insignia, control gauges. 6-in. wheels have heavy duty tires. 32-in. long, 7½-in. wide, 11½-in. high. In bright Red with Yellow trim.
35 Y 5473E—Ship. wt. 15 lb. Mailable.....8.49

7 "RIDE-A-TANK" with rapid-firing automatic feed cannon that shoots harmless plastic balls! A realistic replica of a real army tank—it even steers! Ball-handle steering maneuvers to right or left. Sturdily made of safe, unbreakable polyethylene—won't mar furniture or floors. Authentic tank details. Steel supports give added strength. Has comfortable seat 25-in. long. He'll love this "action-packed" toy! Red color.
35 Y 5477E—Shipping weight, 9 pounds.....8.69

8 "RIDE-A-LOCOMOTIVE" with warning bell. Save! 8.00 list! So authentic from cow catcher to cab—and it really goes! Steers, too. Cab top is a comfortable seat. Hand crank plus pull cord rings bell. Made of unbreakable polyethylene—no sharp edges—won't mar furniture, safe, rust-free. 24-in. long, 8¼-in. wide, 10-in. high.
35 Y 5476E—Ship. wt. 8 lb. Mailable.....6.99

9 "RIDE-A-CORVETTE" Sports Car. Reg. 12.95! Snappy replica of the real sports car—authentic "Corvette" details—Red, White coloring. Unbreakable polyethylene with fully enclosed bottom. A safe, harmless toy that's loads of fun! It won't rust, chip, has no sharp edges. Heavy duty wheels are 5½-in. in diameter. 32-in. long, 11-in. wide, 8½-in. high.
ESS Y 5475E—Ship. wt. 10 lb.....9.98

J33 SUPER MISSILE LAUNCHES 3 WAYS!
Water's plenty. Super Thrust H2O Missile set launches by water pressure, pump and water or air pressure. Shoots 3 ways: 1 stage, 2 stage, with 3 flying wad and 3 extra rockets and yard launcher pumps 4 yrs up. $9.98
TWO-STAGE H2O MISSILE $4.98

K33 ROCKET LAUNCHES SPACEMAN!
Rocket flies on Parachute. Rocket zooms to 150 feet. Then one with parachute and space man is released and floats back to earth! Unbreakable plastic for ages 5 to 10. $2.98
SPACE MO KET WITH TWO 8" ROCKETS $1.98
PLANET PATROL SAUCER 98¢

L33 COUNT DOWN . . SOUND EFFECTS!
Same as the real one. Rockets are replicas of Thor Atlas & Titan. Turn the crank, watch the count down, start to the beeper. Hear the warning, red and the zoom of take off. Nylon & Rocket arrow thrills 7 to 10 yrs. $5.98

M33 2 STAGE MOON ROCKET
Soar to the Moon & beyond! UNARI travels over 100 feet. Powered by mighty engines. Complete with launcher, blaster, retro stabilizer, parachute. Ejects at least 2 yrs. and up. $4.98
A PHAT BALLISTIC MISSILE $2.98

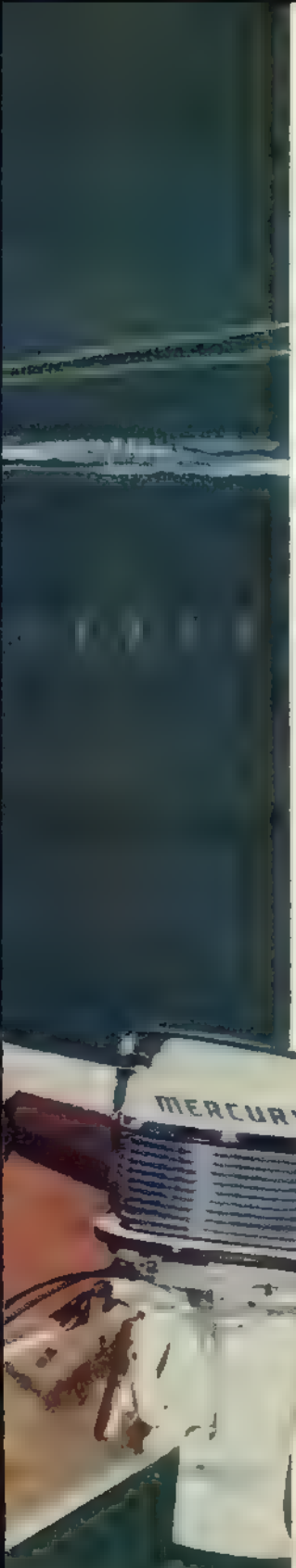
N33 FIRE ONE, TWO, OR THREE!
Plastics SALVO ROCKETS blast off launching pattern of 3 with built in air pressure pump. Rockets whoosh off up to 200 feet. Sets uses water as fuel. For 5 to 10 yrs. $2.98
SATELLITE ROCKET WITH TWO 6" ROCKETS 98¢

P33 THIS TANK IS POWER PACKED!
Remote battle powered U.S. Army BULLDOG TANK is 3 amazing action things in tough 1. Advanced retreats, climbs, destroys barriers. Loads and shoots 6 shells. Free automatic 2 way from remote position 5 to 10 yrs. $5.98
2" U.S. BULLDOG TANK $12.98

Q33 ELECTRONIC MISSILE BASE!
Ideal for GIANT DOWN lets youngsters 6 to 12 yrs. send Moon Missile, Lunar Probe and Giant Atlas rocket into orbit. Battery operated for air transports, rockets, launching pad. Radar screen tracks them in space just like the Army's missile launching nerve centers. $12.98

THE WORLD'S NO. 1 OUTBOARD!

first in sales, first in styling



Photographed at Florida's Famous Silver Springs

first in performance!

CLASSIC BEAUTY...CLASSIC PERFORMANCE —with the outboard that's *first in everything that's important in outboarding!*

FIRST in Dependability and Performance! Mercury holds history's greatest outboard endurance record—50,000 miles in 68 days—equal to twice around the world, or 20 years of average use! Mercury set the world's outboard record at 107.9 mph . holds 62 of the 131 international records recognized by the Union of International Motorboating!

FIRST in Engineering Leadership! More than 60 Mercury "firsts" testify to 20 years of leadership unmatched in the 54 years since Waterman produced America's first production outboard in 1905!

FIRST in Styling and Design! Handsome Mercury's clean, compact styling is as timeless as it is functional! Cowls and hoods are stainless steel and die-cast aluminum for maximum service.

FIRST in Choice of Power! Nine all new Mercurys—6 to 70 hp—"Full Jeweled"® power throughout!

(A) SIXES—70 hp Mark 78A • 60 hp Mark 75A—World's most powerful family outboards, with the widest useful operating range!

(B) FOURS—45 hp Mark 58A • 40 hp Mark 55A • 35 hp Mark 35A—Smoother, more economical than any "big-bore" twins!

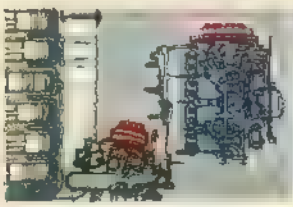
(C) TWINS—22 hp Mark 28A • 15 hp Mark 15A • 10 hp Mark 10A • 6 hp Mark 6A—Combine hustle with muscle for fishing or skiing!

More people are moving to Mercury every day because they get more in every way. You *owe* yourself a demonstration try *before* you buy *any* outboard. See your Mercury dealer, today.

Write for FREE Catalog. Address Dept. MB-2 ©1959—KIEKHAEFER CORPORATION, FOND DU LAC, WIS.

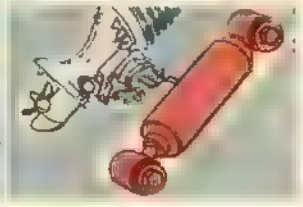
MERCURY FOR '59

THE WORLD RECORD LINE!



IN-LINE DESIGN — Mercury's modern small-bore, short-stroke in-line engines produce the most horsepower per pound, per cubic inch per dollar, the most miles per gallon. Reciprocating parts are smaller, lighter, tougher Piston speeds are much lower than in long-stroke "big-bore" engines.

AUTOMOTIVE OPERATING EASE —Exclusive *automatic transmission* on Mercury "twins" —*one-hand* control of forward, neutral, reverse, throttle and steering...exclusive *single-lever* control on Mercury "sixes"—one-hand control of start, stop, choke, forward, reverse and throttle



EXCLUSIVE SAFETY FEATURES—Boat, motor, passengers protected by hydraulic Dyna-Shock Absorbers—cushion motor kick-up from submerged obstacles, return motor to water avoiding loss of boat steerage Safety-Tilt Switch cuts ignition until propeller re-enters water

Beautiful...
but oh, so tough!

MFG

THE HULL IS THE REASON

Both 15 and 13-foot "MFG" Boats feature the famous, tough MOLDED FIBER GLASS hull . . . with all-over lapstrake design . . . molded under heat and high pressure in matched metal dies . . .

STRONGER pound for pound than any other hull because of greater glass density (achieved by the high-pressure molding) . . . and because of tough fiberglass ribs used for additional reinforcement . . .

EXTRA STABLE because of high freeboard, soft chines and more beam than any other boats of comparable size . . .

FAST, EASY TO HANDLE because of the deep, wide, soft-chined lapstrake hull design . . .

EASY TO CARE FOR — no painting for protection, no caulking, no rotting, no corroding . . .

BEAUTIFUL — sleek, stylish, traditionally designed, mahogany-trimmed . . .

ECONOMICAL —because "MFG" is mass produced.

Choose your "MFG" from the six eye-catching models for '59, priced from $345 to $615 f.o.b. factory. Write today for free, colorful literature.

MOLDED FIBER GLASS Boat Company

63 Fourth Avenue • Union City, Pennsylvania

GREATEST NAME IN REINFORCED PLASTICS

MEET OUR NEWEST

MODELS OF GLAMOR

Dressed "To the Hilt" in their elegant laces, rustling taffetas . . . glamorous velvets!

3
List ~~6.98~~
20-in. 5.69

5
15-in. "Alicia"
Ballerina with wardrobe
~~7.98~~
List 6.99

4 15-in. Mam'selle De Paris with wardrobe—List ~~12.98~~ 9.98

13-in. "Cathy"
~~2.49~~ Value

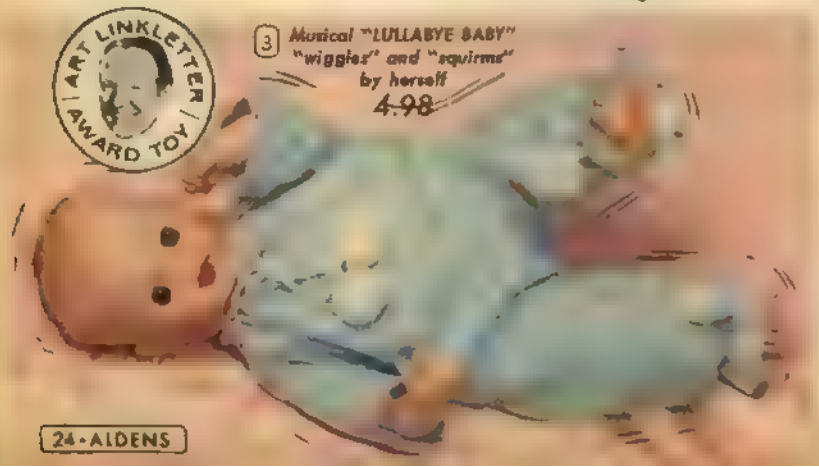
(2)

BIG 25-IN. KAREN DOLL

All Latex . . . so life-like!

Fully dressed—worth ~~6.98~~

4.98



(3) Musical "LULLABYE BABY" "wiggles" and "squirms" by herself
~~4.98~~

ART LINKLETTER AWARD TOY

(1) "CATHY" Vinyl head, rooted hair can be washed, curled, combed. 1-pc. latex body with cotton filling. Wears lace-trimmed dress, panties, socks and shoes.
352 Y 5099—13-in. doll.
Ship. wt. 1 lb. 3 oz. . . **1.99**

(2) BIG 25-IN "KAREN" — one of the best values of the doll world this season. New latex one-piece construction makes this doll soft and like-like. Blonde rooted hair, moving eyes. In polished cotton dress with pinafore, panties, socks, vinyl shoes.
35 Y 5193E—25-in. doll.
Ship. wt. 5 lb. **4.98**

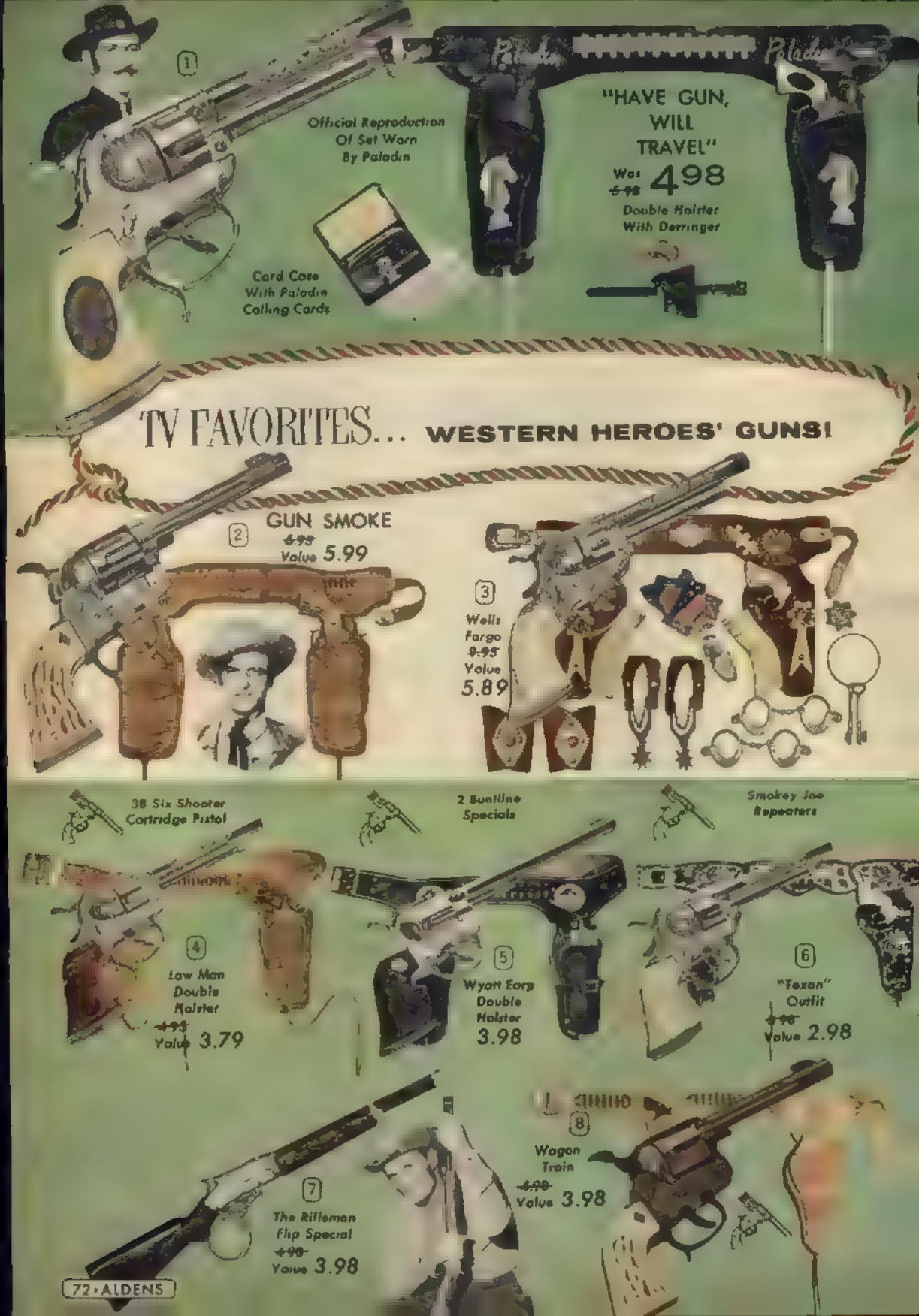
(3) "LULLABYE BABY"—the new Art Linkletter award doll! She's animated, musical . . . most amazing doll you've ever seen — she moves her head, arms, legs and body by herself! Music box plays "Brahms' Lullabye." Horsman doll of Softee vinyl. Molded hair. In flannel sleeper.
352 Y 5011—12-in. doll.
Ship. wt. 1 lb. 8 oz. **4.98**

DOLLS AT RIGHT.

(4) PRETTY "BABY SUE" — lovable, drink-and-wet doll with her own teeter chair. She's washable life-like vinyl from her molded hair down to her toes. Jointed arms, legs, moving sleeping eyes. Wears cotton playsuit. Fabric covered teeter chair; sturdy wire frame.
35 Y 5131E—20-in. doll.
Ship wt. 5 lb. **5.98**
352 Y 5165—16-in. doll.
Ship. wt. 1 lb. 15 oz. **3.98**

(5) BABY "AMY". One of the most beautifully dressed dolls anywhere at any price. She wears a frilly nylon dress with all-over eyelet pattern, also petticoat, bonnet, panties, socks, shoes. All soft vinyl with sleeping eyes, rooted hair. She drinks, wets, "coos". Vinyl bottle incl.
35 Y 5159E—25-in. doll.
Ship. wt. 6 lb. **8.98**
352 Y 5139—20-in. doll.
Ship. wt. 3 lb. 8 oz. **7.98**
352 Y 5149—16-in. doll.
Ship. wt. 2 lb. 6 oz. . . **4.98**

(6) BIG "PLAYMATES". Life-size dolls fit into little girls' clothes. All vinyl with soft vinyl head. Fully jointed to make it easy to dress. Rooted hair, moving eyes.
27-IN. "CAROL" fits size 1 clothes. Dressed in same clothes as "Rita"
35 Y 5102E—Wt. 7 lb. . **9.98**
36-IN. "RITA"—fits size 3 clothes. In nylon dress, petticoat, panties, shoes, socks.
E35 Y 5130E—Wt. 10 lb. . **16.95**
36-IN. RITA TO DRESS UP. Wears panties, socks, shoes.
E35 Y 5103E—Wt. 9 lb. . . **11.98**


1
Official Reproduction Of Set Worn By Paladin
Card Case With Paladin Calling Cards
"HAVE GUN, WILL TRAVEL"
Was 4.98 4.98
Double Holster With Derringer
TV FAVORITES... WESTERN HEROES' GUNS!
2
GUN SMOKE
6.95 Value 5.99
3
Wells Fargo 9.95 Value 5.89
38 Six Shooter Cartridge Pistol
2 Buntline Specials
Smokey Joe Repeaters
4
Law Man Double Holster
4.95 Value 3.79
5
Wyatt Earp Double Holster
3.98
6
"Texan" Outfit
4.98 Value 2.98
7
The Rifleman Flip Special
4.98 Value 3.98
8
Wagon Train
4.98 Value 3.98
72 • ALDENS

MODELS... SCALED TRUE TO REAL PLANES!

5 Historic P-40 "Flying Tiger"
List ~~12.00~~ 9.89

6 Snark SM-62 (ICBM) with Launching Pad
List ~~15.95~~ 12.98

7 "Salvo" Rockets and Launcher
List ~~3.98~~ 2.79

8 Cartoon-a-Scope
542 000 cartoons!
List ~~8.00~~ 7.99

9 8.69

10 Sneaky Pete Magic Set
Low as 2.79

11 5.98

12 Weekend Skipper Car-Boat Outfit
List ~~5.95~~ 4.69

NEW!

U.S. ARMY TANK

10.98

No terrain is too tough for Ramco's 2 bulldog tanks. Power-packed just like real fighting equipment, they advance, retreat, climb over obstacles, destroy barricades. Fascinating to watch in firing operation. Each clip holds 4 shells in brass casings shoots projectiles automatically to remote positions, ejects empty shells after firing. State size wanted

U.S. ARMY BULLDOG TANK. 22½-in. long. Uses 4 "D" batteries (not included)
35 Y 5350F. Ship. wt. 7 lb. . . **10.98**

LIGHT ARMY BULLDOG TANK. 13-in. long. Uses 2 "D" batteries (not included).
35 Y 5351. Wt. 1 lb. 14 oz. List 5.98 . **4.98**

"D" [redacted] ABOVE
35 Y 4777—Ship. wt. 1 lb. 2 oz. Mail. **4 for 85c**

NEW!

NYLINT COUNT DOWN ROCKET LAUNCHER

Turn the crank, watch the count-down, listen to the beeps. Note the "STAND CLEAR" sign go up, hear the shrill warning siren—then ZOOM—up and up goes the rocket. Thrilling realism that takes you right out to the rocket site! Raising and rotating gantry crane picks up and carries rocket to the launching pad. Three famous rockets furnished are exact replicas of the Thor, Atlas and Jupiter. All mechanical action, safe to play with anywhere. Durable modern plastic construction, soft-nosed rockets, rugged mechanisms. 21-in. long, 10⅛-in. wide, 16⅛-in. high with gantry raised.
35 Y 5355E—Mail. Ship. weight 4 lb. 5.98 list. **4.98**

All Mechanical Safe to Play

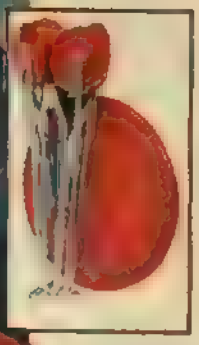
4.98

Count Down Clock And Warning Siren

NEW!

TABLE AND FOUNTAIN

—for Your Younger Social Set!



Folds Out of Way When Not in Use

Folding Metal Tea Table **10.98**

Seats 4 pint-sized party-goers. Heavy 18-gauge top; seats have extra durable baked enamel finish. Steel legs and frame are aluminum protected. 4 wide metal feet prevent sinking in mud or sand. Glides on feet protect floors. Roomy 20-in. diam. (300 sq. in.) 22-in. high, 12-in. seat. Folds. 12.98 value! Buy now and save!

35 Y 5625E—Wt. 17 lb. . . **10.98**

"Cocoa Marsh" Soda Fountain **7.99**

Everything your little host or hostess needs to create an ice cream dream! Holds ice cream, nuts, sprinkles, soda water, cherries dispenser. Free jar of Cocoa Marsh syrup, ice cream scoop, spoon, straws. Save . . 9.98 value!

35 Y 5854 . . . . . **7.99**

Ship wt. 5 lb. 3 oz.

Shop EARLY on CREDIT . . . See page 144
NO PAYMENTS 'TIL JANUARY!

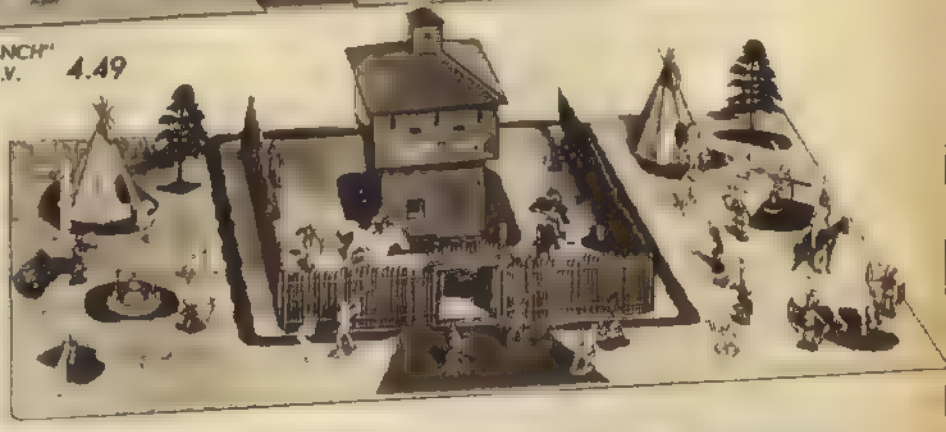
IMAGINATION! ACTION!

FOR MOST DRAMA—

Give Big Accessorized Sets Guaranteed to Thrill!

(4) *Service Station* **2.89**

(5) *"RIFLEMAN'S RANCH" Direct from T.V.* **4.49**



(6) *"FORT PITT" Complete with Frontiersmen and Indians* **3.79**

(4) **MODERN SERVICE STATION** Brightly lithographed steel station on 26x14½-in. base. Repair division, lubritorium, 2 plastic automobiles, 2 gas pumps, air pump, signs, etc.
35 Y 5430E—Ship wt 6 lb Mail **2.89**

13-PC. SET 8 foreign and domestic cars, 5 attendants. Colorful plastic.
35 Y 5411—Ship. wt. 13 oz. Mail...**88c**

(5) **"RIFLEMAN" RANCH** 9x5½-inch steel ranch house; 8½x4¼-in. bunk house. Ready for roundup are "Lucas McCain," his son "Mark", in detailed plastic. Plus 27 cowboys, 4 horses, 8 steers, buckboard, corral and more.
35 Y 5414—Wt. 3 lb. 10 oz. Mail. **4.49**

22-PC. SET Cowboys n' Horses.
35 Y 5415—Plastic. Wt. 7 oz. Mail. **88c**

(6) **"FORT PITT" PLAY SET.** Plastic blockhouse has chinked walls for rifle fire! 9 sections of stockade fence, swinging gate, 37 "live-action" plastic figures, etc. 18½x11-in. wide.
35 Y 5412—Wt. 3 lb. 2 oz. Mail...**3.79**

INDIAN SET 16-pc. set of flexible molded Indian figures besiege the fort!
35 Y 5413—Ship. wt. 7 oz. Mail....**88c**

SHOWN AT LEFT: Year 'round Activity sets with lots of pieces for hours and hours of fun!

(1) **"CAPE CANAVERAL" MISSILE BASE.** Put the excitement of space travel under your child's Christmas tree! Missile base has everything—5 spring-operated launchers with 5 types of missiles! Lithographed steel headquarters building is 12x4x13¾-in. high, has observation platform, antenna, velocity indicators. 32 scientist-engineer "live-action" polyethylene figures, realistic space accessories, 4 steel fence sections, 9 plastic sections.
35 Y 5432E—Ship. wt. 7 lb. Mail. **6.99**

(2) **DELUXE SERVICE STATION** It's fun to service miniature cars in this well equipped service station. Station is sturdily constructed of brightly lithographed steel and mounted on 26x14½-in. base. Features elevator to roof parking for the 2 plastic cars, exit ramp that runs from roof to base, grease and wash racks, show-windows, take-apart wrecker truck, gas pumps, grease machine, counter, water can, wash stand, air pump and more!
35 Y 5444E—Ship. wt. 7 lb. Mail. **3.89**

(3) **LAZY-DAY FARM SET.** They'll love "farming" with this huge 86-pc. set! 2-story lithographed steel barn has authentic details. Lots of farm equipment plus "live-action" people. Size: 13½x8¾-in. wide. Brightly colored.
35 Y 5431E—Wt. 6 lb. Mail.....**4.69**

LITTLE LAZY-DAY FARM. 44-pcs. 1-story barn, tractor, tools, figures.
35 Y 5429—Wt. 3 lb. 2 oz. Mail....**2.79**

PLASTIC Animals, Implements. 67-pc.
35 Y 5471—Mail
Ship. wt. 7 oz...**88c**

SHINY STEEL TRUCKS

POWERHOUSES PACKED WITH ACTION!

1 Reg. ~~3.49~~ 2.89

2 3.99

3 Reg. ~~2.98~~ 2.39

4 4.99

5 5.99

6 1.99

7 Newest! Trucking Terminal with Trucks 'n Everything! 6.99

3
"Ruthie"
14-in.
4.98
18-in.
6.98
4
15 inch
Shirley Temple
7.98
DOLLS MODELED ON
REAL LIFE GIRLS
5
1 yr. old
"Suzy"
List Price
$20.00
17.98
3 mo. old
"Bonnie"
List Price
$15.00
12.98
6
3 yr. old
"Patti"
7
List Price $30.00
24.95

(1)-(7) BIG WARDROBE OF NEW STYLES for all 12-in., 15-in., and 18-in. dolls . . . Save on the complete wardrobe, or buy them separately (see chart at right)! Wardrobe includes: (1) Woven rayon coat and a hat; (2) Embossed cotton housecoat; (3) printed flannel "Granny" pajama; (4) Cotton print jumper dress; (5) Cotton print sailor dress; (6) Fine taffeta Tyrolean style dress; (7) Fur-like coat, with matching beret and muff. All garments have a hanger and a bag . . . protective poly bag is provided for "furs".

Catalog No.	Ship. wt.	Description	12-in.	15-in.	18-in.
Thru 7 35 Y 5081	12 oz.	Complete Wardrobe	5.69	6.69	7.79
(1) 35 Y 5080	4 oz.	coat and hat	1.00	1.19	1.39
(2) 35 Y 5078	4 oz.	housecoat	1.00	1.19	1.39
(3) 35 Y 5079	3 oz.	granny pajama	1.00	1.19	1.39
(4) 35 Y 5076	3 oz.	jumper dress	1.00	1.19	1.39
(5) 35 Y 5077	3 oz.	sailor dress	1.00	1.19	1.39
(6) 35 Y 5075	3 oz.	Tyrolean dress	1.00	1.19	1.39
(7) 35 Y 5083	3 oz.	fur-like coat, hat, muff	1.98	2.49	2.89

SHOWN AT RIGHT: Beautiful grown-up dolls—right out of a little girl's dreams

(8) 12-INCH HIGH "SHIRLEY TEMPLE" . . . a miniature of the dimpled darling little mothers of the "thirties" cherished . . . more popular now! Beautiful rooted Saran hair set in Shirley's famous curls; sleeping eyes; dimpled cheeks. Lovely washable "skin" of soft vinyl. Dressed in dainty rayon taffeta slip, with matching panties both lace-trimmed! She also wears socks, vinyl shoes. Ribbon in hair.
352 Y 5015—Shipping wt. 1 lb. 4 oz. 3.74

(9) 11½-IN. "BARBIE", TEEN FASHION MODEL DOLL. Shapely, glamorous Barbie is a fun-loving teen with a grown-up figure. She wears her rooted Saran hair in a soft pony-tail . . . Movable arms, legs, head make her easy to dress! Special pedestal keeps her on her feet. Barbie comes dressed in striped jersey swimsuit, with sun glasses, hoop earrings and vinyl "clogs" for beach. Vinyl plastic.
352 Y 5142—Shipping wt. 14 oz. 2.79

Wardrobe for "Barbie", 11½-in. model above:

(9A) "Sweater Girl" outfit: knit sweater set; zippered skirt; knitting book, needles, yarns, scissors, shoes.
352 Y 5146—Shipping weight 6 oz. 2.79

(9B) Lined fleece coat, felt hat, gloves, bag, shoes.
352 Y 5145—Shipping wt. 8 oz. 1.98

(9C) "Evening Splendor" ensemble: Hi-style "Golden" brocade dress, matching evening coat with rich-looking fur-like fabric cuffs, hat. Elegant pearl-like jewelry.
352 Y 5148—Shipping wt. 8 oz. 3.88

(9D) "Suburban Shopper" outfit: Zip-back cotton sundress; straw hat, fruit-filled tote bag, necklace, pumps. Telephone.
352 Y 5144—Shipping wt. 8 oz. 1.98

(9E) "Winter Holiday" outfit: Leather-like car coat; hooded "t"-shirt; zippered knit pants, gloves, shoes, plaid zipper bag. She's all set for outdoor fun!
352 Y 5147—Shipping wt. 8 oz. 2.98

(9F) Fashion Undergarments: Pleated tricot half-slip with matched panties. Embroidered tricot girdle and strapless bra.
352 Y 5143—Shipping wt. 5 oz. 88c

Wardrobe for 12-inch "Shirley Temple" doll

(8A) 352 Y 5019—Sailor suit, hat, shoes. Wt. 8 oz. 2.89
(8B) 352 Y 5016—"Heidi," outfit—Tyrolean dress, panty. Shipping weight 8 oz. 1.98
(8C) 352 Y 5020—1 pr. Shoes and Socks. Wt. 3 oz. 58c
(8D) 352 Y 5017—"Rebecca of Sunnybrook Farms" —Overalls, shirt, straw hat. Ship. wt. 8 oz. 1.98
(8E) 352 Y 5018—Scotch costume, shoes, socks. 8 oz. 2.89

(10) "SWEATER SUE" TEAR DOLL—a darling drink 'n wet baby! All soft vinyl with movable arms, legs, head. Rooted Saran hair for a little mother to wash, curl. Go-to-sleep glassene eyes. Wears cotton knit outfit—sweater, bonnet, panties. Plastic bottle with screw-on top.
352 Y 5195—18-in. doll. Weight 2 lb. 12 oz. 5.98
352 Y 5196—16-in. doll. Weight 2 lb. 4.98
352 Y 5197—13-in. doll. Weight 1 lb. 6 oz. 3.98

(11) "BETSY WETSY" WITH ROOTED HAIR—America's sweetest, most lovable baby doll! Just like real baby—drinks from her bottle, wets her diaper, weeps big tears. Lustrous rooted Saran hair can be shampooed, set, brushed; thick-lashed eyes go-to-sleep. All vinyl with separated fingers and toes, jointed arms and legs. Loves a bath!

"Betsy" with Layette and Suitcase. "Betsy", wearing 2-pc sunsuit and diaper, comes in a sturdy suitcase with complete layette of dress, bonnet, petticoat, booties (in assorted colors). Rubber pants, diapers, pins, washcloth, soap, 3 powder puffs, tissues, clothespins, bottle.
352 Y 5155—16-in.; layette, suitcase. 4 lb. 3 oz. 10.98
352 Y 5156—13½-in.; layette, suitcase. 3 lb. 4 oz. 8.79
352 Y 5157—11½-in.; layette, suitcase. 2 lb. 10 oz. 6.98

16 and 13½-in. "Betsy" with Layette Only. In shirt, diaper, layette except no clothespins, rubber pants. Gift boxed.
352 Y 5129—16-in. doll, layette. Wt. 4 lb. 11 oz. 8.79
352 Y 5128—13½-in. doll, layette. Wt. 4 lb. 8 oz. 7.79

11½-in. "Betsy" with Layette Only. "Betsy" in diaper with layette of diaper, gown, bottle, pins, puffs, soap.
352 Y 5127—In gift box. Wt. 2 lb. 14 oz. 5.89

Buy EARLY on CREDIT . . . NO PAYMENTS 'TIL JANUARY! See page 144

ALDENS

SHOP AT HOME AND SAVE AT ALDENS

1959

Christmas Book

6½ Ft. Stainless
METAL TREE
13.99
Ornaments and Tree
Sold on page 64

BUY ON CREDIT
Order before Nov 14
No Monthly Payments 'til
January—see Page 144

ALDENS
CHICAGO 7, ILLINOIS

NEW!

16-in. "Penny" baby doll with Soft "Perma-Curl" rooted hair

Regular 4.98 list price **2.99**

Her "penny-bright" hair is permanently rooted and Perma-Curled to keep it neat and shiny [illegible]. She sparkles with her cute teddies. A very cuddly baby with jointed arms and legs of rechargeable Molded vinyl face with glassene sleeping eyes, long lashes, and "coo" voice. Her dress is embossed cotton with a Ninon pinafore. Also cotton panties, rayon socks, vinyl shoes. 14-piece wardrobe sold on page 46.

352 Y 9001 Ship wt 1 lb 14 oz . 2.99

2-A.DENS 1

ONLY BOATS WITH TAYLOR MADE SAFETY GLASS WINDSHIELDS ARE '59 NEW!

Crystal-clear beauty...scratch-proof...built to last a lifetime!

The difference between just any boat and one that's '59 *new* is this sparkling, crystal clear wrap-around windshield of *Tempered Safety Glass*, exclusively Taylor Made!

The especially treated, super-strong heat-tempered glass has proved resistant to impact, stress and strain. So strong that in actual tests, a pound-and-a-half steel ball dropped 20 feet didn't mar its beauty!

A Taylor Made Safety Glass Windshield means you can enjoy the safety and convenience of windshield wipers too! And you can polish this windshield to your heart's content . . . it's scratch-proof!

Don't settle for last year's features. Insist on a '59 *new* boat when you buy! A Taylor Made Safety Glass Windshield is *the* feature for '59 on the finest boats coast-to-coast.

EXQUISITE BEAUTY

—gleaming wrap around glamour that only the sparkling beauty of glass can give you

COMPLETE VISIBILITY

—crystal clear and distortion-free with no obstructions to wide angle vision. And no worry about vision impairing scratches!

SUPER [illegible]

—specially treated heat tempered glass that has been tested and proved resistant to impact, stress and strain

EXTRA ECONOMY

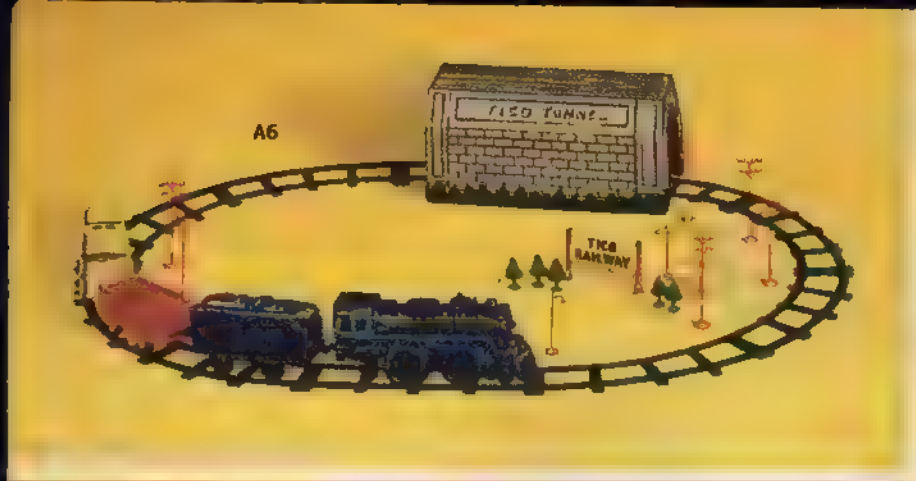
—you can have this '59 new glamour at a surprisingly low price. And Taylor Made Tempered Safety Glass is built to last a lifetime of carefree boating!

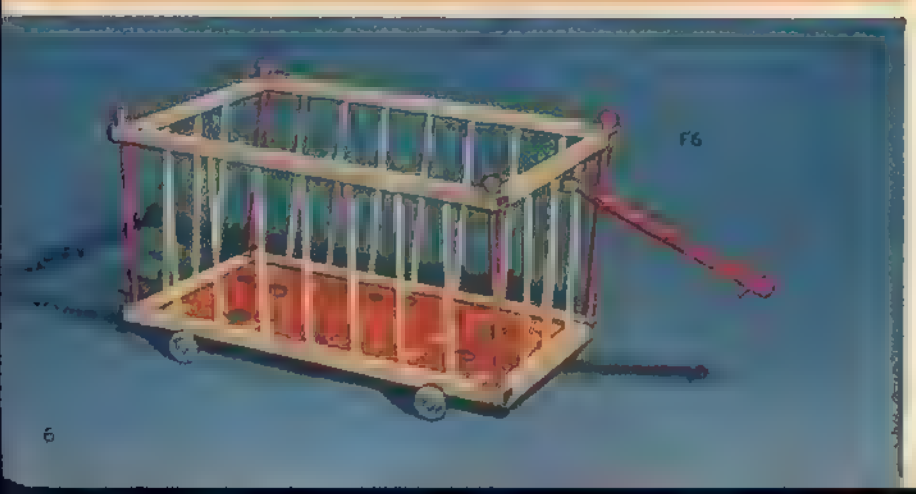
write for free full color catalog and list of boat manufacturers featuring Taylor Made Safety Glass

Taylor ★ MADE

N. A. TAYLOR CO., Inc., GLOVERSVILLE 41, N. Y.

THE FINEST MARINE EQUIPMENT IS TAYLOR ★ MADE





A6 UNBREAKABLE TRAIN AND TRACK SET
Tico Toy's battery* operated set is made of unbreakable polyethylene . . . Poly track is over 8 ft. long! Locomotive, coal tender, freight car, caboose. Realistic tunnel cutout and 15 plastic train accessories. 3 to 7 yrs. **$2.98**

B6 CALLING ALL WEEKEND SKIPPERS!
A "different" toy from Fleetline, for 4 to 9 yr. olds. Plastic Viking Cabin Cruiser, metal Lincoln Continental hardtop convertible and a trailer for the boat! . . . **$5.98**
OTHER BOATS AVAILABLE . . . **$1.98 up**

C6 TAKE-APART CLOCK THAT WORKS!
Hubley's 11½" high plastic Tic Toy Clock actually keeps time for 14 hours! Fun for busy hands to take apart and put together thru a color-keyed gear assembly. A delight for 5 to 15 yrs. **$4.98**

D6 FUN TO LOAD STOCK YARD TRUCK!
Hubley's Stock Yard Truck means hours of fun for ages 3 to 7. Three plastic pigs "walk" out of the truck when side is opened! **$1.98**

E6 TOT RAILROAD FOR BEGINNERS
Lincoln Logs designed this set for 2 to 9 yr. olds to make many different track bridge and switch combinations. 88" of plastic railway and 3 colorful wood cars. **$2.98**
12 FT. SET ..... **$4.98** 17 FT. SET **$7.98**

F6 PICK-UP WAGON HELPS MOMMY, TOO!
Large enough to gather up all the toys youngsters 2 to 6 treasure. Makes a good storage place, too! Gay colors, swivel-type handle, Lucite 2" wheels, strong and sturdy. By South Bend. **$5.98**

G7 CARRIER WITH FLYING HELICOPTER!
Eldon's Aircraft Carrier has a helicopter that flies, a real catapult for launching 4 fighter planes! Hatch opens for storage. It rolls, floats, delights 3 to 7 yrs. **$2.98**
ROCKET FIRING ATTACK TRANSPORT **$2.98**

H7 HELICOPTER SET FOR ACTION!
Rotary propeller spins 'round as Eldon's plane is pushed or pulled. Carries jeep with machine gun, 4 marines, loading ramp. 3 to 7 yrs. **$1.98**
CARGO PLANE . . . ROLLS, FLOATS! ..... **98¢**
CARGO PLANE . . . 3 VEHICLES AND RAMP. **$2.98**

J7 CAR FERRY WITH 18 CARS!
Float it! Roll it! Eldon's unbreakable Car Ferry has locking gates, searchlights, life boats retractable ramps. 2 to 5 yrs. will love the 18 trucks, cars, station wagons on wheels that move. A real fun toy! **$2.98**

K7 FIRE ENGINE PUMPER SPRAYS WATER!
A 2 ft. hose that sprays water automatically, is coiled on a reel of Eldon's Seagrave Engine. Connector hoses, tank, pump, removable ladder, and 2 firemen. 3 to 8 yrs. **$2.98**
SEAGRAVE FIRE ENGINE AERIAL LADDER **$2.98**

L7 RACER REALLY STEERS!
Eldon's Indianapolis-Type Racer is authentic in every racing detail. Full round racing tires with jack to remove them. Hood opens, simulated engine inside. Front wheels turn. 1½ to 4 yrs. **$2.98**

M7 CEMENT MIXER REVOLVES AUTOMATICALLY!
Imagine the fun 2 to 7 yr. olds will have with Eldon's Heavy Duty Cement Mixer! When truck is pushed, mixing drum revolves. Platform raises for dumping. Hand crank also turns drum. **$4.98**

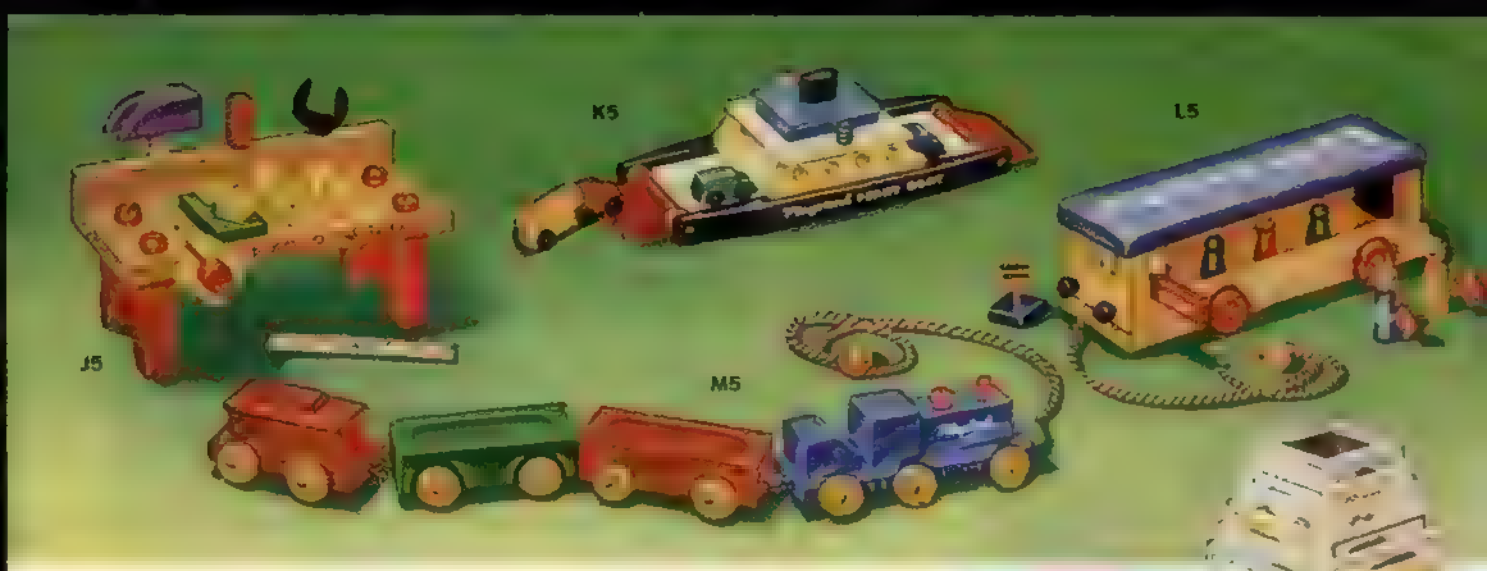
N7 MISSILE REALLY TAKES OFF!
Eldon's authentic Air Force Matador-Type Missile with launcher on truck trailer for experts 4 to 8 yrs! Launcher can be elevated. Count-down firing wheel, too. **$2.98**
MATADOR WITH LAUNCHER ..... **98¢**

P7 DUMP TRUCK TAKES HARD PLAY!
This heavy duty Dump Truck by Eldon can really take it. Truck bed is raised by a hand lever. Tailgate automatically opens to discharge load. 3 to 8 yrs. **$3.98**

Q7 HARD-WORKING POWER SHOVEL!
Eldon's heavy duty replica works like the real one! Cab swivels, boom raises and lowers, shovel opens for dumping, and treads really move! For young construction workers 2 to 7 yrs. **$4.98**

R7 RIDE THE LOCOMOTIVE!
Eldon's Railroad Locomotive is so big 1½ to 4 yr. olds can ride on it! Adjustable steering handle, bell rings; safe and sturdy; perfect for indoor or outdoor play. **$7.98**

*Batteries not included



A4 KIDDY CAR-GO—FOR TOTS

Playskool's safe exciting new indoor 3 wheeler that toddlers can ride fix up, haul with! All wood nuts and bolts, and rubber tired wheels that can't mar Mommy's floor 1 to 2½ years. $8.00

B4 NURSERY PUZZLE PLAQUES

Playskool has favorite nursery "friends" in puzzle form 11 to 22 non-toxic, lacquered plywood pieces to delight 2 to 6 year olds. ..... each $1.50
SIMPLE PUZZLE PLAQUES $1.50
INTERMEDIATE PUZZLE PLAQUES $1.50
ADVANCED PUZZLE PLAQUES $1.50

C4 LANDSCAPE PEG SET

A raised scenic peg board lets 3 to 8 year olds build a world of their very own with houses, boats, light poles, cars! By Playskool for hours of play. Wonderful for "stay-a-beds," too! $2.00

D4 COL-O-ROL WAGON

Young builders construct towers . . . bridges! Playskool's streamlined wagon stores and hauls rods, cylinders, cubes! All in gay non toxic colors. 2 to 5 years. $3.00

E4 COLOR AND RE-COLOR BOOKS

Color, wipe clean and re-color for hours of fun! Jack Built's sturdy coloring books come complete with crayons. Magic Wipe-Off Whiteboard in back of each book for self expression. 13 favorite titles; also "Lots of Things to Do" for 2 to 8 yr. olds to learn while playing ..... each 98¢

F4 MUSICAL CLOWN ROLY POLY

As much fun as the Big Top itself! Knickerbocker's 8" colorful plastic clown rocks and rolls to merry music! For 6 mos. to 2 years. $1.29
11½" MUSICAL CLOWN ROLY POLY $2.29

G4 MUSICAL COME-BACK TOY

3 musical bells tinkle jollily as this charming plastic toy by Knickerbocker rolls away and returns all by itself to happy hands. Assorted colors. 6 mos. to 2 yrs. $1.29
COME BACK TOY (no bells) ..... 98¢

H4 ABC FLANNEL BOARD

Makes learning fun! Children learn spelling and numbers easily! 107 pieces cling to Saalfeld's Flannel Board. Can be used over and over. 3 to 10 yrs. $1.98
FLANNEL BOARD EASEL, 75 pcs. $1.98
MR. AND MRS. FLANNEL FACE ..... 98¢

J5 WORKBENCH . . . LIKE DADDY'S!

A real thrill for small fry! Complete with hammer, ruler, wrench and screwdriver. Playskool's Workbench lets 2 to 5 year olds pound and take apart till their heart's content! $2.50

K5 LAND LUBBER'S FERRY BOAT

Load and unload cars . . . even a truck cab with trailer! Playskool's realistic ferry boat will help ages 2 to 5 sail thru many happy hours. Non-toxic colors, of course $3.00

L5 SCHOOL BUS—LOOKS REAL!

Oh, what fun this Playskool bus offers! Seats 7 passengers! 2 Patrol students carry "stop" flags. Front and rear doors swing out or take apart. Teaches valuable safety lessons, too. 2 to 5 yrs. $4.00

M5 FREIGHT TRAIN FOR TODDLERS

A tiny tot's first train—smooth finish wood of course, in non toxic colors by Playskool. Locomotive, caboose and two cars couple or uncouple easily for small fingers. For 1 to 2½ yrs. $3.00
JUNIOR PLAY TRAIN $2.00

N5 GOLDEN BOOK* BLOCKS

Pre-schoolers' delight! 8 nested blocks delightfully decorated with the famous Golden Book* animal alphabet series. By Playskool in sweet-smelling, genuine California Red Wood. 2 to 7 yrs. $5.00

P5 DAIRY WAGON HAS 6 BOTTLES!

Junior Milkmen can pull truck for door to-door deliveries! Or pick up carrier with bottles to take upstairs! A wonderful "keep 'em-busy" toy for 1½ to 3½ yr. olds. $2.50

Q5 DUFFLE BAG O'BLOCKS

Imagine 120 blocks of their very own, all sizes and shapes, for building, stacking, hauling! Packed in a strong, washable twill storage bag. Every youngster from 3 to 6 will be delighted with these smooth finished colorful blocks by Playskool. $5.00

R5 DE LUXE PEG DESK

Non tip activity desk means hours and hours of busy, creative work for 3 to 8 year olds. Hammer-nail fun! Blackboard designs! Landscape peg play! 29" long, 23" high. A well constructed toy by Playskool. $10.00

*© Artists & Writers Guild, Inc. and Golden Press, Inc.

NEW! JET FIGHTER COCKPIT

Thriller for jet-happy jun ors! Simulates actual flight and combat! Pilot checks instrument panel, operates throttle. Air speed registers from 200 to 1800 mph. When fighter is airborne, he can fly by radar, following the moving "blip" on the scope with control stick! Red warning flashes off course! Pilot controls, focuses 6 moving targets which are projected and move across wall at 6 different levels! He fires with audible machine gun—if enemy is out of range he switches to rockets! He can aim and fire—a hit stops moving targets! Uses standard flashlight "D" batteries (not incl. see pg. 91), 4 safe suction cup rockets. 35 Y 5347E – 16x12¾x11¾-in. plastic. Motors last 100 hrs. 8 lb. **16.98**

STEVE CANYON JET HELMET. Lift-up visor, voice transmitter. List 2.98. 35 Y 5348—Snap-on "oxygen mask", incl. Fits all sizes. 1 lb. 5 oz. **2.79**

Steve Canyon Helmet 2.79

Amazing Realism! 16.98

Z-I-I-I-I-I-N-N-N-G!

NEW!

RICOCHET CAP CARBINE

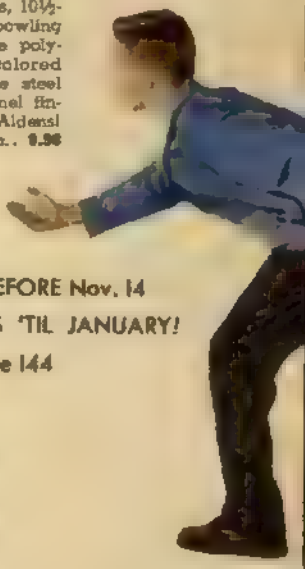
A combination of sound and action make this rifle one of the most exciting guns we have seen. Molded of hi-impact plastic, it has a die-cast metal cap mechanism and cocking lever. Caps (not included) are fired by trigger action. After cap is fired, a shell is ejected and a voice box emits a whine just like a ricocheting bullet! Shells are molded in plastic and both shells and caps are easy to load and reload. Very realistic!
35 Y 5740E—Mail. 8 shells 1¼-in. long incl. Wt. 4 lb.... **3.49**

Ricochet Carbine 3.49

NEW BOWL-O-MATIC

Automatic Pin Setting Device Sale, Polyethylene Pins and Balls **9.98**

Imagine the fun of a child-size bowling alley right in your own home! What's more, no more scattered pins to collect, pick up and set up. Ingenious hand lever instantly sets the 10 pins in standing position—ready for next game. Endless fun for the youngsters (no danger to home furnishings either). White pins, 10½-in. high, and 2 Black bowling balls are unbreakable polyethylene. Brightly colored base is heavy gauge steel with baked lustra-namel finish. 12.98 List—9.98 at Aldens! 235 Y 6825E—Wt. 16 lb.. **9.98**



Buy on CREDIT BEFORE Nov. 14

. . . NO PAYMENTS 'TIL JANUARY!

See page 144

NEW COMPLETE DISK JOCKEY OUTFIT

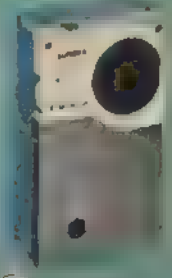
4-Speed Phono, Mike Remote Speaker Earphone **37.95** *3.00 Down*

Fashioned after equipment real D.J.'s use. Includes: professional microphone, headphone, loud speaker with 20-ft. cord, 4 speed amplified phono, control panel. Turntable with 45 rpm insert, high-gain amplifier, full-range volume control, sapphire needle, cartridge. Not only fun-packed toy but practical too. Use as regular phono, to train voice for public speaking, dramatics, sing-along with any record or just party fun. AC. Carry case, removable lid
35 Y 4090E—Ship wt. 12 lb. 39.95 List....at Aldens **37.95**

GREATEST SELECTION OF TRANSISTOR RADIOS

FINEST GIFTS AT LOWEST POSSIBLE PRICES

1 Transistor Clock Radio
59.95 3.00 Down



4 Transistor
Shirt Pocket Size 22.95
FREE Case, Battery, Earphone

3 Famous R C A
39.95 up
3.00 Down

WORLD'S SMALLEST

Shirt-Pocket Transistor Radio

SPECIAL OFFER ~~39.95~~ Value **28.88**

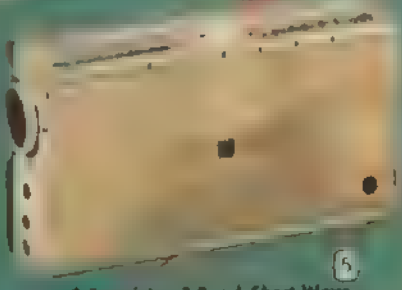
★ Free: Leather Case, Battery, and Earphone

Aldens low price puts this fine radio within everyone's reach! World's smallest 6-transistor is only 2¼x3½x1⅛-in., weighs 7.4 ounces, fits in your shirt pocket! Clear, long-range reception through powerful 2¼-in. built-in speaker. 540-1600 KC. Leather case, earphone for private listening, and long-lasting Mercury battery, **ALL INCLUDED FREE!** Carry it with you anywhere! Choice of colors: Red/White or Green/White.

336-ALDENS

Mailable. Shipping wt. 2 lbs.
41 Y 4775E—39.95 Val. **28.88**

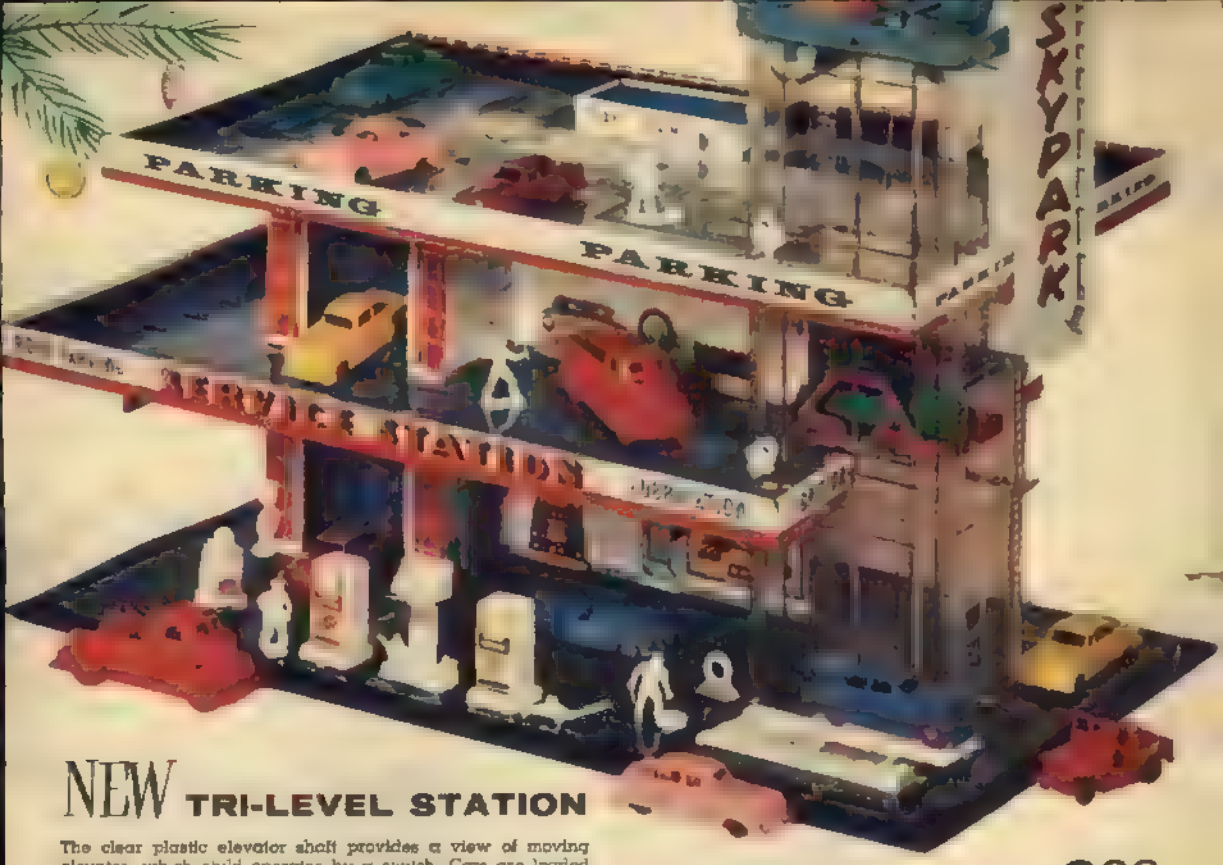
4 GE Pocket Size
29.95 up 3.00 Down



5 9 Transistor 2-Band Short-Wave
Mfg. List ~~59.95~~ 49.95 3.00 Down
FREE Leather Case, Batteries, Earphone

6 3 Transistor
Vest Pocket Size
FREE Battery
~~19.95~~ List 15.95

7 7-Transistor Clock Radio 49.95 up 3.00 Down



NEW TRI-LEVEL STATION

The clear plastic elevator shaft provides a view of moving elevator which child operates by a switch. Cars are loaded on the bottom, ejected on the upper levels. Station is equipped with 10 polyethylene cars, a jeep, wrecker truck, open body truck, gas pumps, grease rack, signs and attendants. Beautifully constructed, fun to operate. 6.98 value.

35 Y 5435E—(Battery not included—see below) 9 lb. . **6.98**

With Battery Operated Plastic Elevator **6.98**

"D" BATTERIES for Service Station and Arcade
35 Y 4777—Standard flashlight size. Wt. 1 lb. 2 oz. . . **4 for 85c**

NEW

Portable "Futura" Radio! Tiny, Compact, Fits in Palm of Hand

8.98

NEW

Penny Arcade Complete With Wonderful Bag of Prizes! (Penny Returns!)

10.98

~~2.98~~ List

ALL TRANSISTOR

Featherweight! Reflex circuit, volume control. Hi-Fi earphone for personal listening! No aerial, no ground needed—battery lasts over 500 hours! Unbreakable plastic case. 10.74 List!

353 Y 5430—9 Volt battery incl. Wt. 14 oz. . **8.98**
353 Y 4784—Extra battery for above. 3 oz. . **.75c**

"CONEY ISLAND" ARCADE

Put penny in slot, watch motor driven turntable rotate. Use both hands to operate bucket claw to get toy wanted—but hurry, timer only allows a few seconds. Control levers to move toy to trapdoor. Molded of high-impact plastic—15¾x10⅞x13-in. high. Operates on 2 "D" batteries. Sold above.

35 Y 5360E—Batteries not incl. Wt. 7 lb. **10.98**

(1) 3-D Viewer **1.89**

TRU-VUE®

(2) Jr. 3-D Viewer Set **1.19**

Single Picture 3-D Cards **6 for 1.99**

(1) TRU-VUE 3-D VIEWER of durable black, red plastic; high gloss finish. Side button to advance story card thru viewer.
363 Y 9192—Wt. 14 oz. **1.89**

GIFT SET Viewer w/choice of 3 story cards in gift box.
363 Y 9194—1 lb. 4 oz. **2.79**

(2) JR. 3-D VIEWER SET—Choose 1 story: Sleeping Beauty, Mighty Mouse, Lone Ranger, Donald Duck.
363 Y 9169—Wt. 14 oz. **1.19**

JR. VIEWER GIFT SET—with choice of 3 color picture stories (listed above). Mail.
363 Y 9178—Wt. 14 oz. **1.69**

Picture Cards For Tru-Vue Only

SINGLE CARDS
State Cat. No., Reel No.
363 Y 9190—3 oz. 6 for 1.89
• New this Xmas

Children's Subjects
D1 Mickey Mouse
D2 Donald Duck
D3 Pluto
D4 Pinocchio
D5 Snow White
D6 Peter Pan
D8 Disneyland (Main St.)
D9 Disneyland Frontierland
D20 Mickey Mouse—Parade
D21 Mickey Mouse at Circus
D22 Mouseketeers
D23 Bambi
D24 Zorro
F1 Cinderella
F2 Red Riding Hood
F3 Jack and the Beanstalk
F4 The Three Little Pigs
F5 Goldilocks, 3 Bears
F6 Sleeping Beauty
F7 Hansel and Gretel
F8 Little Black Sambo
F9 Ugly Duckling
F10 Rumpiestiltskin
F11 Magic Carpet

M15 Gulliver in Lilliput
•M16 Gulliver's Escape

S2 Night Before Xmas
S5 The Littlest Snowman
S3 Rudolph the Red nosed Reindeer
T2 Wild Bill Hickok, Jingles
T10 Annie Oakley
T12 Lone Ranger's Mask
T13 Lone Ranger, Map
T14 Lone Ranger, Raiders
T18 Wild Bill Hickok and Soldier
T19 Wild Bill Hickok, Swindlers
T20 Rin-Tin-Tin
T22 Bugs Bunny
T23 Woody Woodpecker
T24 Tom and Jerry
T25 Mighty Mouse
•T26 Lassie and Timmy
•T27 Roy Rogers, Trigger
•T28 Popeye, "Spinich Bait"

3-CARD ALBUMS
363 Y 9193—3 oz. 2 for 1.89
DA1 Disney Album
DA2 Disney Album
DA4 Disneyland Park Album
DA5 Fantasyland Album
DA7 Mickey Mouse Club
FA1 Fairy Tale Album
FA2 Fairy Tale Album
FA3 Fairy Tale Albums
MA1 Robin Hood Album
MA3 Tom Sawyer Album
•MA4 Gulliver's Album
SA1 Christmas Stories
WA2 Lone Ranger
WA3 Wild Bill Hickok
ZA1 Performing Animals

VIEWMASTER VIVID 3-D REEL-PACKETS

Picture Cards For Viewmaster Only

★ 21 Scenes in each packet ★ Startling Stereo effect

LOOK! 3 REELS IN EACH PACKET (For Viewmaster viewer only). Pertaining to one subject. When ordering 2 packets, be sure to state the catalog number and specify 2 titles. Subject selection is varied enough to please each and every member of your family. Seven scenes appear on each reel with each scene creating a genuine 3-Dimensional effect! Pre-school children will enjoy reels such as Donald Duck, The Littlest Angel or Mighty Mouse. Older children love the Adventure or Nature Series Packets, or the popular-this-season Zorro (from the Television series). For travel-lovers there are breathtaking views of scenic wonders from all over the world . . . thrills for the whole family! State titles of each packet desired. All reels (see titles below) Postpaid. (• means new this Christmas).
363 Y 9157—2 Packets (contains 6 reels).....**2.50**

Travel Packets
Alaska
Carlsbad Caverns
Cypress Gardens
Grand Canyon I
Grand Canyon II
Great Smokies
•Hawaii, the 50th State
•Islands of Hawaii
New York City
New York Sightseeing
Niagara Falls, Scenic
Niagara Falls, Sightseeing
San Francisco
Washington, D.C.
Yellowstone Park
United Nations

Nature Series Packets
Hunters of the Forest
Hunters of the Plains
In Darkest Africa
Parrot Jungle
Performing Animals
Sequoia and Kings' Canyon
Strange Animals of the World
Wild Birds
Marine Studios
Wonders of the Deep

Famous People Packets
Cowboy Stars
Cowboy Stars' Adventures
•Roy Rogers
Roy Rogers, King of Cowboys
Royal Canadian Mounted Police

Christmas Series Packets
Birth of Jesus
Christmas Carol
Christmas Story
Jesus Teaches Forgiveness
Miracles of Jesus
Night Before Christmas
Parables of Jesus

Story-Adventure Packets
•Aesop's Fables
Alice in Wonderland
Annie Oakley
Arabian Nights
Walt Disney's Bambi
Battle of the Monsters
Bobby, The Bunny
•Bugs Bunny
Captain Kangaroo
Children's Zoo
Disneyland I, Main St., USA
Disneyland II, Frontierland
Disneyland III, Adventureland
Disneyland IV, Fantasyland
Disneyland V, Tomorrowland
Donald Duck
•Moon Rocket, Guided Missiles
Hans Christian Anderson
Heidi
•Lassie and Timmy
Lone Ranger
•Mickey Mouse
Mickey Mouse—Disneyland
Mighty Mouse
Mouseketeers
•Popeye
Riders of the Desert
Rin-Tin-Tin
Robin Hood
Rudolph Shines Again
• Sleeping Beauty
Snow White
•Steve Canyon
Three Musketeers
20,000 Leagues Under The Sea
•Treasure Island
Two Mouseketeers
The Wizard of Oz
Woody Woodpecker
Cherokee Indians
Goofy
Little Angel
Peter Pan
Santa's Workshop
• Wild Bill Hickok and Jingles
•William Tell
Zorro

Buy EARLY on CREDIT . . . See page 144

5

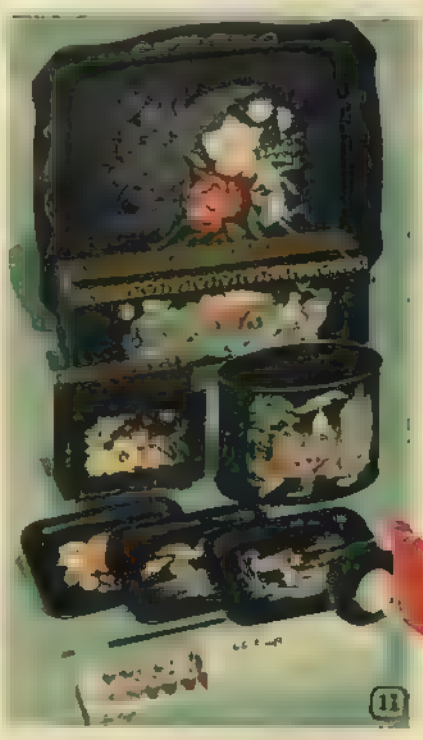
6 79-Piece Burn-Rite 8.98

IN ASTONISHING REALISM!

HOURS OF FUN FOR ALL AGES

9 Realistic Grasshopper List ~~1.30~~ 1.19

8 Authentic Bumblebee List ~~1.30~~ 1.19



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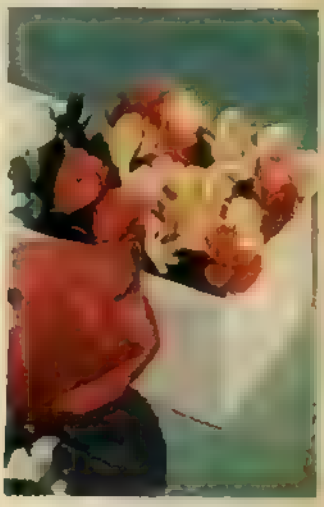
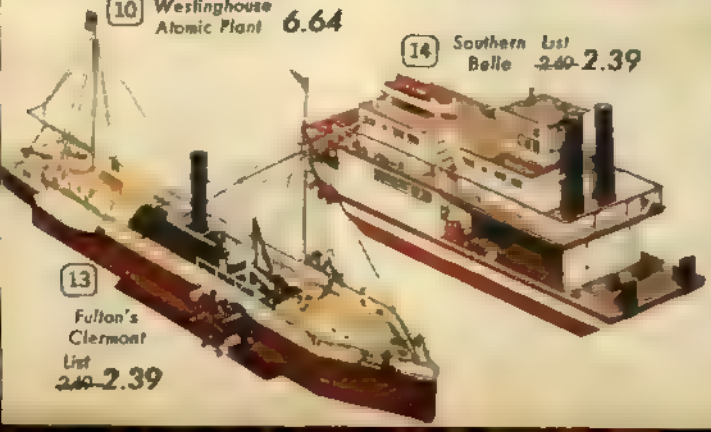


7 Do-it-yourself Rose Outfit 3.49

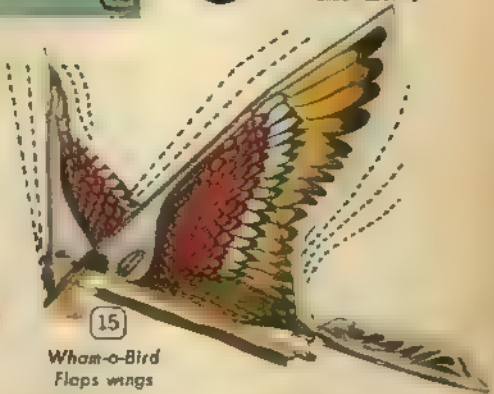
12 Electric Hot-Rod Kit List ~~2.98~~ 2.79

10 Westinghouse Atomic Plant 6.64

14 Southern Belle List ~~2.60~~ 2.39



13 Fulton's Clermont List ~~2.60~~ 2.39



15 Wham-o-Bird Flaps wings List ~~1.98~~ 1.69

UNBREAKABLE POLY TOYS

A8 CARAFE SET—SO SMART TO SERVE WITH!
The latest thing for hostesses 2 to 8 yrs. Carafes in Worcester's set look like sparkling glassware but all pieces are unbreakable. 19 pc. Service for 4 **$1.98**
9 PC. SERVICE FOR 2 **98¢**

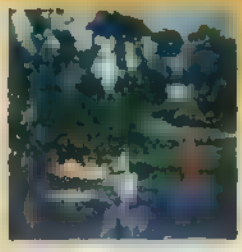
B8 KEEPS "LITTLE COOKS" HAPPY!
Aluminum Specialties' 11 pc. miniature set of famous Chilton Ware will tickle girls from 2 to 9. Assorted pots and pans—even a percolator and whistling tea kettle! **$2.98**
CHILTON WARE 8 PC. POT & PAN SET **$1.98**
CHILTON WARE 7 PC. COFFEE & TEA SET . . . **$1.98**

C8 25 PC. RAGGEDY ANN TEA SET
Banner's tea sets are gaily decorated with storybook characters from "Raggedy Ann." Unbreakable plastic with metal plates and saucers. 2 to 8 yrs. Service for 3 . . **$1.98**
32 PC. SERVICE FOR 4 . . . **$2.98**

VIEWMASTER

Hours of fun in 3 DIMENSION

All Postpaid



Stereo Gift Set 2.95

2

1

Standard Viewer Was ~~2.50~~ 1.75

1 STANDARD VIEWER—Was 2.50. See colorful 3-D scenes. Fingertip controls change pictures automatically. Vivid stereo shots have life-like depth. Metal, plastic construction; accurately ground lenses. 363 Y 9154—Free composite Reel! Postpaid.....1.75

2 VIEWMASTER STEREO SET–Breathtaking realism! Set includes Standard Viewer, composite reel, and choice of 3 reel packet. Fingertip controls. 363 Y 9166—Viewer plus reels. Postpaid.....2.95

3 DELUXE LIGHTED VIEWER—Constant illumination with touch of finger! Bigger lenses for better view. Enlarges scene 5½ times actual size. 363 Y 9152—Viewer only. No batteries. Ppd.....3.95

DELUXE GIFT PACK—Includes above viewer plus choice of 2 packets of 3-D reels. Batteries not included. 363 Y 9153—Deluxe Pack. Postpaid.....6.45

BATTERIES for lighted viewers. 363 Y 9158—Ship. wt. 7 oz.....2 Batteries for 35c

4 JUNIOR PROJECTOR for Viewmaster reels. F/3 Lens projects 2-dimension color pics up to 18-in. Lever changes scenes. 115V., AC-DC. Includes bulb. 363 Y 9167—Metal and plastic **Free Screen.** Ppd. 7.95

5 VIEWMASTER STANDARD PROJECTOR–F/3 lens; 3-in. focal length. Uses 7-scene reels. Fingertip control. Projects 18 in. sq. at 10 ft. 30 watt lamp. 6 ft. cord. 110-125 V. AC-DC UL App. 6x5¾x6¾ in. long. 363 Y 9156—Brown/Scarlet. **Free Screen.** Ppd... 9.95

3

Lighted Viewer 3.95

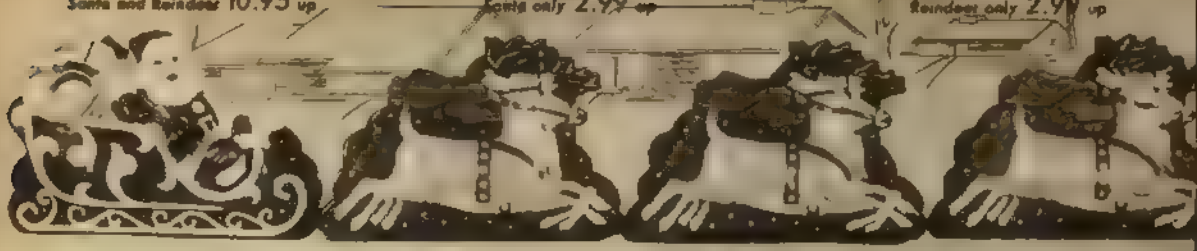
FREE!

Wall screen with projector

Junior

4 7.95

Standard 9.95 5



SHOWN ABOVE: Lighted outdoor Santa and sleigh

BRIGHTLY COLORED molded plastic . . UL appr . 6-ft. cord Outdoors, use 25 or 40-watt bulb, indoors, use 15 or 25-watt (depending on size of Santa).
35 Y 4486R—Giant Santa and 3 reindeer (30-in. high). Wt 17 lb... .. **21.95**
Shipped freight or express from Chicago.
E35 Y 4487E—Standard size Santa, 3 reindeer (20-in. high). Wt. 6 lb...**10.95**
E35 Y 4488E—30-in. Santa only. Ship. wt. 6 lb.....**5.95**
E35 Y 4489E— 30-in. reindeer only Ship. wt 6 lb.....**5.95**
35 Y 4485—20-in Santa only. Ship. wt. 1 lb. 4 oz.....**2.99**
35 Y 4496— 20-in reindeer only. Wt. 1 lb. 4 oz..... **2.99**

SHOWN ON FRONT COVER: Trees of lasting beauty

SILVER FOREST "LIFETIME" TREES . can be unassembled and packed away! Aluminum foil branches—Sturdy wood trunk, metal screw-on stand

Item No.	Height	Branch Length	No. Branches	Ship. wt	Ass't. Color	Price
35 Y 4474	3½-ft.	15-in.	36	4 lb. 3 oz.	5.00	3.79
35 Y 4475	4½ ft.	18-in.	50	6 lb. 4 oz.	10.00	6.99
35 Y 4476E	5½-ft.	21-in.	70	9 lb.	15.00	9.98
35 Y 4477E	6½-ft	24-in.	84	11 lb.	20.00	13.99
35 Y 4478E	7½-ft.	30-in.	102	14 lb.	25.00	17.99

IMPORTED FANCY TINSEL-STRIPED ORNAMENTS. Assrtd. colors 3⅝-in. dia.
35 Y 4400—SET OF 6 ORNAMENTS. Shipping wt. 2 lb. 14 oz. **1.89**
35 Y 4401E—SET OF 12 ORNAMENTS. Ship. wt. 6 lb. **3.69**
35 Y 4402M—SET OF 24 ORNAMENTS. Ship. wt. 12 lb. **6.98**
E35 Y 4403E—SET OF 36 ORNAMENTS. Ship. wt. 13 lb **9.86**
BUY COMPLETE OUTFIT SHOWN ON FRONT COVER
E35 Y 4480M—Set of 6½-ft. Silver tree, 36 ornaments. Wt. 24 lb.. ....**22.98**

6½-ft. Aluminum Tree with 36 Ornaments
Complete Set **22.98**

RIGHT: Dress up your holiday home—indoors and out.

1 DELUXE "SANTA" OUTFIT. Red Corduroy coat, trousers, hat with White plush. Leatherette belt, "boots." Flameproof wig, whiskers. Sizes: Med. (40-42), Large (46-48).
35 Y 4443F—Ship. wt. 7 lb....**29.95**
BETTER "SANTA." Duvetyn coat, trousers, hat; plush trim. Plastic belt and "boots." Rayon wig, whiskers. Sizes Med (38-40), Lg. 42-44]
35 Y 4442—Wt. 4 lb. 3 oz.....**11.95**
8.00 VALUE "SANTA." Duvetyn coat, trousers, hood, mask. Plastic belt, boots. Med. (38-40), Lg. (42-44).
35 Y 4441—Mail. 4 lb. 3 oz....**8.95**

2 FIREPLACE AND CHIMNEY—set "flickers"; chimney adjusts 38-71-in. high. Fiberboard. 40½x 39½x9½-in. Moldable.
35 Y 4436E—FIREPLACE.
Shipping wt. 5 lb.....**2.89**
35Y4461E—FIREPLACE and chimney.
Ship. wt. 9 lb.....**3.89**

3 LIGHTED CANDLE TRIO . . . Molded plastic. UL appr. Use 25-w. inside; 40-w. bulb out!
30-IN. TRIO; socket, 6-ft. cord.
E35 Y 4446E—Wt 6 lb.....**5.89**
20-IN ; socket, 6-ft. cord.
35 Y 4447—Wt. 1 lb. 2 oz....**2.88**

4 LAWN LITE SET. 7 big 20-in. cones with metal stakes, metal rings at bottom — 18-ft. approved cord set; 7 sockets and C9½ bulbs incl. Ass't. Red, White, Green.
35 Y 4223—Wt. 2 lb. 14 oz...**4.49**

5 "SINGING CAROLERS".. "3-D" molded multicolored plastic. UL approved socket, cord, plug.
GIANT SIZE—30½-in. high.
E35 Y 4444E—Wt 6 lb.. ....**5.69**
STANDARD SIZE—20-in high.
35 Y 4445—Wt. 1 lb. 4 oz. .. **2.88**

6 36-IN. "NOEL" CANDLE is a spectacular home decoration for indoor or outdoor use! Vacuum molded plastic with UL approved inside light socket and 6-ft. cord with plug. Use 25-watt bulb indoors, 40-watt out!
35 Y 4448E—Wt. 4 lb.....Ea. **5.49**
SAVE 1.00! Ship. wt. 7 lb. **2 for 9.98**

7 SANTA AND REINDEER lawn set worth 10.00! Weather-resistant plastic; lighted by 5 bulbs with metal reflectors. Lawn stakes, cord, bulbs incl. UL appr. Ea. pc. abt. 22½-in. high, 8-ft. long.
35 Y 4469E—Mail. Wt. 5 lb...**6.79**

SHOWN AT LEFT: Lights, Music for Christmas

8 BELL TRIO. 5-in. "Ucalite" plastic bells; C-7½ Bamber lamps, flash on-off separately. 3-ft. wire, plug. Red. 3.00 val.
35 Y 4414—Wt. 2 lb. 10 oz....**2.89**

9 MUSICAL CHURCH — Lights glow in windows. Swiss music box; regular 5.00! Plastic, with 34-in. cord, plug. 6½x9½x4½-in. wide.
35 Y 4405—Mail. 1 lb. 13 oz....**3.89**

LEFT: TRANSISTOR Radios Only $3 Down On Credit

★ The Most Wanted Gift of the Year!

★ Carry Them With You Wherever You Go!

★ Plays For Hours On Inexpensive Batteries!

1 **GE 6-TRANSISTOR CLOCK RADIO** with crystal diode for powerful long-range reception. 9⅛x4¼x2¾-in., weighs 39 ounces! Perfect for travel or home. Automatic pre-set switch wakes you with music or alarm; muted slumber switch will turn it off. Built-in antenna, unbreakable plastic case in Ebony, with White and Gold. Clock has luminous hands, sweep second hand. $3 Down
41 Y 4789E—No batteries. Wt. 4 lb.. .. **39.95**
41 Y 4791E—With batteries. Wt. 4 lb.. **41.85**

2 **4-TRANSISTOR SHIRT POCKET RADIO,** complete with **Free Leather Case, Battery, and Earphone,** is a tiny power packet that has clear tone built-in speaker. Small size, only 2½x4¼x1-15/16-in., fits easily in shirt pocket. Take it with you anywhere. Plays for hours on one tiny battery. Private-listening earphone, won't disturb others. In sturdy plastic case. 29.95 value
Colors: Turquoise, Red, Yellow, Green.
41 Y 4780E—Shipping weight 3 lb.....**22.95**

3 **RCA 8-TRANSISTOR RADIO**—a magnificent creation in beautiful Saddle Tan simulated pigskin leather. Powerful long-range reception, 540-1600 KC. Exclusive "Golden Throat" tone system assures perfect balance of amplifier and speaker. Vernier tuning. 6 transistors plus 2 crystal diodes. An excellent "Traveler", only 7x4½x2-3/16-in. Uses 3 flashlight batteries. $3 down
41 Y 4784E—No batteries. Wt. 4 lb.....**39.95**
41 Y 4787E—With batteries. Wt. 4 lb...**46.95**

4 **GE TRANSISTOR POCKET RADIO** has 5 transistors plus a crystal diode. Light and easy to carry, it weighs only a pound and is 6⅛x3½x1⅝-inches. Printed circuit chassis has no wires to short out. Powerful 2¾-inch Alnico speaker; built-in ferrite rod antenna. Antique White and Ebony unbreakable plastic case. Plays on 4 "AA" batteries. Mailable. Only $3 Down.
41 Y 4780E—No batteries. Wt. 3 lb. **29.95**
41 Y 4781E—With batteries. Wt. 3 lb. **30.95**

5 **FAMOUS TOSHIBA 2-BAND 8-TRANSISTOR**—powerful SHORT WAVE radio with world-wide range. Standard AM broadcasting band; short wave from 5.9 to 18 MC. Push button controls; telescopic and built-in antenna. 4¼x7⅞x1⅝-in. Complete with **FREE leather carrying case, earphone, batteries.** Sensitive superheterodyne circuit, 3½-in. built-in speaker for superb tone. In two-tone Gray/Maroon plastic cabinet. List 57.95!
41 Y 4792E—Ship. wt. 7 lb. $3 Down..**40.85**

6 **TOSHIBA VEST POCKET RADIO**—6 transistors plus 1 diode. The ideal radio for individual listening — no built-in speaker. Comes with magnetic earphone and 2 long-life, inexpensive Penlight batteries. Has standard AM range of 540 to 1600 KC. Superheterodyne circuit. Smartly styled unbreakable plastic case. Size: 3⅜x2⅝x15/16-in. **State color:** Red and White, Green and White.
41 Y 4777E—Ship. wt. 3 lb. List 19.95!..**15.95**

7 **[redacted]**—7 transistor portable is perfect for traveling! 6⅝x2x4¼-in., can be pre-set to wake you; will turn off automatically. Operates for many hours on 4 flashlight batteries. Clock will run a year on one battery. Alnico V speaker delivers wide range and tone. Built-in antenna. **State color choice:** Turquoise or Black plastic case. Mailable. Only $3 Down.
41 Y 4788E—No batteries. Wt. 3 lb.....**49.95**
41 Y 4790E—With batteries. Wt. 4 lb. .**51.39**

V-F PARTY MAKERS

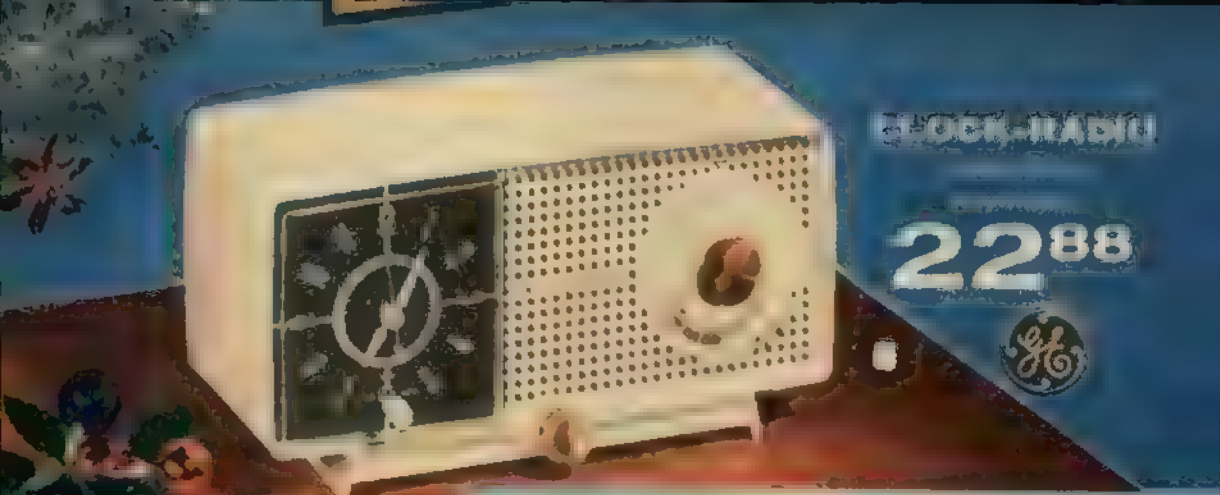
★ Record, Playback, Save, Erase, just like a tape recorder!

★ Easy to use One-Switch Control—A child can operate it

★ Heavy-Duty mechanism and case built for travel anywhere.

Use Vanity Fair to record music, speeches, or study material! Unbreakable discs can be erased and reused. Microphone, speaker, 1 switch record and playback, tubes, rectifier. 11x13x5-in. 2 free discs included.
41 Y 5022E—AC. Blue/Gray/White. 11 lb. Was 37.95! $3 Down.....**34.95**
41 Y 5023—6 Discs for above recorder. Ship. weight 8 ounces.....**.6/2.38**

Vanity Fair Public Address System is offered at the lowest price in history! Ideal in homes, schools, churches, or at sporting events. 3 piece set consists of power 3-tube amplifier and rectifier with pilot light, microphone, separate speaker, and 50-ft. extension cord. 4 piece set includes 4-speed phonograph attachment. (12½x10½x3-in.) that plugs into the amplifier. (12½x5x3-in.) Phono has flip-over cartridge with 2 sapphire needles. Only $3 Down.
41 Y 5026E—3-pc. system. Ship. wt 8 lb. Value 39.95! . **26.95**
41Y5028E—4-pc. sys. Wt. 12 lb. Val. 54.95! **39.95**
41Y5030—Extra speaker, 50-ft. cable. Wt. 3 lb. **8.85**



CLOCK-RADIO

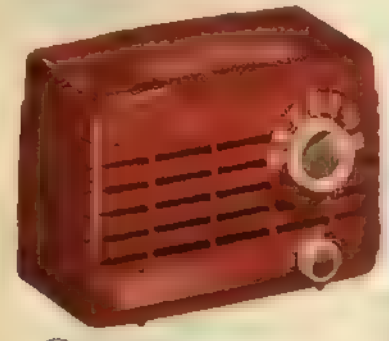
22.88

6 Modern AM Table Radio 15.95

FM Table Radio 24.95

2 Wake to Music or Buzzer Alarm 28.95

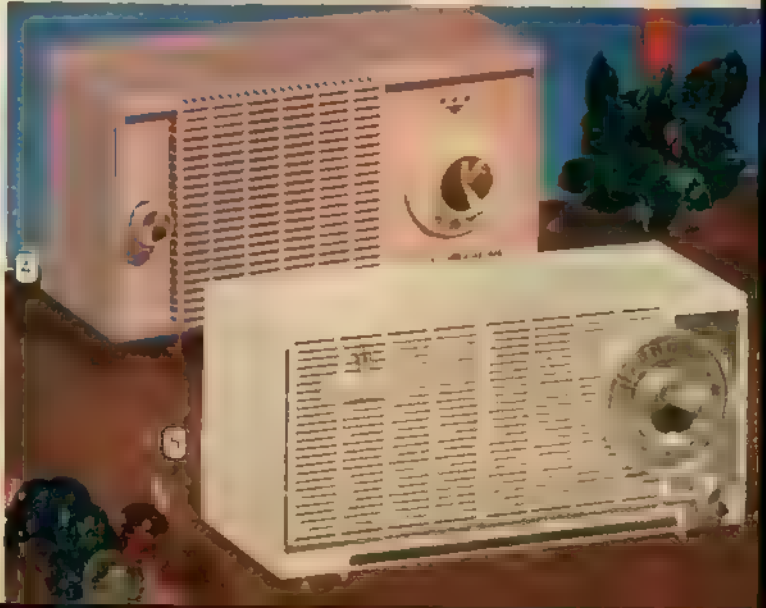
3 Push Button Controls 36.95



7 Economy Table Radio 12.95 ~~15.95~~ Value

4 General Electric Table Radio 18.95

5 General Electric Twin Speaker 22.95



CALIFORNIA PROVINCIAL . . . antique-flavored design for today's smart living! Fanciful new Provincial dinnerware in early day Pilgrim motif . . . created by Poppy Trail with a modern flair that makes it at home in ranch house or penthouse. A colorful rooster in rich deep tones of red, green and yellow struts on textured, warm, sand background. Pieces are shaped just as those hand-crafted by Early American artists. Semi-porcelain, hand-decorated under glaze

709-147	**C1150**	16-pc. Set. Contents on page 470	**$14.95**
709-162	**C980**	8-pc. Set 4 each: salad plates, soups	**16.60**
709-154	**C1040**	7-pc. Table Service. Contents on page 470.	**17.40**
709-170	**B530**	Coffee Server, 11¼" high	**8.95**

HOMESTEAD PROVINCIAL . . . by Poppy Trail. A touch of history, in the modern mode! Quaint farm scenes, inspired by Early American folk art, are done in spring green and berry red on textured sand ground. You'll like the interesting shapes . . . just like those made during the homestead era. "Homestead Provincial" complements contemporary or period furnishings . . . as a buffet service or important dinner set. Glazed semi-porcelain, oven-proof.

709-097	**C1150**	16-pc. Set Contents on page 470	**$14.95**
709-113	**C980**	8-pc. Set 4 each: salad plates, soups	**16.60**
709-105	**C1040**	7-pc Table Service. Contents on page 470.	**17.40**
709-139	**B530**	Coffee Server, 11¼" high	**8.95**

Traditional Dinnerware by Famous Makers

AMERICAN PROVINCIAL . . . Pennsylvania Dutch pattern with a cheery point of view that's welcome any time, any place. So refreshing and different, it combines the charm and quaintness of the past with the smooth, smart lines of today. Each piece lends its own interest and accent to your table. You'll love the bright gaiety of the stylized figures and flowers in definite shades of red, black, deep blue and green (plus a dash of chartreuse) on bright white semi-porcelain. Contents of sets on page 470

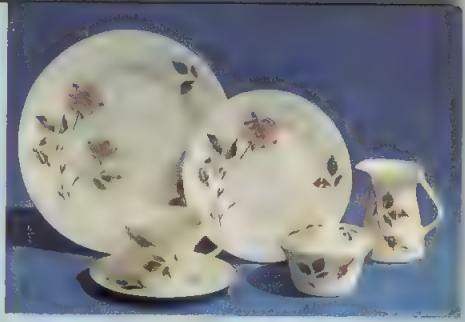
708-727	**C1225**	23-pc. Set (Service for 4)	**$17.95**
708-735	**C1895**	35-pc. Set (Service for 6)	**27.95**
708-743	**C2940**	53-pc. Set (Service for 8)	**42.95**

BLUE DANUBE . . . imported china by Halsey. You'll love Blue Danube on your table . . . use it too, to complement another pattern with accessory pieces or to display proudly as a decoration in itself. Blue Danube summarizes all the fascination of ancient folklore . . . as striking today as it was years ago. Far Eastern flowers in vibrant Meissen Blue are dramatically portrayed on the translucent oyster-white background. Use this china of rare charm with pride; enjoy it daily for years to come. Contents on page 470.

708-693	**C1250**	25-pc. Set (Service for 4)	**$17.95**
708-685	**C4300**	53-pc. Set (Service for 8)	**64.95**
708-719	**C895**	5-pc. Table Service	**13.50**

RIVIERA . . . festive enough for your most important parties . . . but designed for day-in, day-out use. Riviera is ovenproof, and absolutely guaranteed against crazing (developing tiny cracks) This fine dinnerware comes in a delicate abstract pattern of charcoal lines, interwoven with a flowing ribbon of subtle blue all on a cloud white background. Luxuriously edged in platinum to complement your crystal and silver. Choose 53-pc. or 101-pc. set.

708-230 C1960 53-pc. Set (for 8). See contents on pg. 470 **$27.95**
708-248 C3135 101-pc. Set (for 12). See contents on pg. 470 **44.95**

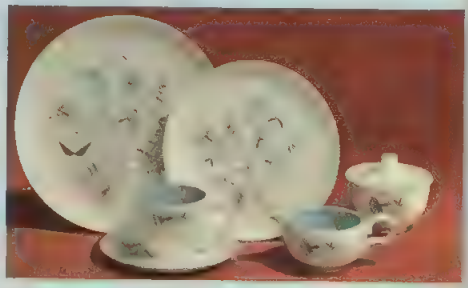


DAWN ROSE . . a reflection of the gracious tradition of by-gone days to set a pleasant new relaxed pace for dinner hours now. Universally spirited, Dawn Rose suits every scene from brunch to formal dinners . . . every setting from ultra sophisticated to traditional. Sprays of pink roses, framed in shaded gray foliage, poise gracefully on newly shaped pieces. Oven-proof; highly glazed.

708-388 C1710 35-pc Set (for 6). See contents on pg. 470. . **$24.95**
708-396 C2530 53-pc. Set (for 8). See contents on pg 470. . **36.50**
708-412 C4550 93-pc. Set (for 12). See contents on pg 470. **64.95**

GOLDEN WHEAT . . . charming remembrance of a gracious age. Its multi-paneled shape cleanly defined, reflects light with unusual sparkle. Rich 22K gold wheat motif with dramatic touches of black brilliantly centers the white semi-porcelain background. Gold bands finish each piece. Durable and ovenproof for all its elegance!

708-354 C1600 35-pc. Set (for 6). See contents on pg. 470. **$23.95**
708-362 C2200 45-pc. Set (for 8). See contents on pg. 470. **32.95**
708-370 C3650 77-pc. Set (for 12). See contents on pg. 470. . **54.95**



SUMMERTIME . . . semi-porcelain as refreshing as a garden in June! Blithe spirited abstract flowers, leaves and butterflies of turquoise and muted green are touched here and there with soft lilac. You'll cherish Summertime's lighthearted look . . . and intrinsic worth (oven-proof, heavily glazed and extremely durable for daily use).

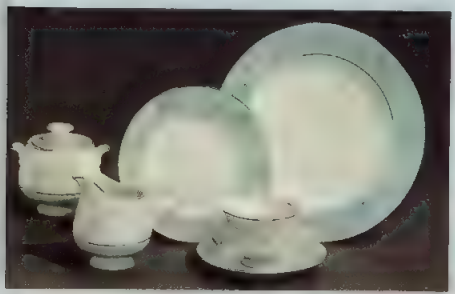
708-420 C1135 35-pc. Set (for 6). See contents on pg. 470 **$16.95**
708-438 C1525 45-pc. Set (for 8). See contents on pg. 470. **22.50**
708-446 C2400 77-pc. Set (for 12). See contents on pg. 470 . **34.95**

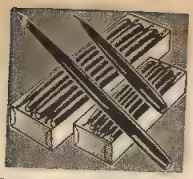
ROMANCE . . . as joyous as Mendelssohn's wedding march! The border is a whispering shade of turquoise decorated with raised enamel pale pink flowers, white leaves and dabs of softened green. Twin platinum lines on white background. You'll appreciate its charm and perfection of design more and more throughout the years

708-503 C1900 35-pc. Set (for 6). See contents on pg. 470 **$28.50**
708-511 C2983 53-pc. Set (for 8). See contents on pg. 470 . **44.75**
708-529 C5197 93-pc. Set (for 12). See contents on pg. 470. . **77.95**

CAPRI . . highly glazed American semi-porcelain Set your table with enchantment . . . this striking pattern possesses all the delicacy and beauty its name implies! On the stark white background: rhythmic charcoal black lines tipped with camellia pink symbolize an abstract bouquet caught in motion Platinum edges the coupe shape

708-107 C1567 35-pc Set (for 6). See contents on pg. 470. . **$23.50**
708-115 C2500 53-pc. Set (for 8). See contents on pg 470. . **37.50**
708-123 C4367 93-pc. Set (for 12). See contents on pg. 470 **65.50**





TALLY-HO HAND DIPPED DINNER CANDLES

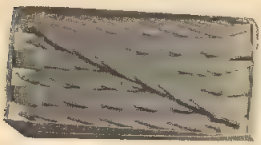
- "Firm-Fit" End, Shapes Bolt to Holder.
- Smokeless, Odorless, Dripless
- Hand Dipped.
- One dozen pk. of each color. Not Broken.

10 INCH LENGTH

5K6160	White	List per candle 10c	8722 Doz.
5K6164	Dark Green	List per candle 10c	8722 Doz.
5K6167	Red	List per candle 10c	8722 Doz.
5K6168	Blue	List per candle 10c	8722 Doz.
5K6169	Yellow	List per candle 10c	8722 Doz.
5K6151	Pink	List per candle 10c	8722 Doz.

15" INCH LENGTH

5K6170	White	List 15c	21088 Doz.
5K6174	Dark Green	List 15c	21088 Doz.
5K6177	Red	List 15c	21088 Doz.
5K6153	Yellow	List 15c	21088 Doz.
5K6154	Pink	List 15c	21088 Doz.



TALLY-HO "BYZANTINE TWIST" CANDLES

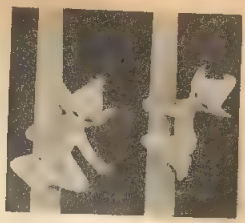
Fancy molded candles for that extra decorative touch. Full-grip ends, rigid, slow-burning, virtually smokeless and dripless. 11" length. Pack 12 in carton. N.B.

		List	Dealer
5K6178	Lt. Blue	15c	21045 Doz. N.B.
5K6179	Dark green	15c	21045 Doz. N.B.
5K6180	Light green	15c	21045 Doz. N.B.
5K6181	Ivory	15c	21045 Doz. N.B.
5K6182	Pink	15c	21045 Doz. N.B.
5K6183	White	15c	21045 Doz. N.B.
5K6184	Yellow	15c	21045 Doz. N.B.
5K6185	Red	15c	21045 Doz. N.B.

PLUMBER'S CANDLES

4½x1¼". White only. 2 packs. Pack: 24 2 Packs N.B.

5K6149 List 2/20c 32298 Ctn. 2 Doz. 2 packs



CANDLE CLIMBERS

3½" high climbers decoratively slip over any standard size candles. These little adorables will be ordered and reordered as popular gift numbers and home and party decorations. Climbers and bases are remarkably detailed by hand. Pack: Pair to Ctn.

CLIMBERS

5L9670	Cherubs	List $1.00 Pr.	87205 Doz. Pr.
5L9673	Pixies	List 1.00 Pr.	87205 Doz. Pr.

CLIMBER/BASE SETS

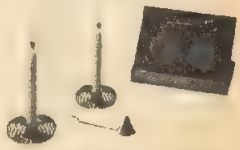
Set of 2 climbers and 2 bases

5L9671	Cherubs	List $1.95 Set	21109 Set
5L9674½	Pixies	List 1.95 Set	21109 Set

CROMWELL CANDLELAMP

Candlelamp of black metal, with three brass feet, brass collar and holder. Chimney and candle included. May be used as table or pinup lamp. Fac. No. 774.

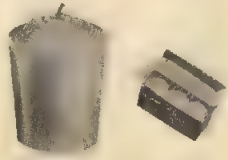
5L9653 ... List $2.25 ..... 21403 Ea.



KNICK KNACK ENSEMBLE

A miniature spring candle holder set, complete with candle snuffer. Round spring wire formed into round coils in brass or copper finish and ⅞" high and 2½" round. Gift boxed.

		Fac. No.	List	
5L8670	Brass	132	$1.00	...7604 Set



VOTIVE LITE CANDLES

Replacement candles for food warmers, coffee warmers, or religious use. 15 hour—Size: 1½" Diam. at base; 1¾" Diam. at shoulder; 1⅛" high to shoulder. Pack: 3 each in decorated carton.

Fac. No. 1126

5K6158 ... List 19c Ctn. 3 21487 Doz. Ctns.

ANGEL CHIMES

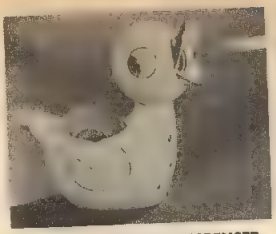
An all brass replica of a beautiful old Swedish original household gift. When candles are lighted, propeller rotates and hanging wands lightly strike a soft tinkling bell melody. Propeller rotates on socket of glass, giving extremely easy whirl. Overall height, 12", base, 5" diam. 4 candle sockets (with candles). Pack: in individual white gift box with cellophane sleeve. Fac. No. 28.

5L9950 .. List $1.79 .. 21088 Ea.

REMEMBRANCE CARD FILE

Durable specklestone plastic case in assorted Oyster white, citron yellow and pink beige. Will hang on wall or stand on desk. Comes complete with set of 3x5" "Forget-Me-Not" cards. Overall size 5" wide, 4¾" high, ½" deep. Attractively gift boxed. Pack: 1 Doz. assorted colors.

5L8070 . . . . **List $1.00** . . . . 8720 Doz.



"CHICKADEE" TAPE DISPENSER-PENCIL SHARPENER

Double duty dandy for home, school, or office. Holds 800 inch roll of tape. Hand painted ceramic, assorted colors. Size 5" high. Pack: Individual carton.

5L9663 . . . . . **List $1.00** . . . . . 87209 Doz.

"FIREFLY" KEROSENE LAMP

A charming miniature lamp. Early American design. Burns 3-4 hours each filling. Frosted glass chimney, brass fittings, hand-decorated ceramic reservoir. Size: 6" high. Pack: Individual carton.

5L9676 . . . **List $1.00 Ea.** . . . . . 87204 Doz.

KITTY CADDY

Useful gift—holds those must be remembered letters. Pocket (1") keeps pencils or pens handy. Used at the table too, with napkins and flowers. Hand-painted ceramic with brass spring. Pack: Individual carton.

5L9669 **List $1.00** . . 87205 Doz.

BOBBING BANKS

A new idea in banks—heads bob and bodies roll as coins drop in. Traffic stoppers for sure as air currents cause bobbing on your counter. Metal mechanism at bottom for parents to remove money. Bright, multi-colored ceramic. 6½" high. Pack: Individual carton.

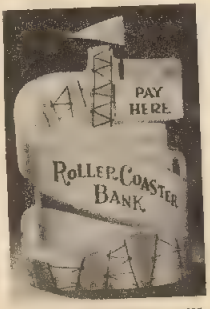
5L9667 **Coin-Clown** . . . . . **List $1.00** . . . . . 87208 Doz.

5L9668 **Koin-Kitty** . . . . . **List 1.00** . . . . . 87208 Doz.

KITCHEN KITTEN TWINE HOLDER AND SCISSORS

Gifty, colorful, hand-painted ceramic decorative wall accessory. Handy-user pulls twine from Kitty's mouth, using tempered steel scissors to snip it off. Easy loading. Sales appealing time saver. Size, 5" high, by 5½". Pack: Individual carton.

5L9664 . **List $1.00** . . . . . 87207 Doz.



ROLLER COASTER BANK

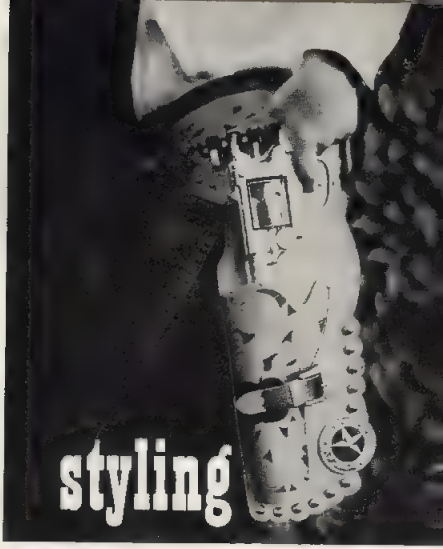
A really novel, bright, hand-decorated ceramic bank. Sure to make a hit with the kiddies. Coins race dizzily down hill for deposit. Size 5" high. Pack: Individual.

5L9666 . . **List $1.00** . . . 87201 Doz.

COFFEEMAKER SALT AND PEPPER SET

Coffeemaker Salt and Pepper Set in rich Chrome and Ebony finish. Vacuum processed Plastic. Set 4 inches overall when set up. Beautifully and attractively packaged.

5L9612 . **List $1.25 Set** 99005 Doz. Sets



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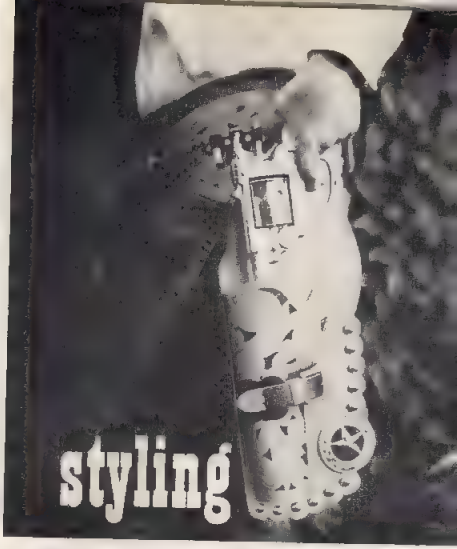

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- Each in Gleaming, Colorful Plastic!
- Each in 2-Piece, 4-color Box!
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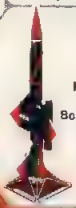
Starfire

Kit PL-4
Douglas F3D
Skyknight

Kit PL-5
Douglas F4D
Skyray

Kit PL-6
Republic F84F
Thunderstreak



Kit PL-7
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Bomarc IM 99
Missile

Kit PL-8
Northrop Snark
SM 62 Missile

Kit PL-9
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Missile

18 ALL-PLASTIC TRUE-TO-SCALE

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JET FIGHTERS, MISSILES, BOMBERS and COMMERCIAL PLANES

6 dz. per case
. . In **2** "Sweet" Assortments:
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9 Different Jet Fighters and Missiles
12 asst'd per pkg.
6 pkgs. per case
Weight 11 lbs.

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Boeing 707
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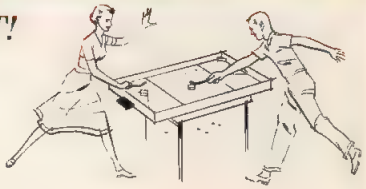
NOK-HOCKEY

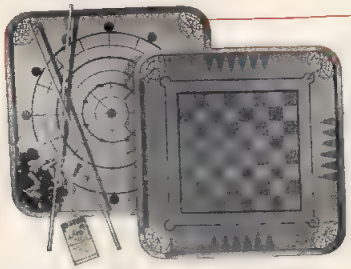
Now available in 5 models
No. 20, 34" x 46", Standard Model
No. 10, Floor Model, 34" x 46" (Detachable Hardwood Legs)
No. 21, 34" x 46" Recreation Table Model
No. 2, Champion Table Model, 24½" x 36½"
No. 1, Kiddy Hockey, Table Model, 16½" x 24½"

All models supplied with hockey sticks, puck, and complete rules.



The ORIGINAL *Fast Action* Indoor Hockey Game

Here's hockey on a table with all the speed and action of a real ice hockey game. Bank shots, blocking, and split-second maneuvering are only a few of countless reasons why NOK-HOCKEY is one of the fastest moving, fastest selling games on the market.



85 Games Played on this No. 85 Reversible CARROM CROKINOLE GAME BOARD

Here, on our board, are 85 reasons why CARROM makes the games that make the difference in your sales. Endless entertainment for the entire family. Complete rules book and all accessories, including two 26" cues with every game. Also Numbers 95 and 105.

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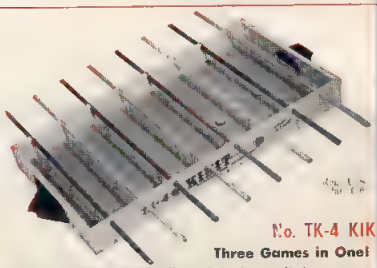

No. TK-4 KIKI

Three Games in One!

This is soccer, basketball, and hockey rolled into one wonderful rollicking game! Excitement mounts as the ping-pong ball is "passed," "kicked" and "blocked" by wire paddles attached to strong wooden dowels. Action for 2 to 6 players.

Three sizes: TK-7, 12 x29"x8 TK-5 22"x40"x3 TK-4, (illustrated) 22"x40"x4", for recreational centers

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NOK-HOCKEY

Now available in 5 models:
No. 20, Standard Table Model, 34" x 46"
No. 19, Floor Model, 34" x 46" (Detachable Hardwood Legs)
No. 21. Recreation Table Model, 34" x 46"
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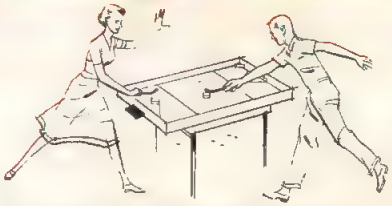
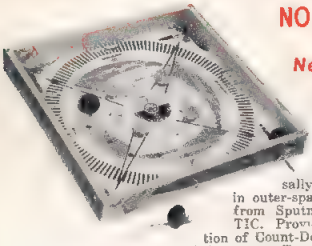


The Game that Brought Hockey into the American Home!

This is it! The game that brought hockey indoors . . . into thousands of homes, boys' clubs, YMCA's and recreation centers from Coast to Coast. A fast, exciting players' game as well as an interesting and exciting spectator sport. Now supplied in five popular models, including a new Floor Model, as listed at left. Floor model can be set up and taken down in a jiffy. Rigidly constructed for hard play. All models supplied with hockey sticks, puck, and complete rules.
GET ON THE NOK-HOCKEY BAND WAGON *NOW* . . . STOCK AND SELL THIS FAST-MOVING, FAST-PLAYING, ALL-SEASON GAME.



NO. 8 LUNAR-TIC

The Sensational New Outer Space Game!

It was bound to come . . . so Carrom has it! The new game that cashes in on the universally popular interest in outer-space satellites . . . from Sputniks to LUNAR TIC. Provides the fascination of Count-Down and blasting off into space. Two to four can play. Selected wood construction and striking panel design in 3 bright colors. Game furnished complete with 4 specially designed spinning tops (Space Ships), propulsion cords and rule sheet. Size. 22" x 22" x 2¾". *YOUR CUSTOMERS ARE WAITING FOR IT!*

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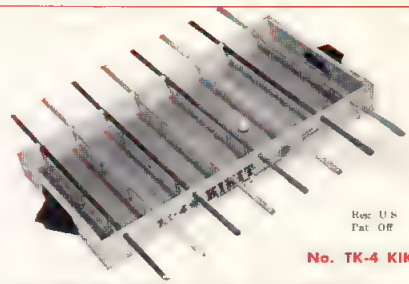

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No. TK-4 KIKIT

Here's action, teamwork, and a real test of skill. This game combines scoring principles of hockey, soccer, and basketball. Ball is propelled by paddles to simulate kicking, passing, blocking, etc. Action for 2 to 6 players. Three sizes: TK7, 12" x 29" x 3"; TK-3; 22" x 40" x 3"; TK4 (illustrated) 22" x 40" x 4", for recreational centers (wire paddles). Wt. 15 lbs.

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Plush Toys for the Youngsters

(A) ANIMAL ASSORTMENT. 12x5" sitting tiger, cat, leopard, dog Rayon plush cotton stuffed. Each in polythylene bag Packed 12 to a box (no less sold) Wt. 6 lbs

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(G) LEO THE LION. Made of pure latex rubber Harmless colors safe even for teething tots. Soft and pliable 11½x3¾x8¼" high.

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DOGPATCH FAMILY. Have the famous comic strip Dogpatch Family in 14" high puppets. Fun for children. Ideal as ornaments for homes or autos. All individually boxed in open face boxes

(K) 14" VINYL MAMMY YOKUM. Magic satin skin all vinyl. Characteristic pose.

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(M) 14" LI'L ABNER Magic satin skin all vinyl Characteristic pose

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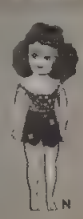
41N326X267 Each Daisy Mae . Retail **3.98**



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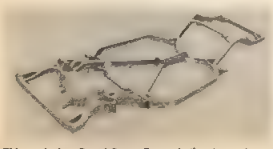
IS A QUALITY FEELING!

The man who sells OLDSmobility features QUALITY first... in what he sells and how he sells!

No doubt about it! If you want something more than the ordinary in a car, your Oldsmobile Dealer is the man to see.

In the '59 Olds he's got the greatest new features of the year. Durable new Magic-Mirror Finishes, a superbly smooth "Glide" Ride, and a rugged new Rocket Engine . . . so smooth and quiet, yet more powerful than ever. And best of all . . . *Quality* is standard equipment on every '59 Olds. Come in! Take the wheel . . . get *That New Olds Feeling!*

New Air-Scoop Brakes are standard equipment on all four wheels. They run cooler, last longer, give safer stopping.



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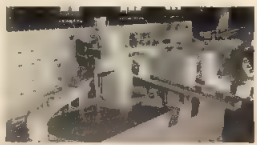

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If you're an individualist, you'll appreciate the uniquity of owning one of the exquisite Century Coronados to be produced in limited quantities in 1959. It's the most immaculately styled and remarkable performing runabout yet conceived. Largely hand worked by meticulous Century craftsmen, the rugged triple braced genuine African mahogany hull features a hydrodynamically precise bottom massive stern with flared sides and canted transom, and a luxuriously upholstered interior. These result in unparalleled riding comfort, thrilling maneuverability and speed. The stunning slide-back top with sliding windows provides heat reflecting shade and shields you from spray. Beautiful four-color literature on request.

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The only complete line of modern MARINE PUMPS

A pump for every purpose in every size and type of boat

Where PERFORMANCE counts, it's PAR—best by far!

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THE INCOMPARABLE PAR UTILITY PUMPS

"HANDY BOY" OUTFIT

The BOY that does more than a man's job! Drains engine crankcase through dipstick hole, fills stove tanks, scavenges water lines, dries bilges, transfers fuel. *PUMPS AIR, TOO*—inflates and deflates mattresses, blows out fuel and oil lines.

11½" long, 1¼" cylinder.

No. 3799 • $7.25

Includes 2 neoprene hoses (½" O.D. x 36" semi-rigid draw tube ½" x 25" semi-rigid draw tube ⅜" x 25" neoprene intake adapter boot and tube connector to 6 plastic bags in strap-shape stowage oil pump and all fittings. Wt. 2 lbs.

Pump only No. 3647 • $4.50

"LITTLE PAL" Utility Pump

A smaller version, 9½" long, for many uses in home, car or boat. Ideal for fisherman and duck hunters—it fits in tackle box. With 24" hose and draw tube, in plastic stowage bag. Wt. 1 lb.

No. 4060, brass cylinder • **$4.25**
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20⅛" long 7 strokes per gallon. Non-clog foot strainer. Wt. 3¼ lbs.

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16½" long 15 strokes per gal. Includes 5-foot neoprene hose and stowage bag. 2 lbs.

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The easy-action pumps that respond instantly with no priming, ever! 9 strokes per quart.

Simplest of all galley pumps to install, either as original equipment or as replacement for older pumps in need of expensive repairs.

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No. 4180, Angled Intake • $10.00
No. 4185, Straight Intake • $ 9.60

HIGH SPOUT, 4⅜" long, 3" rise. Wt. 2 lbs.
No. 4285, Angled Intake • $11.90
No. 4280, Straight Intake • $11.50

SWING SPOUT, 4¾" long, 4½" rise. Wt. 2½ lbs.
No. 4270, Angled Intake • $15.00
No. 4265, Straight Intake • $14.60

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Character Dolls.. All for Fun

A Meet Emmet Kelly . . the famous sad-faced clown. 15 inch cotton-stuffed latex body, vinyl head. He has a sad, cry voice. Wears cotton shirt, pants felt coat
49 N 3849—Shpg. wt. 1 lb. 2 oz. $2.79

B "Poor Pitiful Pearl". 13-inch vinyl doll with uncombed rooted Saran hair. She's a sad sight in her patched cotton dress, scarf, ragged socks and shoes. See the change when you put on her 'rejuvenation' outfit, included. Go-to-sleep eyes.
49 N 3848—Shpg. wt. 1 lb. 8 oz. $4.98

C Little Lulu . . 15-in. fabric doll soft cotton-stuffed. Painted face, curly yarn hair. Wears a cotton dress, full-length undergarment. Simulated shoes, sock.
49 N 3843—Shpg. wt. 1 lb. 3 oz. $3.79

D-E-F Mickey, the 11-inch all-vinyl Boy Doll. Molded in fine detail with turning head, arms and legs jointed. Detailed cotton uniforms molded-on hats. Painted features. Socks, shoes. Wt. ea. 1 lb.
(D) 49 N 3345—Baseball Player. . $2.69
(E) 49 N 3343—Football Player. . . 2.69
(F) 49 N 3344—Sailor 2.69

G "Eloise"—big, 32-inch soft cotton-stuffed character doll. Painted face, long yarn hair. Wears cotton blouse, felt skirt, socks, shoes.
49 N 3557—Shpg. wt. 2 lbs. 3 oz. . $6.47
3 N 486—Book, "Eloise at Christmas." (Not shown.) Shpg. wt. 1 lb. . . $3.27

H Popeye. Fully-jointed vinyl . pose 101 ways. Pinch face, pipe whistles. Realistic, colorful.
49 N 3503—13 in. Wt. 1 lb. 8 oz. $3.79

J Dennis the Menace. 14-inch all-vinyl cartoon character. Turning freckle-faced head. Dressed in cotton shirt, overalls and molded vinyl shoes. Painted features.
49 N 3847—Shpg. wt. 1 lb. 8 oz. $4.39

K-L Original Raggedy Ann and Andy. The button-eyed favorites of tots for many years. Soft, cotton-stuffed fabric bodies with yarn hair and merry, painted features. Ann dressed in cotton dress, apron. Andy in cotton shirt, pants, hat.

15-inch size. Shpg. wt. each 1 lb.
(K) 49 N 3580—Ann. $2.84
(L) 49 N 3592—Andy 2.84

20-inch size. Shpg. wt. ea. 1 lb. 8 oz.
(K) 49 N 3583—Ann $3.79
(L) 49 N 3603—Andy. 3.79

Jerry Mahoney Doll $13.89 Shpg. wt. 4 lbs.

Lu-s replica of the famous TV funster has controls just like those found on professional ventriloquists' dummies. You can make Jerry open and close his mouth and move his head realistically in all directions as he pretends to talk. Booklet gives tips on ventriloquism—have loads of fun with Jerry at parties! He wears a cotton gabardine suit, bow tie, shoes. Hard plastic head, painted hair and eyes. Torso is fiberboard. Legs and arms cotton-stuffed . vinyl hands.

49 N 3588—32 in. Shpg. wt. 4 lbs. . . $13.89
49 N 3594—24 in. Similar to above, but has stuffed body, vinyl head, mouth moves only by string. Shpg. wt. 3 lbs. $5.89

Soft, "squeezy" companions for the crib-crowd

M Cuddly-Wuddly. A soft 14½-inch doll for tots. Cotton-stuffed. Painted plastic face, yarn ringlets. Dainty cotton-print apron and fabric body. Dolly to tote around, take to bed.
49 N 3501—Wt. 10 oz. $1.39

N 14-inch Sleepyhead Doll. Washable, cotton-backed rayon plush . . feather-foam stuffed. Vinyl face with painted features. Curly yarn hair peeks from edges of hood.
49 N 3527—Wt. 1 lb. $2.69

P "Patti" a big 25-inch flippity-floppity teenager with striped cotton skirt and pinafore. Hands, feet match skirt. Yarn-hair pony tail. Painted plastic face. Cotton stuffed.
49 N 3593—Wt. 2 lbs. $1.97

Big Value Outfit

Doll, Wardrobe, Case **$7.57**

15-inch baby with rooted Saran hair to comb, brush and set. She's all vinyl with turning head, lashed sleeping eyes, sits naturally. Coos when hugged. She wears a rayon-taffeta dress, matching lace-trimmed slip and panties, knit socks, vinyl shoes . . has her own brush, comb, curlers and mirror; tissues; lipstick, rouge and powder cases. Dress her comfortably in rayon lounging pajamas. Cotton robe, sunsuit, summer dress, tweed-type cotton coat and straw hat. All packed in a fiberboard carrying case 15⅝x12x6 inches deep, with plastic handle, metal hinges and snap lock. This is one of the biggest outfits we've seen at this low price! She's a darling . . and handsomely outfitted with well-made clothing

49 N 3140—Complete outfit. Shipping weight 4 pounds..... $7.57

"Margie", Sweet Sub-teen Doll

With Steel Trunk and Wardrobe **$15.98**

17 inches tall with rooted Saran hair . . Lashed glassene sleeping eyes. She sits alone, poses . . has turning head, waist . . jointed arms, legs and elbows. Made of smooth, soft vinyl. In ninon dress, slip, panties, socks, shoes and necklace. Margie carries a clear plastic case with comb and brush. Her *wardrobe* includes cotton dress, housecoat, coat and hat, 2 pairs of vinyl shoes and socks, 3 hangers, sunglasses. Her *steel trunk* is 18x9½x9½ inches. Send your order today . . avoid the Christmas rush.

79 N 03654—Doll, Wardrobe, Trunk. Shipping wt. 9 lbs. . $15.98
49 N 3634—Dressed Doll only. Shpg. wt. 2 lbs. 7.79
79 N 09297—Metal trunk only. Shpg. wt. 7 lbs. 5.49

"Prithilla" . . and Beautiful Baby Dolls with soft cotton-stuffed bodies

A **"Prithilla"**—you've seen this little girl playing in a sandbox . . riding her tricycle . . romping in the neighborhood! She's all vinyl . . 12½ in. tall . . and all tomboy! Rooted straight hair style with bangs. Lashed, sleeping glassene, eyes, jointed arms, legs and turning head. She's wearing a cotton flannel shirt, cotton jeans, rayon socks, vinyl shoes

49 N 3396—Shipping weight 1 lb. 8 oz. $3.89

B **"Cutie."** 15 inches tall, with one-piece latex body and petal-smooth vinyl plastic head . . delicate features, wipes clean. Her head turns, she has molded hair; lashed, glassene sleeping eyes. Cutie coos when she's squeezed. Dressed in full ninon dress and matching bonnet, half slip, panties, shoes and socks. She's a lot of lovable baby doll, sweetly dressed . . and at a low price.

49 N 3110—Shipping weight 1 lb. 4 oz. $1.98

C **Big 17-inch Baby . . with one-piece latex skin body . . . easy to clean with damp cloth and dressed for her afternoon outing in a crisp rayon taffeta, lace-trimmed dress and bonnet. Has a nicely-featured vinyl turning head . . molded hair. Her lashed, glassene eyes close to sleep at bedtime . . she coos when squeezed. She wears knit cotton panties, knit socks, imitation leather shoes.

49 N 3134—Shipping weight 1 lb. 8 oz. $2.97

D **14½-inch Baby with rooted Saran hair** to comb and brush. A soft dolly with a one-piece vinyl skin body with lashed, glassene eyes that move, turning head and coo voice. She is made to sit naturally. Prettily outfitted in a lace-trimmed rayon and polished cotton dress with a sewn-in half-slip of net, matching ribbon tie bonnet, lace-trimmed panties, knit socks and vinyl shoes.

49 N 3137—Shipping weight 1 lb. 8 oz. $2.97

E **17-inch Baby** with poodle bob and a hair-bow. Life-like 1-pc. cotton-stuffed vinyl skin body with a pretty vinyl turning head. Lashed, sleeping glassene eyes. Her curly, rooted Saran hair can be combed, brushed and set. Coo voice. In a frilly ninon dress with sewn-in half-slip. Knit panties and socks. Vinyl shoes. A good size for little girls to dress and play with. Order early and avoid the Christmas rush

49 N 3138—Shipping weight 2 pounds..... $3.89

F **18-inch Baby.** She's getting to be a big girl now. All dressed up in her corded cotton coat and matching bonnet. Soft cotton-stuffed one-piece vinyl skin doll with rooted Saran hair to brush and comb. Lashed, sleeping, glassene eyes. Coo voice. Legs made so she can sit naturally. Under her coat she wears an embossed cotton dress, lace-edged panties, rayon socks and vinyl shoes. An excellent value for a rooted-hair baby doll.

49 N 3149—Shipping weight 2 lbs. 12 oz. $4.98

SEACHIEF

The first two 1959 models of Seachief outboard motors have been introduced by British Marine Products Ltd., Port Washington, N. Y. They are the 2 hp Cadet and the 4 hp Captain. Lightweight and economical, they are suitable for powering sailboats, dinghies and rowboats.

Seachiefs are cooled by air through a blower on the crankshaft. There are no water jackets to be flushed out. Four to five hours of cruising are possible on one gallon of fuel.

Seachief motors utilize the J.A.P. one-cylinder, 2-stroke motor. Parts and maintenance are readily available. A manual carburetor is provided with air filter, and the Wico flywheel magneto ignition features cool starting with enclosed flywheel for safety. Other features are non-spill gas tank with transparent gas line for visual fuel checks, quiet rotary water exhaust and reduction gearing for maximum power. Shaft extensions in 4" and 6" lengths are available.

For details write Dept. K34 British Marine Products Ltd., division of British Industries Corporation, 80 Shore Road, Port Washington, New York.

British Marine's Seachief Captain is a lightweight, air cooled 4 hp outboard motor

AQUA-FLOAT VEST

A U. S. Coast Guard approved motorboat vest has been introduced by Style-Crafters, Inc. of Greenville, South Carolina, producers of Aqua-Float marine safety and flotation equipment.

The design of the vest is a departure from conventional lifesaving vests. The Aqua-Float features poly vinyl chloride Unicellular plastic foam filler in a heavy sewn quick drying cover. The foam is soft and is claimed to remain permanently buoyant even if it should be torn or punctured.

All the buoyancy, except for the collar behind the head, is down the front to float the wearer head up in the water. A 300 pound test web strap encircles the waist with a rust-proof snap hook and dee-ring closure.

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New Chris-Craft Cavaliers. Fully equipped V-8 power! Thrilling speeds. Tastefully decorated, full height toilet room, cross ventilation, dinette, stainless steel in galley, refrigerator, foam mattresses, and more—all at no extra cost. The 25 sleeps an extra 2. See your dealer (ask about deferred payments!) *F.O.B. Factory. Subject to change.

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Chris-Craft

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small, compact, portable, may be hand held, base drilled for permanent mounting. Head detaches for safekeeping.

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- Plate etched sharp white on black 0-360 degrees by single degrees, knurled rotating edge and threaded clamp
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- THEY FLOAT — Never become waterlogged, cannot lose over the side
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BOSTON

Congratulations to Hank Burkard, Bayview Y.C., Detroit, who has taken 44 firsts in 63 starts with his 39-foot "Meteor III". Boston Yacht Sail Co., 34 Riverside Drive, Mt.Clemens, Michigan.

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THOMPSON BROS.

Starting their 55th year in business, Thompson Bros. Boat Mfg. Co., 341 Ann, Peshtigo, Wis. and 341 Elm, Cortland, N. Y., highlight the 1959 season with the 19 outboard Off-Shore Cruiser. It has clipper bow, low streamlined cabin, sliding windows and bunks under forward deck. The 19-footer is also available as an open-type boat. The craft is roomy and four persons can sit in the forward seat, leaving room for gear and chairs in aft cockpit.

The 22' Sea Lane is of Thompson Sea-Lap construction and can be trailered. The 16' models and 17' Sea Lancer have been redesigned with clipper bows and more flare. Thompson's deluxe models are the 13' 2" Sea Skiff Runabout and Sea Skiff Special. They also have a 14' lap chine runabout.

Included in the Thompson line are the canvas-covered TVT Take-Along (easily carried on top of car or trailer) and the 16' Ranger canoe.

INVADER

The Invader Boat Company, newly organized at Biddings, Texas, introduces a complete line of high-performance, fiberglass sport boats. The '59 line will include 14', 16', and 17' models.

The first production model of the new firm, the 14' Invader Forty was introduced last September at the Marine Trade Show in Chicago. The Invader is a runabout with chrome-ornamented fins and sculptured foredeck, rated for motors up to 40 hp.

The 16' Invader Sixty, for family boating, provides plenty of room and weight-carrying capacity.

The 17' Invader Eighty affords a roomy cockpit to provide space for fishing, water sports or a large passenger load. Rated for up to 80 hp, the Eighty will also perform well with medium-power motors.

HOLIDAY PLASTICS

The Holiday "50," newest addition to the Holiday Fiberglas boat line, is designed for the fisherman and duck hunter. She is 8' long, 4' wide, and 17" deep. Constructed of durable, long lasting fiberglass, it has an all-plastic interior, 13" transom, flotation tank and oar locks. Weighing 65 pounds, the Holiday "50" is easy to transport—fits inside a station wagon or on top of the car. Color is either white or olive drab for duck hunting.

Information about the complete line—from dinghies to cruisers—may be obtained by writing Holiday Plastics, Inc., 1301 Fairfax Trafficway, Kansas City, Kansas.

TARR & WONSON

Gloucester Sea Jacket finishes, as used on Columbia's hull in the America's Cup match, feature special marine characteristics. Developed by Tarr & Wonson, Ltd., Gloucester, Mass., Sea Jacket Epoxy Enamels offer great adhesion to wood, fiberglass, and metal; full film build-up; high gloss retention; high resistance to fresh or salt water and deterioration by sunlight; and good resistance to gasoline and oil.

Here's the Ladder which folds into Shoe-Box Space!..

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folds into compact unit for easy stowage . . . available with exclusive ADD-A-STEP feature!

LIGHT, TOO! STAINLESS STEEL AND ALUMINUM! NO UPKEEP!

each ADD-A-STEP adds 10" of length for those who want longer ladders . . . anyone can assemble add-a-step in 5 minutes with a screw-driver!

to you, that means

- minimum stowage space
- simply add steps to secure desired length of ladder
- and it's the only one of its kind!

HOW STO-A-WAY WORKS...

1. just drop over side
2. slide mounting hooks into hull fittings
3. and it's ready to use!

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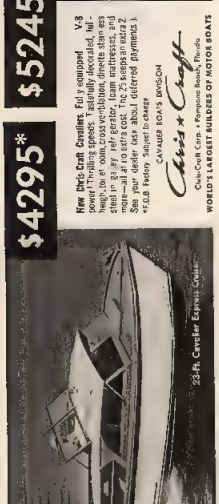

New Chris-Craft Cavaliers. Fully equipped. V-8 power. Inviting sprays. Beautifully molded, full-length hulls. Deep-cockpit comfort. Sheets stainless steel in galley refrigerator. Foam mattresses, and more—all at no extra cost. Top 25 boats on extra 2. See your dealer now about deferred payments. *F.O.B. Factory. Boats illustrated optional extra.

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CHRIS-CRAFT

Chris-Craft's 1959 fleet includes ten new sports boats harnessing higher horsepower and speeds; two new offshore sport fishermen; and twenty commodious cruisers and yachts embodying new comfort features. All are of Philippine mahogany construction, and are batten-seamed and double planked.

Leading the sports boat fleet is the new 17' Sportsman with a roomy cockpit, and two-tone styling, with speeds to 40 mph. There's also a new twin-cockpit, 42 mph 17' Ski Boat. The new 20' Sportsman has increased cockpit roominess, and speeds to 38 mph.

The 24' Sportsman with 8' beam handles up to 275 hp for speeds to 38 mph. The cockpit seats nine with optional midships seat. A bow compartment accommodates gear and optional toilet

The Continental series offers a new 18-footer with speeds to 40 mph, and a 21-footer with speeds to 41 mph provided by engines to 275 hp. A Landau top with sliding canopy or a convertible top is optional for the "21." A 26' Continental has a roomy cockpit.

The twin cockpit Capri series leads off with a new 18-footer with speeds to 40 mph. The Capri and Continental series offer interiors in colorful durable vinyl. The 21' Capri embodies twin-finned styling, twin cockpits and speeds to 41 mph. A Landau top is optional for this model.

The 19' Silver Arrow is a twin-cockpit sports-boat in the 40 mph class. Foredeck, flaring fins, and shaped engine box are fiberglass. Optional midships ski-tow fits into the range light socket.

A new 25' semi-enclosed Cruiser leads off the cruiser fleet. Comfortable lounges and a forward toilet compartment equip the "Semi" for overnight cruising. Wrap-around windshields, clipper bow and one-piece fiberglass cabin top are featured.

New "Twenty-axes" include a Sports Express with open cockpit and vee-berth cabin with toilet forward, and the "Commuter" which has a semi-enclosure over the forward part of the cockpit.

Chris-Craft's 27' Constellation offers a 10' beam. Engine options up to a pair of Model-283 V-8's provide speeds to 37 mph. Both flybridge and cabin windshields ventilate, and the cabin is complete with galley, dinette, twin wardrobes, vee-berth stateroom forward, and private toilet compartment.

Cruising accommodations for four are also offered in a new 28' Constellation which features wide protected decks. Dinettes convert for sleeping.

The 31' Constellation sleeps six, and has a full-length lounge which converts for sleeping, in addition to galley, dinette, twin wardrobes, forward stateroom and "head." One level cockpits are featured on both the 28' and 31' "Connies." Twin engine options provide speeds to 32 mph.

The 32' Commander features six-sleeper accommodations, plus a roomy cockpit with built-in stern seat, and semi-enclosed bridge with ventilating windshields and sliding-glass sideshields. Twin engines provide speeds to 33 mph. A new 32' Sedan has controls enclosed in a spacious salon.

A new idea in cruiser layouts has been developed for Chris-Craft's 33' Sports Cruiser. Galley, dinette, control station and cockpit are all on the same level. A semi-enclosure protects bridge, galley and dinette. A private toilet-room is just a step below the bridge. A vee-berth stateroom is forward.

The new 33' Sport Fisherman combines the seagoing hull and interior accommodations of the 33' Sports Cruiser with a fishing flybridge and a spacious cockpit that will accommodate up to four fishing chairs. Both feature high chines forward and raised-sheer design for soft, dry riding, and offer twin engines up to 550 hp for speeds to 35 mph.

Showpiece of the cruiser fleet is the 33' Futura, featuring standard teak decks and comfortable cruising accommodations. Sharp clipper bow and sweeping one-piece deckhouse give the Futura which is offered with choice of twin engine options.

Chris-Craft's new 35' Constellation offers spacious decks, flybridge controls, and twin engine options up to Model-283 V-8's. Cabin accommodations for four or six include L-shaped galley, dinette, wardrobes, private toilet-room, and comfortable vee-berths.

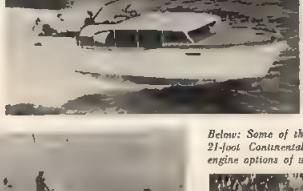
Chris-Craft's new 40' Conqueror, a double cabin cruiser with built in sundeck, features low aft cockpit, open-styled deckhouse, and large owner's cabin aft. Accommodations for eight are offered, with twin engine options up to 550 hp, including diesels

A new 40' Constellation is a flush-deck yacht with extended cruising accommodations for six, and a roomy aft deck.

The new 42' Constellation has Chris-Craft's cassic-shaped bow, straight sheer styling, walk-around decks, accommodations for eight. The "42" and 40-footer series feature open interior styling that unites deckhouse, dinette and galley into a single living area. Owner's stateroom aft on the 42' "Connie" has adjoining toilet facilities.

The 55' Constellation features spacious decks and accommodations for ten. Twin engine options up to 600 hp include diesels, and provide speeds to 25 mph. Both master and guest staterooms aft have twin beds, wardrobe and vanity, and separate toilet facilities. The dining lounge which converts for sleeping and the private forward stateroom also have adjoining facilities. The bridge on all larger Constellation models can be equipped with hard top and extended side-shields, or completely enclosed.

Most luxurious new yacht is the 65' Constellation, powered with twin diesels and fully equipped for living afloat. The bridge and forward portion of the aft deck are sheltered by a hard top, wrap-around ventilating windshield and extended sideshields with sliding glass. An L-shaped deckhouse lounge doubles as a dining area in the Cordovan-paneled deckhouse. Forward, the dinette-lounge opposite the galley converts for sleeping. This area and the captain's cabin are served by adjoining toilet facilities. Each of the aft cabins and the deckhouse have separate facilities. The "65" has a 16½' beam and a Philippine mahogany hull.



Right: Chris-Craft's 31-foot Constellation has galley, dinette, vee-berth stateroom and private toilet room. Sleeps six.

Below. Chris-Craft's 40-foot Sport Fisherman offers twin engine options up to 550 hp including diesel engines

Below: Some of the pleasing lines belong to Chris-Craft's 21-foot Continental, a mahogany constructed craft. Her engine options of up to 275 hp provide speeds to 41 mph.

NEW CHRIS-CRAFT V8

$1395*

*Suggested retail price, F.O.B. factory, subject to change

When you can get a marine engine that combines high horsepower and compact size at a low, low price—that's news, good news!

Chris-Craft has done it with the new "283" V8—the newest, most advanced marine engine in the industry . . . a powerful V8 that offers you sensational savings.

SAVE! Its low initial cost gives you the most engine for your boating dollar.

SAVE! Outstanding economy, reliability and smooth, fast, exhilarating performance are basic design features of the new "283" that save you money.

SAVE! Short stroke V8 design saves weight, saves installation space, and saves on operating costs.

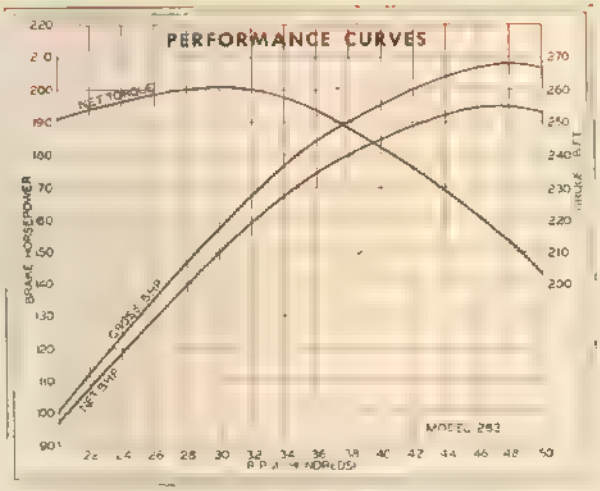
Don't be misled by phony horsepower claims. You always get the rating you pay for with a Chris-Craft engine. See your Chris-Craft dealer now. Or write us for data on this and other famous Chris-Craft marine engines, from 60 through 200 hp.

Chris-Craft

MARINE ENGINE DIVISION

CHRIS-CRAFT CORPORATION, POMPANO BEACH, FLORIDA

WORLD'S LARGEST BUILDERS OF MOTOR BOATS



We do not recommend turning this engine over 3600 rpm's. Use in excess of 4000 rpm's voids factory warranty

FEATURES—Weighs only 665 lbs. (dry with direct drive) • No premium fuels required • Each engine thoroughly tested and run under its own power before shipment • Opposite rotation, hydraulic transmission, and reduction-gear drives (1½ to 1, and 2 to 1) optional at extra cost • Rubber engine mounts • Rotating exhaust valves • Smooth operation, fast acceleration • 12-v electrical system • Full-flow oil filter

DEALER INQUIRIES INVITED!

REMOTE CONTROLS

either Outboard or Inboard

Steering Devices
Gear Shifts
Throttles
Governors
Synchronizers
Hydraulic Transmissions and Clutches

Leading Manufacturers Install ACCO Tru-Lay *PUSH*-PULL Flexible Cables

Here are the reasons:

Freedom from Trouble is assured under exceptionally adverse operating conditions because of such features as . . . full protection of the flexible, inner, working member by the tough flexible conduit . . . lubrication of the inner, working member for life during assembly . . . seals that keep moisture, dust and other foreign matter out of the unit . . . rubber covers where indicated that permit these units to operate effectively even when the conduit is completely immersed . . . cold swaging of fittings that makes them integral parts of the control unit.

Accuracy is inherent in the basic design of these cables. They are precision products, not gadgets. Here is how a leading manufacturer of marine controls puts it: "These control cables provide minimum backlash, even in installations up to 30 feet in length, because the cable is designed to close tolerances with minimum drag and lost motion."

Long Life is a matter of record. We have never heard of a TRU-LAY FLEXIBLE PUSH-PULL CONTROL or CABLE wearing out in normal service. Failures, that sometimes harass users of the more complex controls, are eliminated by the use of these simple, positive-action cables.

Corrosion-Resistance for marine service is provided by plating or Stainless Steel construction as required by the use. With a rubber cover these units operate effectively even when the conduit is completely immersed.

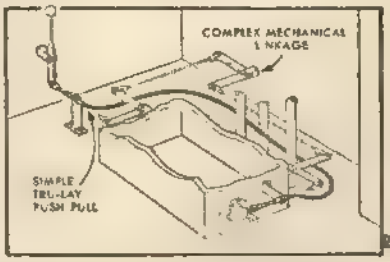
TRU-LAY—PUSH-PULLS are "Solid as a rod but *Flexible* as a wire rope." This *Flexibility* makes it possible to snake around obstructions . . . permits the ideal arrangement of all elements of marine remote controls.

***OUTBOARD FANS**—Look for the wonderful new outboard steering devices at your dealers . . . operated with ACCO Tru-Lay Push-Pull remote controls for simplest, easiest, trouble-free steering . . . with no pulleys, turn-buckles, ropes or other rigging.*

***Advantages** of Tru-Lay Push-Pull flexibility and simplicity are pictured below—*

Simplicity vs Complexity

Compare the TRU-LAY PUSH-PULL cable in illustration with the mechanical linkage. PUSH-PULLS are simple, have but one moving part, are noiseless and give lifetime service accuracy. Linkages are complex, made of many parts; they wear at many points. Their use brings increased backlash, lost accuracy and vibration rattles.



These advantages of TRU-LAY PUSH-PULLS make it easy to understand why these cables are standard on the very finest *inboard* remote controls . . . why nearly all *outboard* motor manufacturers make them available at your dealers for gear shift and throttle control.

***Manufacturers and Boat Builders**—Write for a copy of our* DATA FILE. *Its six bulletins and booklets will answer all your further questions.*

ACCO

AUTOMOTIVE and AIRCRAFT DIVISION
AMERICAN CHAIN & CABLE

Push-Pull DATA FILE

TRADE MARK

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6800-D East Acco Street, Los Angeles 22 • 929-D Connecticut Ave., Bridgeport 2, Conn.

Be Sure to See

the many applications of

ACCO TRU-LAY *PUSH*-PULL Remote Controls

in many exhibits

at

National Motor Boat Show

NEW YORK • JANUARY 16-25

and

Chicago National Boat Show

FEBRUARY 6-15

★

Look for them on Synchronizers, Gear Shifts and Throttle Controls for both inboard and outboard engines.

★

Don't miss the application of these PUSH-PULL controls in the new steering devices.

World's Largest Selling
N81B4K
BIG 17½" Wingspan
Nylon Prop
Spring Starter
PROVEN
Easiest starting, dependable
flying rugged construction
at the retail counter
Continuous high sales level
and customer satisfaction
4 color Dura Vu packaging
CIVIL AIR PATROL
Super Cub 105
$8.00
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Comp ete with
Babe Bee .049 engine
Thimble-Drome
Fully Assembled
Ready-to-Fly
COX MANUFACTURING CO., INC., BOX 476, SANTA ANA, CALIFORNIA

ANOTHER LEADER FROM THE LEADER

Thimble Drome

World's Largest Manufacturer of Ready-to-fly Planes Engines, Fuel and Accessories

NEW
Full-Color DURA-VU Package.
Displays, Protects, Stacks Easily!

Thimble Drome Glow Fuel

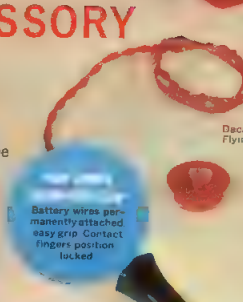
SKYLON REEL* Quick-adjusting, positive lock speedy wind in and out, protects flying lines *Available separately #705 at $1.50

The model flying accessory kit that outsells all others!

SUCCESSORY KIT!

Extra **sales**— extra **quality** by Thimble-Drome —extra **profit**— TWICE the profit of ordinary kits!

$2.98


Finguard
Filler Hose
Dacron Flying Lines
Filler Cap with Stainless Steel Strainer
2 Line Snaps
Battery wires permanently attached easy grip Contact fingers position locked

L. M. COX Manufacturing Co., Inc. Box 476, Santa Ana, Calif.

NAT'L SALES: **MILT GREY SALES,** 8693 WILSHIRE BLVD., BEVERLY HILLS, CALIFORNIA

CLINTON for '59

Greatest Savings Ever

Now You Can Buy Next Year's Watches At These SENSATIONAL Prices!

"EXCELLENCY" CLINTON 23 JEWELED shock resistant movement GUARANTEED FOR LIFE* A watch that wins top honors for design and excellent timekeeping. Modern square case of 10K Rolled gold plate, steel backed Jet black dial with raised gold numbers and sweep second hand. Gleaming domed unbreakable crystal. Matched gold filled expansion band with leather inserts accented in black. Never before such value in a fine timepiece.
35W466-2495 Retail 100 00

"SEAWOLF" . . . rugged, sturdy, dependable - WATERPROOF** shock resistant built for a lifetime. 17 Jewel movement, chrome top steel back case. Radium figured sweep second hand. Rugged stainless steel expansion bracelet will match
35W468-1498 Retail 59 50

As above, yellow gold plated case with gold filled leather inset expansion bracelet
35W469-1989 Retail 75 00

"NURSE'S CHOICE" the perfect timepiece for either Nurse Career Women home-makers wanted at work! Tiny dust protected case in Color Tone with steel back WATER RESIST Radium dial with sweep second hand. Color exclusive bracelet of stainless steel. Shock resistant 17 JEWEL CLINTON movement GUARANTEED FOR LIFE*
35W470-1989 Retail 75 00

"MONOCLE PRINCE" 79 JEWELS AUTOMATIC self-winding CALENDAR-WATERPROOF** CLINTON shock-resistant movement GUARANTEED FOR LIFE* It winds itself with the natural motions of your arm. For that busy executive, the CALENDAR shows DAY AND DATE. Designed for perfect performance under all conditions. Yellow gold plate case steel backed. Radium dial with sweep second hand. Unbreakable crystal with magnifying monocle so that date can be seen at a quick glance. Gold filled expansion band combines leather formed to fit the wrist
35W472-4995 Retail 200 00

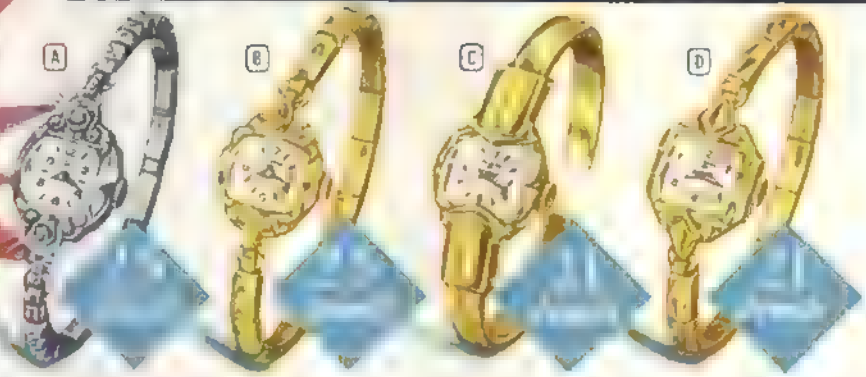
ALL CLINTON WATCHES feature UNBREAKABLE MAINSPRINGS

Beautifully GIFT-BOXED

Retail prices include federal excise tax. Prices are subject to change without notice.

"EMBASSY" 25 JEWEL AUTOMATIC self-winding watch WATER-RESIST yellow gold plate case with steel back in popular round style, fully dust-protected. Modern raised numeral dial with sweep second hand. Unbreakable crystal. Gold filled expansion bracelet accented with leather. CLINTON shock-resistant movement GUARANTEED FOR LIFE* crafted to meet exacting standards, yet so popularly priced!
35W474-3375 Retail 125.00

All Movement Parts GUARANTEED FOR LIFE*



(A) "REGENCY" 2 DAZZLING DIAMONDS . . . 25 JEWEL shock-resistant CLINTON movement. GUARANTEED FOR LIFE*. Petite white gold plate case, with steel back, dust-protected. Raised figure dial and high domed unbreakable crystal. The slim gold filled diamond-cut expansion band will grace her wrist in elegance.
35W476-2950 Retail 110 00

(B) "SPLENDOR" 14K YELLOW SOLID GOLD 25 JEWEL shock-resistant movement, GUARANTEED FOR LIFE* with compliment her every ensemble. Up to the minute fashioned raised figured dial with high domed unbreakable crystal. Sleek gold filled expansion band
35W478-2950 Retail 110 00

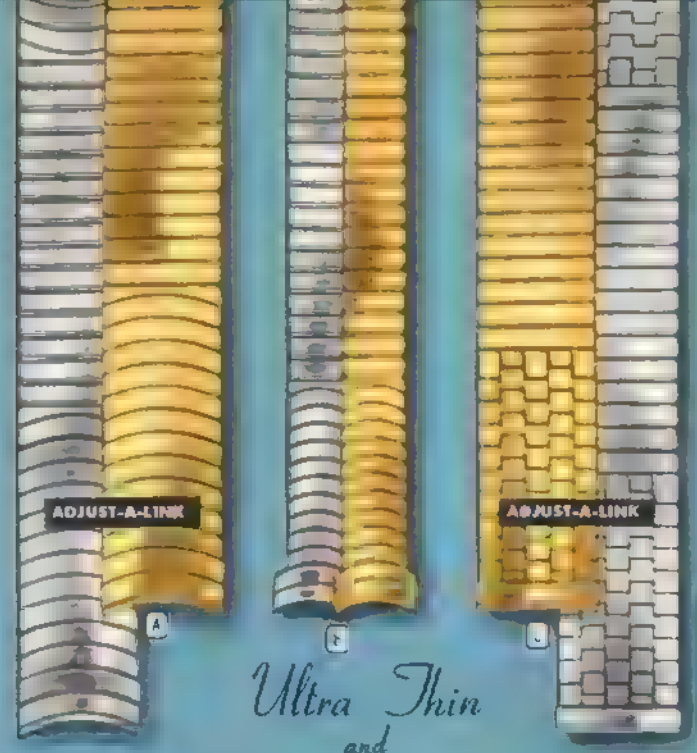
(C) "FASCINATION" 21 JEWEL bracelet watch. Dust-protected case in color of natural gold with steel back, will wreath her wrist in the height of glamour. Contoured dial with raised crystal. Can be worn for any occasion. CLINTON shock resistant movement GUARANTEED FOR LIFE*
35W480-2264 Retail 95 00

D "LaBELLE" 21 JEWEL shock-resistant CLINTON movement, GUARANTEED FOR LIFE* the lovely effect of the yellow 10K rolled gold plate dust-protected case with steel back, will win praises. Raised figure dial domed crystal. Enhanced by a perfectly matched gold filled expansion bracelet. Truly beauty on a tailored note!
35W482-2230 Retail 80 00

**The Clinton Watch Co. will replace any defective or broken movement part without charge for material or labor*

***Guaranteed waterproof as long as case, crown and crystal are intact.*

Copyright 1959 Clinton Watch Company



Ultra Thin and Featherweight

CLINTON

EXCLUSIVE 3T CONSTRUCTION

TORTURE-TESTED — Gold-filled and all stainless steel built to withstand 36000 expansions — over 50 years of normal wear

TROPIC-TESTED — Every Clinton band guaranteed against rust or corrosion . . . even in tropical climates.

THINCRAFTED — Every Clinton band is THINCRAFTED! The slimmest, thinnest construction possible in each model style.

PLUS

ADJUST-A-LINK — insuring perfect fit. You simply add or subtract links and adjust the band to your exact size.

PLUS

AUTOMATIC ENDS — for simple, quick, easy attachment.

PLUS

EASY WATCH BAND ATTACHMENT KIT

PLUS

All Clinton Watch Bands Are Guaranteed For 1 Year.

(A) "DYNAMIC" — the marvelous ADJUST-A-LINK band that fits any wrist! Very thin, crafted for years of wear Yellow Gold filled steel back expansion band rejuvenates your timepiece.
35W985-563 **Retail $12.50**

As above, All Stainless steel.
35W986-495 **Retail $10.95**

(B) "NIGHTINGALE", a lovely expansion band for all sports watches Trim, tailored and thin . crafted in Yellow Gold filled top stainless steel back. Smartly practical gift for her.
35W987-495 **Retail $10.95**

As above, all stainless steel
35W988-446 **Retail $9.95**

(C) "MOSAIC" . . . tops for handsome styling and absolute comfort . . . with combination of woven links and expansion band. YELLOW gold-filled, steel backed, very thin — very new! With ADJUST-A-LINK
35W989-696 **Retail $15.50**

As above, White all stainless steel
35W990-592 **Retail $12.95**

(D) "VICTOR" . . . YELLOW gold-filled steel back expansion band of unique design with fine Brown leather insets. The ADJUST-A-LINK feature insures perfect band fit. Clinton-constructed for years of wear.
35W991-495 **Retail $10.95**

In all stainless steel band with BLACK insets.
35W992-353 **Retail $7.95**

(E) "EXCELSIOR" . . . distinguished! YELLOW gold-filled band with Brown leather! ADJUST-A-LINK design
35W993-495 **Retail $10.95**

As above, WHITE stainless steel with gleaming Black insets
35W994-353 **Retail $7.95**

As above, YELLOW gold-filled steel and mesh—very flexible.
35W995-495 **Retail $10.95**

(F) "COLUMBINE" . . . beautiful classic, simple and tasteful. Gold-filled expansion bracelet with Automatic ends . . . attaches to your watch effortlessly! Fits with close comfort thanks to ADJUST-A-LINK feature

35W996-367 (YELLOW) **Ret. $8.50**
35W997-367 (WHITE) **Ret. $8.50**

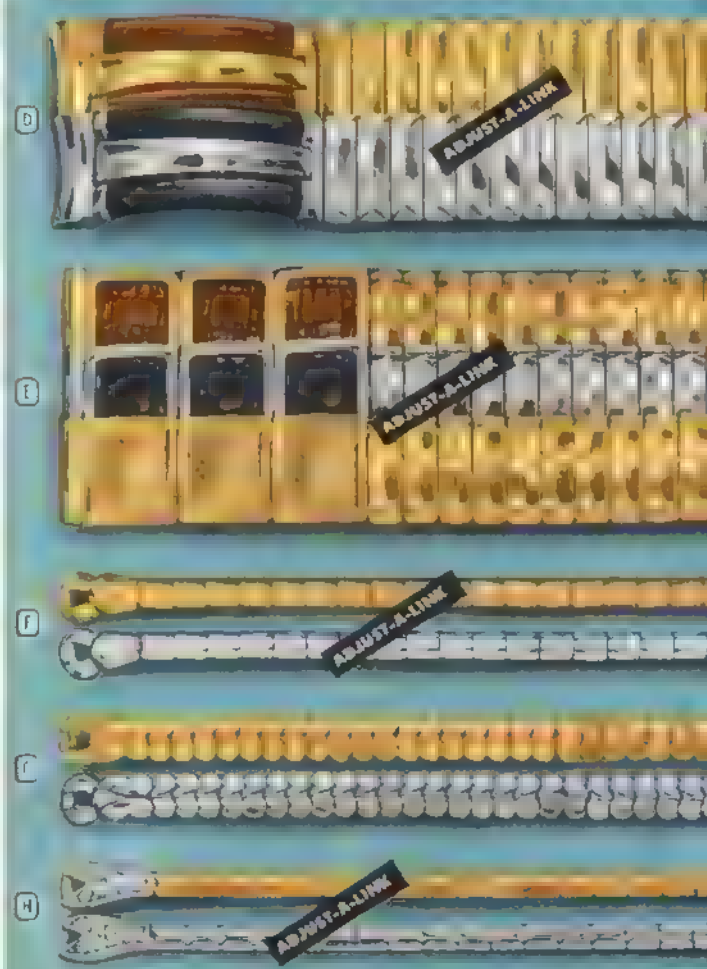
(G) "IVY" . . . perfection in a gold-filled expansion bracelet. Automatic end pieces are so easy to attach. All steel backing adds years of life to this lovely band A design created to make any watch look like this season's triumph.

35W998-416 (YELLOW) **Ret. $9.50**
35W999-416 (WHITE) **Ret. $9.50**

(H) "SUPERBA" . . . diamond-bright are the rhinestones securely set in tapered end pieces of this gold-filled ADJUST-A-LINK expansion bracelet. Fit for your precious diamond watch . turns any timepiece into a jewel of fashion.

35W900-588 (YELLOW) **Ret. $12.95**
35W901-588 (WHITE) **Ret. $12.95**

All Clinton watch bands are beautifully packed in a luxurious gift box



EASY WATCHBAND ATTACHMENT KIT

HANDSOMELY GIFT BOXED

TORTURE-TESTED . TROPIC-TESTED . . THINCRAFTED

New livestock ideas from the South

THE South's top college researchers got together in Memphis last month spent three days sharing results of their latest tests. From the meetings, attended by three FARM JOURNAL editors, came these livestock research highlights:

BEEF

Fall-dropped calves, whose mothers were wintered on wheat pastures, netted more money than two other lots where the dams were carried on sorghum silage plus CSM or on native pasture plus ground ear corn and CSM. In these tests, which ran for a five-year period in Oklahoma, all calves were creep fed, sold from April to June. For calves of good beef breeding handled this way, a good bet is to sell the heifers for slaughter; the steers as feeders.

Hornflies have had it as far as Alabama, Louisiana and Mississippi researchers are concerned. Spray tests with Co-Ral, Dipterex and Diazinon (on the market) and Korlan and Sevin (still experimental) kept cattle free of hornflies for 14 to 21 days, even during the worst part of the season.

Good grub control news, too. Several scientists reported 90% or better control with either Trolene (bolus) or Co-Ral (spray). Another exciting possibility: Put an insecticide in the feed. South Carolinians tried it with the new product, dimethoate, got 71% to 86% of the grubs over a four-month period.

Heifers gained well and cheaply on heavy-silage but light concentrate feed in Tennessee Orchardgrass-ladino clover lots showed a slight gain edge over others getting either corn or sorghum silage. Heifers got a little over a pound a day CSM, about 3½ lbs. corn, cob and shuck meal. Gains averaged about 1.66 per day for the four-month feed; costs: under 13½¢ per pound.

HOGS

Feeding 8% fat to pigs from 46 pounds to market weight (200) boosted gains nearly 10% and feed efficiency 13% over a check lot, in Georgia tests. Dressing percent, fatback and carcass hardness were about the same.

A test with a 3 mg. stilbestrol im-

THIS EMBLEM IS YOUR GUARANTEE OF SATISFACTION 76A

The Smith family — Bill, Barbara Ann and Mr. Smith of Riveredge, N. J.

PART OF THE FAMILY...BLUE BELL WRANGLERS

Authentic Western-style jeans and jackets. Sturdy Sanforized denim takes hard wear and washings. Dad's Wrangler jeans, $3.98; boys', $3.49; girls', $2.98. Jackets, $2.98 to $4.98. Wrangler Western-style shirts, $2.98 to $3.98.

Blue Bell, Inc., Empire State Bldg., New York, N. Y.—Canada, W. Howick Mfg. Co., Montreal

BLUE BELL CLOTHES
for all the family

DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

No. 767 T. COHN, INC.
DOLL HOUSE W/6 FIGURES & FURNITURE (6) $6.00

A six room, 2 story metal and plastic doll house. 16¾ inches high, 23¾ inches long and 9½ inches deep. Consists of living room, dining room, kitchen, bedroom, nursery, bathroom and terrace. Includes plastic furniture. Lithographed inside and out in four colors.

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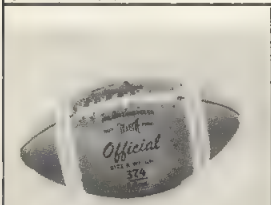
No. 2150 COLORFORMS
SLEEPING BEAUTY DRESS DESIGNER KIT (12) $2.00

"Dress Up" Sleeping Beauty and her Prince in hundreds of different ways. Figures and archway punch out and set up. Beautifully designed and packaged. With illustrated booklet.

★ **No. 150 SMALLER SET (24) $1.00**



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★ **No. 374R COLLETTE MFG.**
FOOTBALL (12) $3.00

Official in size, weight and performance with a Butyl bladder and needle type valve. Weight 14 ozs. Russet ball with White stripes.

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No. 5500 L.M. COX MFG. CO.
P-40 FLYING TIGER (12) $10.00

This accurately detailed model of the famous P-40 is equipped with a special Super-Bee Thimble Drome Engine to allow greater performance of loops, wingovers and maneuvers. 20 inch wing span. Will land hot or make 3 point landing.

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TOTAL		
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No. 33P—COLLETTE MFG.
PUNCHING BAG—BLUTO (12) $6.00

Popeye floor type punching bag featuring "Bluto" head in three colors mounted on adjustable spring steel rod with stand-on steel base. Attractively boxed.

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TOTAL		
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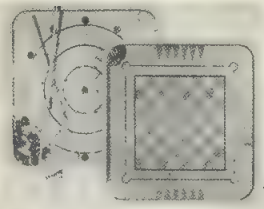
No. 5200 L.M. COX MFG. CO.
SUPER CUB (12). $8.00

Made of high impact plastic and powered by a Baby Bee 049 engine. The perfect plane for beginners.

No. 660 ACCESSORY KIT (24). $3.00

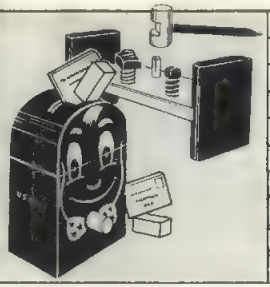
Everything needed for power model operation except the battery.



DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

No. 85 CARROM INDUSTRIES, INC.
GAME BOARD (1) $10.00

A 28½ inch square board, all wood construction with diagrams printed in Red and Green. Reversible net pockets and Green felt cushions on Carrom side of board. Plays 85 games. Complete equipment plus two cues.



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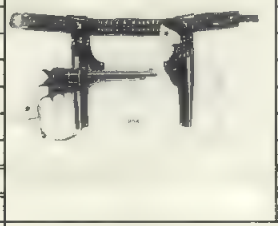
No. 1020/30 CHILDHOOD INTERESTS, INC.
CHARLIE MAILBOX, WORK BENCH (24) EACH $1.00

Constructed of beautifully painted hardwood. For coordination of hands and eyes while children play. Boxes fit in the proper slots of mailbox. Pegs to pound, nut and bolt action, plus screwdriver and screw action with the work bench.

DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

No. C–058 CHARM TOYS, INC.
MR. BASSET 14" TALL (12) $5.00

A soft cuddly, sad-looking Basset Hound with jingling jowls and squeeker in tail. Color Beige. 21 inches long. Filled with Fluffy Foam.



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TOTAL		
LAY AWAY		

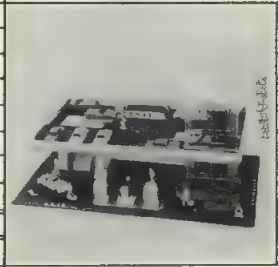
No. 2906 CLASSY PRODUCTS CORP.
ROY ROGERS HOLSTER SET (12) $7.00

Genuine top grain cowhide double gun and holster with fitted gun pockets. Saddle stitching on belt and holsters. 3 inch belt with 12 bullets, Western buckle. 2–12 inch six shooters, break barrel repeater action.

DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

No. 1050 CHILDHOOD INTERESTS, INC.
ANGEL SYMPHONY MOBILE (6) $5.00

This beautiful mobile is activated by a genuine Swiss music box that turns the mobile to "Rock-a-bye Baby". Attaches to crib with sure-hold clamp. Packed in Pink and Blue gift box.



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No. 877 T. COHN, INC.
SERVICE STATION (6) $7.00

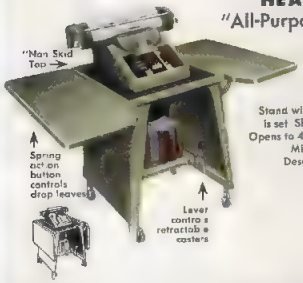
A metal and plastic service station with battery operated elevator and clear plastic elevator shaft. Equipped with 10 polyethylene cars, gas pumps, grease rack, signs, attendants, etc. Comes w/o batteries.

"ALL-PURPOSE" STAND

Use as a typewriter table, "T.V." stand or work bench. Perfect for students. Opens up to 39½" x 17". Center drawer for supplies and shelf for books. Rolls smoothly on quality casters. Heavy gauge steel. Olive Green or Cole Gray.

182F1F895 ..Retail **11.95**
Shpg. Wt. 25 lbs.

Minimum order above item, 2 or more.



HEAVYWEIGHT "All-Purpose" STAND

Protection for costly office machines. Cannot tip or tilt. Casters retractable at flip of a lever.

Stand will not move when lever is set. Shelf for personal items. Opens to 48½" x 25" x 26" high. Mist Green, Olive Green, Desert Sand or Cole Gray.

182F2F3505
Retail **46.75**
Shpg. Wt. [illegible] lbs.

COLE'S TELEPHONE TABLES →

Complete with secret vault and full suspension letter file both protected by an outer door under lock and key. Linoleum top trimmed with aluminum. Desk high. Mist Green, Olive Green, Desert Sand or Cole Gray.

182F3F4495 .....Retail **59.95**
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Same as above but without file or vault

182F4F3745 .. ..Retail **49.95**
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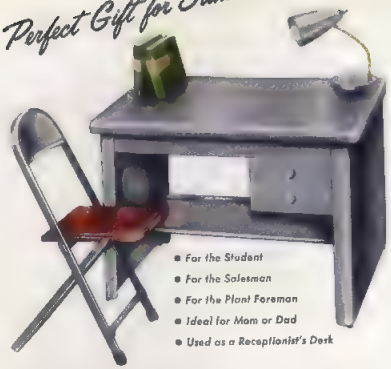
Perfect Gift for Students



- *For the Student*
- *For the Salesman*
- *For the Plant Foreman*
- *Ideal for Mom or Dad*
- *Used as a Receptionist's Desk*

Complete "Office Set" for 34.50!

STEEL DESK.....A beautifully designed Cole Steel Desk with two drawers for stationery and supplies. Gray baked enamel finish.

DESK CHAIR.....A Matching Cole Steel Desk Chair . . . folds away out of sight. Comfortably upholstered seat, lifetime fabric.

DESK LAMP.....A dramatic desk lamp, approved by Underwriters Laboratory with specially designed diffuser shade.

DICTIONARY.....Edited for home, school and office. Complete, 574 pages.

ENCYCLOPEDIA..12,500 informative articles, 1,000,000 words, 576 pages.

YOU GET ALL THE ABOVE for ONLY.....34.50 Retail
Shpg. Wt. 58 lbs. Order 182F5F2590

Read what these reporters say...

QUENTIN REYNOLDS
"I've tried them all, American and foreign. It's a Cole Portable for me . . . it's lighter, faster, cleaner."

KENNETH BANGHART
"Split seconds are important. For speed and accuracy I depend on my Cole Portable."

The '1959'

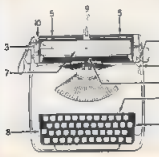
COLE PORTABLE

These experts have chosen Cole above all other typewriters only because Cole has all the features they demand in a portable. Lightweight, streamlined and rugged, will stand up after years of hard use. IDEAL FOR STUDENTS. Gives precision office performance for the entire family . . . no wonder everybody from Alaska to Zanzibar is raving about the 1959 Cole Portable. Dollar-for-dollar the greatest value in typewriter history.

SPECIFY TYPE STYLE...Pica...Elite...Imperial

182F6F8125.....Cole Gray.....Retail **100.15** Tax Inc.
182F7F8125.....Mist Green.....Retail **100.15** Tax Inc.
182F8F8125.....Desert Sand.....Retail **100.15** Tax Inc.
Cole Gray, Mist Green or Desert Sand with matching carrying case.

Cole . . . feature for feature your greatest value!



1. "Whisper-touch"
2. End-of-page indicator
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FREE *Order a Cole Portable and receive absolutely free the complete "Office Set" shown on top right of page.*

COLONIAL

PATTERNS FOR PLEASURE...1959

★ Colonial Cruisers for 1959 are designed strictly for your pleasure. Whether your call is for a snappy "24" Utility Day Cruiser or you fancy something bigger ..up to the new Colonial "40" Double Cabin Yacht, you will not find greater value, more beauty or seaworthy performance than a Colonial for 1959. See your Colonial Dealer and visit Colonial Exhibits at the Boat Shows.

Colonial "38" Express – Sleeps four or six. Large cockpit and full headroom in trunk cabin. Twin power.

Colonial "38" Sedan—Sleeps six or eight. Full headroom in trunk cabin and deckhouse. Twin Power.

Colonial "40" Double Cabin Yacht. Sleeps eight. Spacious Salon deckhouse and luxurious master stateroom. Stall shower available. Large sundeck. Twin power.

Colonial "34" Sedan – Sleeps six. Large deckhouse and trunk cabin. Twin Power.

Colonial "34" Express. Sleeps four. Trunk cabin has full headroom. Large cockpit. Twin Power.

Colonial "24" Day Cruiser—Single power—Gray 170 HP V-8, standard.

Colonial "34" Gulf Stream. Sleeps two. Ideal fisherman. Twin power.

Colonial "39" Custom Sport Cruiser—sleeps four or six. Dual controls, fly bridge, teak decks, fisherman mast, twin power, standard.

COLONIAL CRUISERS

Colonial Boat Works, Inc., River Ave., Millville, N. J.

COLONIAL

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Colonial "38" Sedan—Sleeps six or eight. Full headroom in trunk cabin and deckhouse. Twin Power.

Colonial "40" Double Cabin Yacht—Sleeps eight. Spacious Salon deckhouse and aft private master stateroom. St. Inshower available. Large sundeck. Twin power.

Colonial "34" Sedan—Sleeps six. Large deckhouse and trunk cabin. Twin Power.

Colonial "34" Express—Sleeps four. Trunk cabin has full headroom. Large cockpit. Twin Power.

Colonial "24" Day Cruiser—Single power. Gray 250 HP V-8, standard.

Colonial "31" Gulf Stream—Sleeps two. Ideal fisherman. Twin power.

Colonial "39" Custom Sport Cruiser—Sleeps four or six. Dual controls, fly bridge, teak decks, fisherman mast, twin power, standard.

COLONIAL CRUISERS

Colonial Boat Works, Inc., River Ave., Millville, N. J.

ANNOUNCING:
A GREAT NEW TOY WITH A FABULOUS NAME

sleeping beauty

BY COLORFORMS, NOW A DISNEY LICENSEE

New, from Colorforms, a line of unique and appealing toys with the magic name of "Sleeping Beauty"—a name presold to dealers and consumers by one of the great publicity campaigns of movie history.

SLEEPING BEAUTY is more than just another profit opportunity. It can be a bonanza for every wide-awake distributor and dealer. Get the full benefit of the powerful Disney promotion at its peak. Order your supply of Colorforms SLEEPING BEAUTY now. See it at the Fair in rooms 1521-2[illegible]

COLORFORMS

Bugs Bunny

Colorforms
Air Cadet Training Planes

other NEW COLORFORMS TOYS WITH BUILT-IN SELLING POWER

The movie, comic strip and TV adventures of Bugs Bunny and his friends are enjoyed by millions. Few other games pack as much sell-on-sight appeal, for children and parents, as this new, beautifully designed Colorforms Bugs Bunny.

Another exciting innovation from Colorforms — Low Wing (shown here), Mid Wing and Glider Planes that really fly! Designed with typical Colorforms craftsmanship and completely assembled. No glue, no mess, no parts to lose.

And that's not all. Enclosed with each plane is a valuable booklet that explains the theory of flight. Plus a return post card that enables any child to "win his wings."

Backed by Colorforms, the biggest TV name in toys, these planes will really take off—in stores too. Be sure to see them at the Fair.

Feature the toys that are presold on TV. Order your Colorforms toys now.

Clip and keep this page for a catalog sheet

COLORFORMS
NORWOOD, NEW JERSEY

Whee! Look at 'em Fly!

Control handle and lines included on all Ready-to-Fly Models

They're SKY-HIGH in Design, Flyability and Value!

COMMENDED PARENTS' MAGAZINE

Comet

Ready-to-Fly

U-Control ALL-PLASTIC GAS MODELS

What a picture they make—Comet's 4 big-'n-beautiful Ready-to-Fly U-Control Gas Models zooming through the sky—while their youthful "pilots" get the thrill of their lives putting them through their paces! These all-plastic beauties were **deliberately designed** to **out-fly, out-value** and **out-sell** them all—and they're doing just that! Young Americans want **action** these days—and they **get it** in Comet's Ready-to-Fly Gas Models. Stunningly packaged in richly color-printed chests—complete with powerful "OK" Cub fast-starting engines, control handles and lines—and they cover every popular price range from $7.95 to $14.95!

Upper left: True-to-Scale **PIPER TRI-PACER** 11½" long—**PLM-30** $7.95. Upper right: True-to-Scale **MUSTANG** F-51, 13" wing—**PLM-45**—$12.95. Center: Air-cooled **STARFIGHTER** 19½" long—**PLM-46**—$14.95. Lower left: Swept-wing **SABRE 44**, 4" long—**PLM-44** $9.95

COMET MODEL HOBBYCRAFT, INC.

Way Out in Front in Performance and Value

COMET'S Gas Models and Ready-to-Run Racing Car

Ready-to-Fly All-Plastic

Snark SM-62 TRUE-TO-SCALE Intercontinental GUIDED MISSILE

$14.95

Ready-to-Fly, True-to-Scale, U-Control GAS MODEL. High-Impact Plastic. Complete with LAUNCHER, Control Handle and Lines and .049B "OK" Cub Engine with Auto-Recoil Starter.

A scale version of the Air Force's dramatic intercontinental missile, modified for thrilling control flights! Big—18⅜" long; beautiful in rich red and yellow plastic, complete—with mobile 6-wheel launcher, powerful engine, control handle and lines, in striking 4-color box.

Length 18⅜"
Span 13⅞"
Weight 7¾ oz.

Complete with Gas Engines

COMMENDED PARENTS MAGAZINE

Regulus SSM GUIDED MISSILE

Ready-to-Fly, U-Control GAS MODEL High-Impact Plastic. Complete with .049A "OK" Cub Engine and Twist-Cord Starter, Control Handle and Lines

This model has only one rival in value - Comet's own Tri-Pacer! Smart, sleek blue-and-white color scheme, 14⅜" long, cushion-rubber tires, tricycle landing gear, colorful decals. Complete with engine, starter, control handle and lines in a full-color chest

Length 14⅜"
Span 14"
Weight 6 oz.

$7.95

High Impact Plastic

BELOND AP Special Engine Powered RACING CAR

$11.95

TRUE-TO-SCALE

Ready-to-Run, High-Impact Plastic. Complete with .074 "OK" Cub Engine with pull starter, Bridle and Tetherlines.

Replica of the racing car that won the 1957 and 1958 Indianapolis Speedway classics, beautifully molded in dazzling yellow plastic! Genuine rubber tires, decals, driver, bridle and tetherlines—ready-to-run! Telescoping 3-color box.

Length 11"

COMET

COMET MODEL HOBBYCRAFT, INC. • 501 WEST 35TH STREET, CHICAGO 16, ILLINOIS
200 FIFTH AVENUE, NEW YORK 10, NEW YORK

SEE COMET—1st in Sales, Design and Value—at the TOY FAIR in ROOM 903—HOTEL NEW YORKER

from Favorite Books and Comic Strips

A thru D Mickey . . the 11-inch all vinyl Boy doll. Molded in fine detail with turning head; jointed arms and legs. Nicely detailed cotton uniforms, molded on hats. Painted on features, socks, shoes. Shpg. wt each 1 lb.

(A) 49 N 3345	Baseball Player	$2.74
(B) 49 N 3343	Football Player	2.74
(C) 49 N 3349	Cub Scout	2.79
(D) 49 N 3344	Sailor	2.74

E Dennis the Menace. Lovable little prankster carefully molded in vinyl Colorfully dressed in cotton shirt overalls . molded vinyl shoes Clothing removes. Painted features.
49 N 3847 14 in. tall. Shpg. wt. 1 lb. 8 oz. . . $3.89

F Little Lulu 14½ inch fabric doll cotton stuffed. Painted face, curly yarn hair Cotton dress, undergarment Simulated shoes.
49 N 3843 Shipping weight 14 ounces $3.79

G 16½-inch Little Lulu in Western outfit. Cotton felt skirt, cotton shirt, "10-gallon" cowboy hat, boots. Tiny gun in holster to complete the outfit. Soft cotton stuffed body Painted face, yarn hair
49 N 3554—Shipping weight pound $5.89

H Popeye the Sailor Man. Fully-jointed vinyl pose him in a humored and-one ways Pinch his face and he whistles through his pipe! A realistic colorful 13-inch reproduction.
49 N 3503 Shipping weight 1 pound 8 ounces $3.79

J Laughing Popeye turn handle at his back and hear him He-He, Ho-Ho, Ha-Ha. This spinach-eating champion is 21 inches tall . . has cotton-stuffed body H's face and muscular arms are vinyl Costume is of cotton, neatly made like the authentic Popeye clothing. A most hilarious fellow.
49 N 3541 Shipping weight 2 pounds . $5.79

Raggedy Ann and Andy

K-L The original button-eyes favorites of tots and adults for many, many years. Soft, cotton stuffed fabric bodies with yarn hair and merry, painted features. Ann is dressed in cotton dress and apron, Andy in cotton shirt, pants and hat Clothing removes. Choose from 3 big, floppy sizes.

Size inches	Catalog Number (K) Andy	(L) Ann	Shpg. wt. each	Price each
15	49 N 3592	49 N 3580	1 lb.	$2.84
20	49 N 3603	49 N 3583	1 lb. 6 oz.	3.79
32	79 N 03605	79 N 03585	5 lbs.	8.79

I'm Fluffy . . just 11 inches tall

M Vinyl Doll with rooted Saran hair. Jointed arms and legs, turning head, go-to-sleep eyes Dressed in lace-trimmed cotton pants, vinyl shoes and socks. Every little girl will love to dress a dolly in the new and different outfits listed below.
49 N 3565—11-inch doll only Shpg. wt. 1 lb. $2.74

Clothing for Fluffy. Shipping weight each 8 oz.

N	49 N 3381 2 piece Cotton Sleeper	89c
P	49 N 3379—Cotton play outfit, babushka	89c
R	49 N 3384 - Polka dot dress of cotton, with tall bolero and hat Matching panties	$1.89
S	49 N 3383 Soft rayon plush Coat, Hat, Muff. Wrist strap on muff; chin strap on hat	$2.79

Collectors' Happi-Time Miniatures . . just 7½ in. tall

Beautifully-dressed dolls with exquisite features. Dolls of practically unbreakable plastic, with mohair wigs, jointed arms and heads. They all stand alone, dressed in their gorgeous finery . . dresses, half slips and panties. Lashed, glassene eyes close Shpg. wt. each 12 oz.

T 49 N 3105—Miss Christmas. Rayon satin gown, hooded cape, fake fur trim. $1.69

V 49 N 3106—Nun in rayon taffeta. Crucifix, imported Italian Rosary. No wig. 1.69

W 49 N 3101 —Beautiful Bride. Bouffant white rayon satin gown with lovely lace trim. Flowing net veil and bariboned bouquet. $1.69

49 N 3102 —Bridegroom coat shawl. Dressed in traditional trousers, tails and high hat. Painted hair. Ideal for wedding parties with purchase of Bride above. $1.59

Toodles Toddler with Hair

She walks with you when you guide her and stands alone. An exquisitely dressed little girl—23 inches tall. She has rooted Saran hair. Wears a lace-trimmed nylon dress with embroidered yoke, sleeves. Dainty tulle ruffles enhance her matching nylon baby hat. Lace trimmed slip, ruffled panties, shoes, socks complete her wardrobe. She has the features described at left, below but does not drink, wet or coo.

Shipping weight 5 pounds.

79 N 03268 . ..... $15.49

Toodles with Molded Hair

Adorable 23-inch Toodles walks with you when guided and is dressed for play in her cotton seersucker romper with embroidered eyelet collar. Matching sunbonnet shades her pretty eyes. Shoes and socks on her toddling little feet complete her outfit. She's all vinyl, jointed and life-like, has rolling sleeping glassene eyes. She's much too grown up to drink, wet or cry but loves to be bathed.

Shipping weight 4 pounds.

79 N 03266. ... . $11.98

I'm Toodles..Take me with you wherever you go

Toodles with Kart **$18.45**

The action baby-doll that feels and poses like a real baby. Jointed arms and legs, head turns. She's vinyl plastic, drinks and wets; bathe her in a tub like a real baby. Coy rolling and sleeping glassene eyes with long curled lashes. See her on TV.

Toodles in her Super Kart. Fun galore with this big 22-in. cuddly baby. Brush and comb her curly rooted Saran hair. Take her with you on shopping trips. 18x13x23½-in. high Super Kart is all steel, wood push handle—use it as a high chair or stroller. Basket at bottom filled with boxes marked like name-brand foods. Basket is removable. Toodles dressed in cotton sateen romper, socks and shoes, ribbon in her hair. Has her own bottle, drinks and wets, coos when hugged. Pose her in many ways. 79 N 03265—Toodles n Super Kart. Partially assembled. Wt. 11 lbs.. . .$18.45

Buy the doll your little girl will love . . use Easy Terms. Page 294 for details

Traveling Infant Toodles in her Car Bed

Soft vinyl 16-inch infant Toodles is a great little traveler. Her quilted car bed has tufted air-filled mattress, sturdy metal frame. Toodles nestles snugly in a glamorous lace-trimmed rayon satin bunting with matching satin bonnet over her rooted curly Saran hair. Underneath, she wears a cute checked romper and knitted booties. Toodles has pretty, sleeping glassene eyes with lashes . . jointed arms and legs, movable head to pose in all the cute positions of a real little baby. She coo's happily when you squeeze her. See how many ways her car bed can be used in the small views above.

49 N 3263—Infant Toodles n 20-inch Car Bed. Shipping weight 5 lbs. 6 oz.. $11.97

17 ft.
Commander
model 3022
Moving up in the popular price field? Let this "Soft Ride" hull from the Masters of Clinker-built Construction earn your respect for speed, for comfort, for, "eye fidelity" beauty! You'll love the "extras" which are standard equipment on this spacious, versatile family pleasure boat as well as the careful attention we've paid to minor detailing in America's Foremost Clinkerbuilt Outboard Boat.
Other Models from 14' through 19'.
Write for full color catalog now!
Cruisers INC.
103 PECOR STREET
OCONTO, WISCONSIN

EVINRUDE'S NEW BOAT—SH-H-H, A SURPRISE!

Instead of preceding its annual contribution to modern naval architecture by a vigorous thumping of the publicity tom-toms as it has in the past, Evinrude Motors is building its 1959 surprise behind a curtain of secrecy and will not so much as whisper about the craft's characteristics until it is unveiled at the National Motor Boat Show in the New York Coliseum in January.

After its initial burst on public consciousness in Gotham, the Evinrude boat will be displayed at the boat shows in Chicago, San Francisco and Los Angeles.

The new boat, successor to the sports car type Lark of 1956, the next year's circular ambulatory patio and 1958's seagoing station wagon, is identified now only by the cloak-and-dagger name of Project KR-14.

Howard F. Larson, Evinrude's director of sales and spare-time Merlin, would say only of his impending stunner that it would be an outboard boat, that it would be an extreme departure from conventional craft both in design and use, and that it would fill an area of design that has been previously overlooked by builders.

SAGEN CRANE AND OUTBOARD RACK

Sagen Boat Hoist Products of Weedsport, N. Y., presents a floor crane and an outboard motor rack. The Sagen Floor Crane facilitates the moving of all types of outboard motors within a store. It has a 400-pound capacity, is adjustable, and rolls on ball-bearing casters. Special gearing features one-hand operation. Equipment includes 10' of 5/8" aircraft cable. Height in raised position is 109"; in lowered position, 74". Construction is heavy tubular steel. An adjustable motor sling is available.

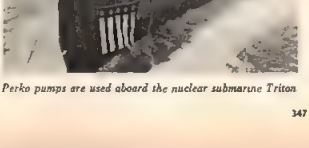
The Sagen Space Saver Outboard Motor Rack is designed for motor display and storage. Construction is steel. A slight pressure will roll the loaded rack on its casters. Capacity is 16 motors. For storage, the rack folds flat. Its length is 8' 8", height 6'.

PERKO GOES TO SEA ON TRITON

As the U.S. Navy's first, twin nuclear reactor powered submarine—the Triton—slid down the ways at Groton, Conn., last summer, the men of Perkins Marine Lamp and Hardware Corp. took special pride in knowing that the Triton's builder, General Dynamics Corp., chose Perko to fit her out.

Among the Perko fittings aboard the undersea craft is their double-action all-bronze wing pump with improved intake valves which eliminate need for priming even after weeks without use. While this pump is most popular as a large capacity marine bilge pump, it has enjoyed widespread use in the industrial and commercial shipping fields for pumping oils, gasoline, hot liquids, etc.

Details on the full Perko line—more than 2000 items—of marine hardware, lights and accessories for boats, yachts and ships of all sizes, are available in a general catalog ($1.00). A convenient abridged catalog edited especially for popular sized inboard and outboard runabouts and cruisers may be had for 25 cents. Write Perkins Marine Lamp and Hardware Corp., 159 Snediker Ave., Brooklyn 7, N. Y.



Perko pumps are used aboard the nuclear submarine Triton

100-MPH SKI BOAT

Fiberglass ski boat has smooth bottom, rides evenly at high speeds. She's 17' 8" over all and has a 7' 2" beam

A fiberglass ski boat, 17' 8" long and capable of speeds near 100 mph, will be brought into Florida from California to supplement the water ski towboat fleet, and create a new class of racing for speed enthusiasts. Jordan Klein, president of Underwater Sports, Inc., at 2219 Biscayne Blvd., Miami, plans to introduce these boats in the Florida area.

The boat has a smooth bottom, and rides evenly at high speeds with little pounding. The engine is a V-drive model.

The boat was designed by Rudy Ramos, of Rayson Craft, Inc., 115 East 165th St., Gardena, Calif. Underwater Sports, Inc. intends to make these boats available in any stage of completion.

TEE NEE TRAILER LINE

The Tee Nee Boat Trailer line, offered by Tee Nee Trailer Co., 215 E. Indianola Ave., Youngstown, Ohio, includes these new features: flashlight fin styling, incorporated with Tee-Nee's deep-drawn fender which houses electrical clearance lights, super-duty winch for loading and launching; durable enamel finish in a variety of colors; and engineering advances for greater load carrying and smoother ride.

NAUTICAL GIFTS AND GADGETS

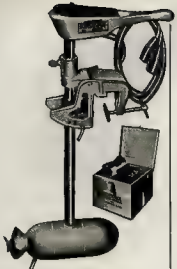
A treasury of seagoing gifts and gadgets is presented by The Sea Chest, 1620 Mount Royal Avenue, Baltimore 17, Md. Featured items include the following: a clip-on chair coaster for drinks, made of coiled steel covered with tenite plastic in assorted colors; an auxiliary seat portable fishing chair for use on the motor box, thwart or deck chair in red, blue or parchment; a mahogany dish rack for any service for eight with flatware space; and solid brass nautical lamps in vanity and pin-up styles.

HATCHET BAY IN THE BAHAMAS

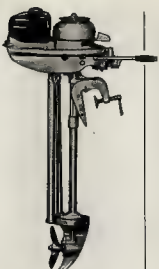
Hatchet Bay Plantation, Eleuthera Island, Bahamas, is a port of entry for the Bahamas. In this landlocked harbor, many conveniences are available to yachtsmen: fresh water, ice, and electricity; gasoline and diesel fuel and diesel service; lounge, bar, and shower; fresh dairy products and groceries.

FOR OFFSHORE CRUISING

Merrimac cruisers offered by Manson Boat Works, Salisbury, Mass., are built in 32, 38 and 44' lengths. They are sold by Manson in the New England area and handled also by Shongut Boat & Engine Center, Mamaroneck, New York, and Rex Marine Center in Norwalk, Connecticut.



SILVERTROL ELECTRIC OUTBOARD. Fisherman's favorite, because it's noiseless, easy to carry, simple to operate. Up to 2½ MPH on standard 12-volt heavy duty auto battery ... higher speeds on 18v or 24v. Thumb screw tightens for fixed steering. You get pushbutton control of 4 speeds, 360° steering, full reverse, instant starts. Lifetime-lubricated motor runs 8 to 12 hours on one battery charging.
810-531 C7087 Motor ... **$94.50**
Battery Charger and Carrying Case ... for 6v or 12v battery (not incl.)
810-549 C2590 Charger, Case.**$34.50**



NEPTUNE "MIGHTY MITE" OUTBOARD Weighs just 17 lbs. ... but it's a pint-sized powerhouse! Hitch it on your dinghy, canoe or sailboat ... it starts instantly, runs quiet and smooth at trolling speeds, yet has plenty of power at full throttle. Has 1.7 HP motor, 2 port single cylinder. Moisture-proof magneto, centrifugal pump, siphon cooling, underwater exhaust, 1-qt. gas tank. Easy to operate. Length 33⅝", width 6¼", stern height 15". Good for years of rugged service. Unusual value!
810-028 C6713 Neptune Motor.**$89.50**

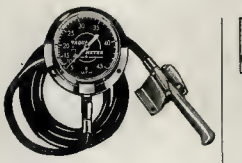
AIR-COOLED 2½ HP "COMMANDO". First 2½ HP outboard costing under $120! It's air-cooled to cut maintenance to a minimum, and weighs just 22 lbs. Gives speeds up to 8 mph. Automatic rewind, full 360° steering, full reverse, underwater exhaust. Design is so simple nothing much can go wrong. Rugged construction of aluminum, steel and bronze castings and machined parts—no sheet metal. Power head may be removed quickly and used for electric generator, pumps, saws, lawn-mowers!
811-661 C6997 Commando ..**$99.95**

Write for Free Literature on Our Complete Line of

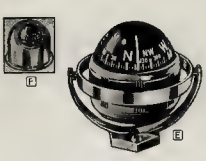
BOATS and MOTORS

We carry the complete line of Geneva runabouts and fishing boats. We also carry a full line of the finest outboard motors available. Write for descriptive literature and prices ... we'll be happy to supply them.

Delight any Boat owner with These Gifts



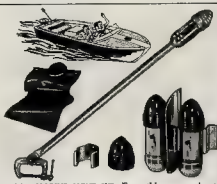
AQUA SPEEDOMETER. Precision instrument with transom-mount assembly 3-color dial with 5 to 45 MPH calibration, in chromed brass case, 2⅝" high. Safety-sprung transom clip releases nylon impact tube when struck by underwater objects. With 12 ft. Korenel tubing, mounting screws.
809-905 B733 Aqua Speedometer.....**$12.20**



E AIRGUIDE MARINE COMPASS. 5 degree calibration. Alnico V magnet, airplane-type compensators. Aluminum gimbal. Excellent value.
809-889 B450 Plastic Compass.....**$7.50**
F ILLUMINATED CHROME BINNACLE for above. 2-power magnifier. Vertical or horizontal mount.
809-897 B630 Size: 4¾"x4¾".....**$10.50**

LIFE PRESERVER BOAT CUSHION. Lastingly buoyant, provides both safety and plenty of comfort. Dashing 3-color plaid with contrasting edges. Fine Kapok is electronically sealed in vinyl plastic. Stands up under years of heavy use. Approved by U. S. Coast Guard.
810-945 B330 Cushion, 15x15x2".....**$5.50**

BOARDING LADDERS. Made of tough 1" aluminum tubing, with traction-grooved varnished hardwood steps for slip-proof use. Rubber covered, adjustable stand-offs and hooks fold flat for stowing. Available in 2 sizes. From Mingo.
811-870 D998 3-Step Ladder, 36" high **$14.98**
811-588 D777 2-Step Ladder, 30" high.... **12.98**



3-IN-1 MARINE LIGHT KIT. Everything your boat needs in the water, and on the road. Deluxe bow and stern lights, red polyethylene flag with "jewel" reflector. Extra red lens converts stern light to trailer light ... flag clips on for extra safety. Triple chromed-plated.
811-679 B417 3-in-1 Light Kit. ... **$6.95**

Don't paint your boat—cover the bottom with Fiberglas!

FIBERGLAS BOAT KIT. Makes boat stronger, more handsome ... makes maintenance easier. Kit includes cleaner, color, 8 qts. resin, 44" wide Fiberglas cloth (10 yds. for 14' boat, 9 yds. for 12' boat). Specify: White, Green or Blue. From Ill.
811-687 D2300 For 14' Boat. 31 lbs. .. **$34.50**
811-695 D2197 For 12' Boat. 31 lbs. .. **32.95**

23' VAGABOND (Left): available in both inboard and outboard models, the Vagabond is just the craft for the family that likes to roam in comfort. There's sleeping area forward and loads of stowage. Power options from 109 hp. to 225 hp.

14' TERN (Above) She's small in size but big in performance. The boat for the beginning boat family—a natural for sporting-about.

20' HOLIDAY (Right) Beauty in motion describes this true runabout. She's fully upholstered and finished in dazzling colors. Speeds in excess of 40 mph. Also available as the DOLPHIN—a 20' outboard utility with sleeping facilities for two.

THIS YEAR — PUT YOURSELF HERE ABOARD A COMMODORE FOR '59

25 CRUISETTE (Left) Newest Commodore cruiser design and one to capture your fancy at a glance—hold it for a lifetime of pleasure. Sleeps two, toilet etc. The Commodore design to get you started in cruisers.

Make boating '59 a year to remember —step up to Commodore and you step into quality. For here's a line of action tested mahogany lapstrake craft that will meet the discerning approval of the most critical boatman. From the smallest to the largest, a Commodore is built to last—built with you in mind. See them at your dealer's or the New York Boat Show.

COMMODORE Boats

NEW BERN, NORTH CAROLINA

23' WEEKENDER (Above): A complete cruiser, entirely fitted out to provide many happy self sufficient weekends afloat. Two big berths, head, forward hatch, ice box, stainless steel sink, stowage, fresh water tank.

16' GULL (Right): There's a Gull for you! Available in four distinct models (Super Deluxe shown), the Gull series is the most popular in the Commodore line. There's plenty of sitting room — plenty of stowage room — plenty of speed — in fact plenty of boat.

25' SEA MATE (Left) Here's a true sea-going family cruiser. She sleeps four and offers those "extras" as standard plus full galley with insulated ice box, enclosed head and loads of stowage room. Power options to 225 hp—speeds to 35 mph.

23' VAGABOND (Left)- available in both inboard and outboard models, the Vagabond is just the craft for the family that likes to roam in comfort. There's sleeping area forward and loads of stowage. Power options from 109 hp. to 225 hp.

14' TERN (Above) She's small in size but big in performance. The boat for the beginning boat family—a natural for sporting-about.

20 HOLIDAY (Right) Beauty in motion describes this true runabout. She's fully upholstered and finished in sparkling colors. Speeds in excess of 40 mph. Also available as the DOLPHIN—a 20' outboard utility with sleeping facilities for two.

THIS YEAR — PUT YOURSELF HERE ABOARD A COMMODORE FOR '59

25' CRUISETTE (Left) Newest Commodore cruiser design and one to capture your fancy at a glance—hold it for a lifetime of pleasure. Sleeps two toilet etc. The Commodore design to get you started in cruisers.

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Silver Flower

New Silver Flower reflects the mastery of craftsmanship that distinguishes every Community pattern. Only fine silverware like this can bring such treasured beauty to the table. Every piece bears a heavy plate of pure silver plus an extra, protective, overlay on all most-used spoons and forks. All Community patterns are now protected by "Beauty-Wrap" which keeps them bright and sparkling on display. This easy-to-remove invisible film keeps pieces clean and fresh from factory to the home.

COMMUNITY

THE FINEST SILVERPLATE

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COMMUNITY®
THE FINEST SILVERPLATE

OPEN STOCK PRICES FOR ALL COMMUNITY PATTERNS

JULY 1, 1958

	CONSUMER PRICE (Fair Traded)			List Price
SPOONS	Each	Set of 8	Set of 12	Per Dozen
Tea.....8 in box	$1.00	$ 8.00	$12.00	$14.40
Place (Dessert or Soup). 8 in box	2.00	16.00	24.00	28.80
Serving or Table.....8 in box	2.50	20.00	30.00	36.00
5 O'Clock Tea or Sherbet.....8 in box	1.00	8.00	12.00	14.40
After Dinner Coffee.....8 in box	1.00	8.00	12.00	14.40
Iced Drink..... 8 in box	2.00	16.00	24.00	28.80
FORKS				
Place ... . 8 in box	2.00	16.00	24.00	28.80
Salad or Pastry .....8 in box	2.00	16.00	24.00	28.80
Cocktail or Oyster.....8 in box	2.00	16.00	24.00	28.80
KNIVES				
Individual Butter or Cheese Spreader.....8 in box	2.00	16.00	24.00	28.80
Hollow Handle, DeLuxe Stainless Serrated Blade Place... . .. . .8 in box	3.00	24.00	36.00	43.20

SERVING PIECES		Each	Each
Butter Knife..... .....1 in box		2.50	3.00
Sugar Spoon . . ..1 in box		2.50	3.00
Relish Spoon (Silver Flower not available)	1 in box	2.50	3.00
Cold Meat or Serving Fork.....1 in Gift Box		3.50	4.20
Pickle Fork ....1 in Gift Box		2.00	2.40
Serving or Gravy Ladle.. ..... 1 in Gift Box		3.50	4.20
Serving or Soup Ladle.....1 in Gift Box		8.00	9.60
Pie or Cake Server, H.H. .....1 in Gift Box		5.50	6.60
2-Piece Steak Set, 5½" Blade.. ....1 in G ft Box		10.00	12.00
2-Piece Game Set, 7" Blade . .....1 in Gift Box		13.50	16.20
Pastry Server.....1 in Gift Box		4.50	5.40
Pierced Round Server (Silver Flower only) .....1 in Gift Box		4.00	4.80
Pierced Serving or Table Spoon.... .1 in Gift Box		2.50	3.00
No. 9009 2-Piece Salad Serving Set 1 in Gift Box		10.00	12.00

ALWAYS SPECIFY PATTERN WANTED NO FEDERAL TAX

Silver Flower* Ballad* South Seas* White Orchid* Morning Star*

Prices subject to change without notice. All orders subject to prices prevailing at date of shipment and availability of merchandise. The Consumer's Prices listed herein are the prescribed minimum or stipulated resale prices on Community in all states which have enacted Fair Trade Acts.

*Trade-marks of Oneida Ltd.

Silver Flower

New Silver Flower poises delicate blossoms on a slender stem of silver . . . for timeless grace. The curving silhouette is the most popular design trend of today and harmonizes with modern or traditional surroundings.

For Year-Round Sales stock BIG-BANG cannons

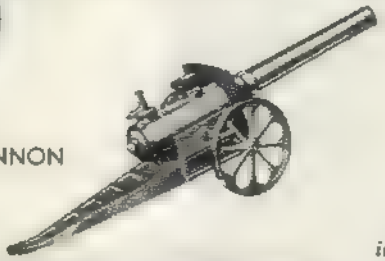
"The Big Noise in Safety Toys"

BIG-BANG

8 MODELS TO CHOOSE FROM

155 MM. CANNON

6F LIGHT FIELD GUN



10FC JUNIOR FIELD CANNON

SAFETY CELEBRATORS

Prices from

$3.95 to $14.95

THE CONESTOGA COMPANY, INC.
of Bethlehem, Pa.

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OVER 100 NEW "EYE-CATCHING" ITEMS MADE OF IMPORTED AND DOMESTIC MATERIALS.

NEW! **LOW PRICE POLICY**
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Cast Iron or Cast Aluminum Lawn Pieces

Confederate Foundry
Southern Charm

MODERN SKILL AND LONG EXPERIence in metal working techniques give you the finest castings, beautifully finished. Authentic grape leaf patterned pieces make charming groupings for lawn, garden, porch or patio. Cast iron pieces are coated with a heavy, red lead primer before the enamel is applied. Cast aluminum pieces are processed by a new "alodizing" treatment which retards oxidation and gives extra adherence to the enamel. All pieces are in white enamel finish. Beauty and strength are combined for lifetime use.

F.O.B. Factory Alabama

Ⓐ **Two-place Settee.** A cherished addition to any garden setting. Graceful feet and leaf design. 40" wide. Ship wt 78 lbs. Cast iron.
10F1 1980 . . RETAIL **$28.80**

As above: Cast Aluminum. Ship wt 31 lbs.
10F1A 2250 RETAIL **$33.80**

Large Settee. As above with an overall width of 57". Ship wt 116 lbs.
10F7-2813—**Cast Iron** RETAIL **$42.00**

As above: Cast Aluminum. Wt 59 lbs.
10F7A-3375.....RETAIL **$50.85**

Ⓒ **Arm Chair.** Full dimension leaves and graceful hanging grapes are modeled in rich detail. 17" wide. Ship wt 50 lbs. Cast iron.
10F3-1410 . . RETAIL **$21.00**

As above: Cast Aluminum. Ship. wt. 20 lbs.
10F3A-1688. RETAIL **$26.50**

Ⓔ **Coffee Table.** Delicate circular top in floral motif. 17" diameter. Ship wt. 28 lbs. Cast iron.
10F5-900 .....RETAIL **$13.80**

As above: Cast Aluminum. Ship. wt 11 lbs.
10F5A-1013 RETAIL **$15.35**

Ⓑ **Large Table.** Delicately cast. Sturdy legs with cross-brace. Hole for umbrella. 42" diameter, 27" high. Ship wt. 80 lbs. Cast iron.
10F2-2475 . RETAIL **$36.90**

As above: Cast Aluminum. Ship. wt 32 lbs.
10F2A-3094 . RETAIL **$45.95**

Ⓓ **Tree Bench.** Encircles tree in graceful beauty. Adds lots of seating for gardens. Fits trunks to 18" diameter. Ship. wt. 115 lbs. Cast iron.
10F4-3375.....RETAIL **$50.00**

As above: Cast Aluminum. Ship. wt 46 lbs.
10F4A 3938 . RETAIL **$58.45**

Large Tree Bench. Fits trunk up to 32" diameter. Ship. wt. 153 lbs.
10F13-4850—**Cast Iron** RETAIL **$71.50**

As above: Cast aluminum. Ship. wt 75 lbs.
10F13A-5760 . . RETAIL **$85.00**

Ⓕ **End Table.** Graceful sculptured legs. 20" diameter, 27" high. Ship. wt 34 lbs.
10F6-1410—**Cast Iron** RETAIL **$21.00**

As above: Cast Aluminum. Ship wt 14 lbs.
10F6A-1688 . RETAIL **$26.50**

32" Flower Box. Matching grape pattern. 10" wide, 21" high. Ship. wt. 47 lbs. Cast aluminum only.
10F8A 2025—Wt 31 lbs . RETAIL **$30.00**

Classic Design by Confederate

Three pieces in an adaptation of Grecian motifs long popular in the South. F.O.B. Factory, Ala.

Classic Settee. Cast iron. 34" wide. Ship wt 75 lbs.
10F9-3175.....RETAIL **$32.80**

As above: Cast aluminum. Ship wt 44 lbs.
10F9A 2250..... RETAIL **$33.80**

Classic Chair. Cast iron. 24½" wide. Ship wt 43 lbs.
10F10-1440.....RETAIL **$21.30**

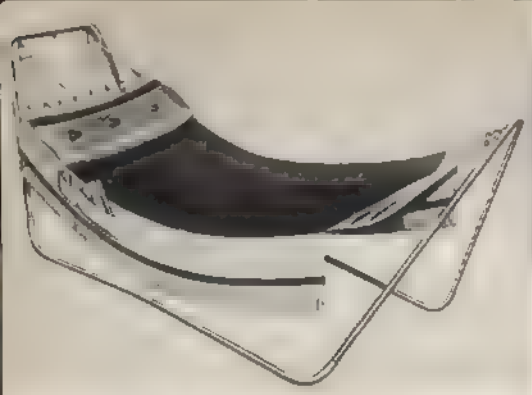
As above: Cast aluminum. Ship wt 31 lbs.
10F10A 1635.....RETAIL **$24.50**

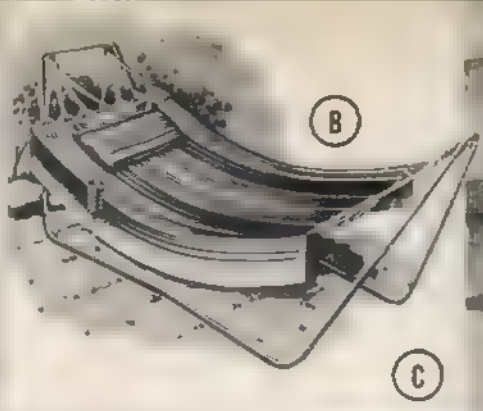
Classic Table. Cast iron. Diameter 14". Ship. wt. 28 lbs.
10F11 995 RETAIL **$14.80**

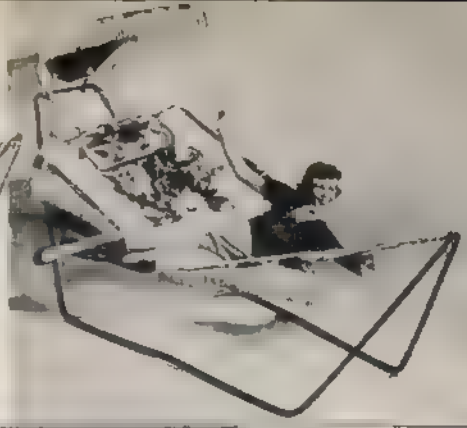
As above: Cast aluminum. Ship. wt 16 lbs.
10F11A-1150.....RETAIL **$17.00**

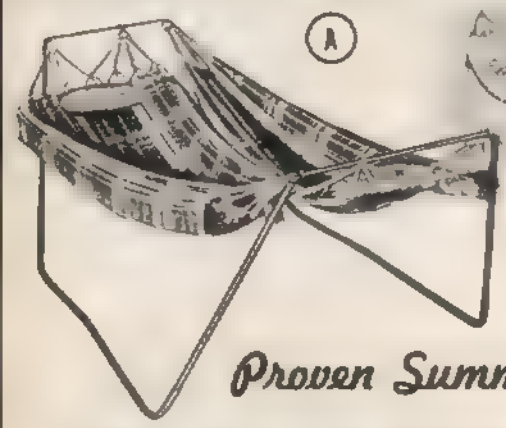
Jockey Hitching Post. A replica of the traditional Southern scene. Use for decoration inside or outside home or city lot. Cast iron with mounting ears for ironcrete or wood. 46" high. Black cap, white breeches, red jacket and white breeches. Ship. wt. 150 lbs. F.O.B. Factory, Ala.
10F12-6595 . RETAIL **$97.50**

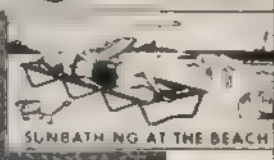
As above: Primer coat of paint only.
10F12A 4880 . RETAIL **$73.50**











SUNBATHING AT THE BEACH

Proven Summer Favorites

Ⓐ HAMMOCK, BOLSTER PILLOW, POCKET AND STAND. Super-deluxe jumbo size hammock. Side pocket for magazines, sun glasses etc. Velvet contrast shown on back style pillow. Medium weight ventilated deck hammock in Bright Green pillow and valances in Brilliant Gold color. Sunfast and contrast. Rustproof hardware. Hammock tubular steel in green enamel. Overall size 48x60". **Hammock size 36x80".** Ship. wt. 65 lbs. Factory Wise.

2F8-1185.....RETAIL **$16.50**

P2F8A-584—Hammock only. From Stock.
RETAIL **$8.35**

Ⓑ HAMMOCK, STAND, PILLOW AND LAWN COASTER. Tip-proof for solid comfort. Hammock of colorful, quality yarns in Green stripe colors valanced, sunfast and rainfast. **Hammock size, 34x80".** Overall size 42x80". Heavy cotton cables on both ends and sides. Tubular steel "A" stand from top to bottom. Lawn coaster included. Ship. wt. 34 lbs. F.O.B. Factory Wise.

2F7-1118.....RETAIL **$16.95**

Ⓒ Heavy vinyl plastic coated Twill Hammock with Matching Canopy. The ideal "Barcalounge" design for comfort and durability to give you years of fun and pleasure. Deluxe 4" wide ball fringe on canopy and hammock. Bed size 40x80" overall size 54x80". Ship. wt. 53 lbs.

2F10-1894—Complete as shown
RETAIL **$26.95**

As above: Without canopy. Shipping weight 37 lbs.

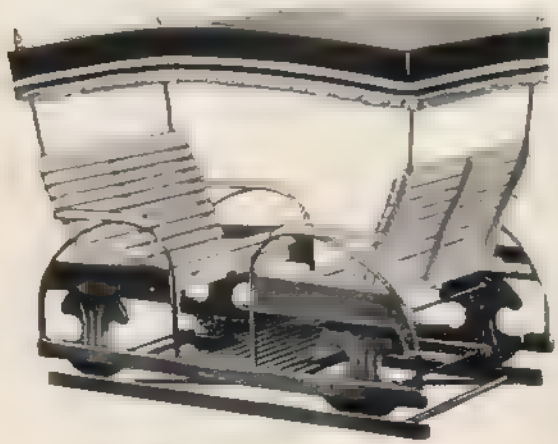
P2F10A-1465—Hammock and stand.
RETAIL **$20.60**

Ⓓ TWIN HAMMOCKS AND STANDS. Most economical outdoor furniture unit on the market. Two hammocks, one more. Both hammocks suspended separately. Medium size hammocks, one Green Plaid, one Red Plaid. Ideal for guilt of the whole family. Sturdy steel 2-in. stand. F.O.B. Factory Wise.

2F9A-1487..RETAIL COMPLETE **$21.50**

Ⓔ SUN LOUNGE. Portable, all purpose cot—a streamlined space saver that serves in door or outdoor as comfortable utility bed, camp cot or sun lounge. Good design bed size 30x72", height 10". Four legs of spring steel give wonderful, full-length support. Bed of 12-oz. Bright Green Duck. Assembles in a jiffy. Packed in handled carton for easy carrying. Ship. wt. 14 lbs. Material on hand in stock.

P2F4-4X595/635.....RETAIL **$8.75**



GOSHEN GLIDE SETTEE

The Glider Settee combines airflow styling with exceptionally comfortable deep-valanced seats. Floating ride, sensitive to the slightest toe pressure. Heavy 35" seats for four adults. Seat 58" x 28". Ground space 78x84". Long wearing, enamel finish in Sunshine White with Arbor Green. Ship. wt. 165 lbs.

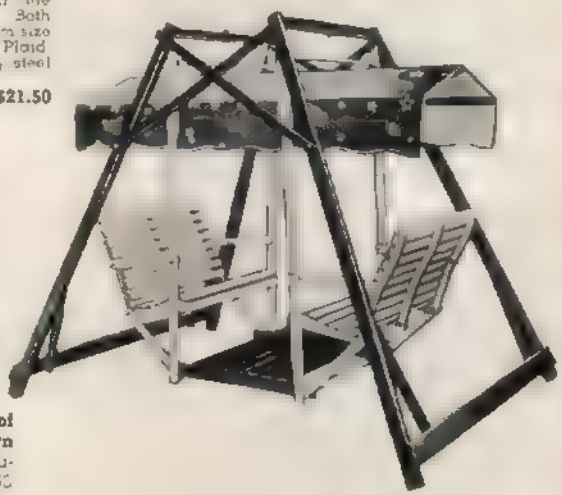
118F10C-7375—Complete with canopy.....RETAIL **$107.50**

118F10-5995—Glider only (no canopy).....RETAIL **$87.50**

Goshen LAWN-EASE SUPREME

ADULT SIZE ZEPHYR SWING

Superb modern model of the ever-popular lawn swing. Built by a manufacturer with over 60 years of experience. Unsurpassed for comfort. Contoured form fitting seats and backs. Weather resisting enamel finish in Green and White or Blue and White. Ground space 5'8"x7'8". Height 7'. Seats 39" wide, 16" deep. Heavy duty tested construction. Ship. wt. 115 lbs. **Specify color.**



118F60C-4895—Complete with canopy.
RETAIL **$74.00**

As above: Swing only (No canopy). Ship. wt. 115 lbs.

118F60-3850—Specify color.....RETAIL **$60.00**

JUVENILE SIZE SWING. Construction and finishes as above. Ground space 5'6"x5'4". Height 4'8". Seat 24" wide, 10" deep. Ship. wt. 40 lbs. **Specify color.**

118F140C-2250—Complete with canopy.
RETAIL **$34.25**

118F140-1875—Swing only (no canopy)
RETAIL **$29.50**

All Swings and Settee F.O.B. Factory, Indiana

Ⓐ Ⓑ Ⓒ

Confederate ★★★ Foundry

Southern Charm

Modern skill and age-old experience in metal working techniques give you the finest castings, beautifully finished. Magnificent grape leaf pattern pieces can be used to make many groupings to accent the charm of a garden or porch. Now available in either cast iron or new lightweight cast aluminum. Combines beauty and strength —built to last a lifetime. F.O.B. Factory, Alabama.

Ⓒ Ⓔ Ⓕ

Ⓐ **Two-place Settee.** A cherished addition to any garden setting. Graceful feet in lead design. 40" wide. Ship. wt 78 lbs. Cast iron.
10F1-1980 . . . . . RETAIL $28.60
As above: Cast Aluminum. Ship. wt. 31 lbs
10F1A-2175 . . . . . RETAIL $31.75

Large Settee. As above with an overall width of 57". Ship. wt 116 lbs
10F7-2475—Cast Iron RETAIL $38.50
As above: Cast Aluminum. Wt 50 lbs.
10F7A-3080 . . . . RETAIL $44.75

Ⓒ **Arm Chair.** Full dimension .serves and graceful hanging grapes are molded in rich detail. 17" wide. Ship. wt 50 lbs. Cast iron
10F3-1410 . . . . . RETAIL $21.00
As above: Cast Aluminum. Ship. wt 20 lbs
10F3A 1590 . . . . . RETAIL $26.30

Ⓓ **Coffee Table.** Delicate circular top with lace motif 17" diameter. Ship. wt 28 lbs. Cast iron.
10F5-900 . . . . . RETAIL $13 80
As above: Cast Aluminum. Ship. wt. 11 lbs.
10F5A 957 . . . . . RETAIL $14 10

Ⓔ **End Table.** Graceful, sculptured legs. 20" diameter, 27" high. Ship. wt 34 lbs.
10F8-1135—Cast Iron . . . . . RETAIL $15.50
As above: Cast Aluminum. Ship. wt 14 lbs.
10F8A-1297 . . . . . RETAIL $18.30

22" Flower Box. Matching grape pattern. 10" wide, 21" high. Ship. wt. 47 lbs

10F8 1386—Cast Iron. . . . . RETAIL $19.75
10F8A 1815—Cast Alum. Wt 31 lbs RETAIL $7.00

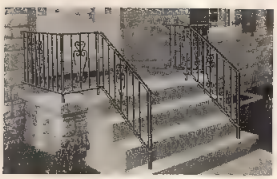
Ⓕ **Large Table.** Delicately cast. Sturdy legs with cross-brace. Ideal for umbrella. 42" diameter, 27" high. Ship. wt 80 lbs. Cast iron.
10F2-2140 . . . . . RETAIL $32.95
As above: Cast Aluminum. Ship. wt. 32 lbs.
10F2A-3848. . . . . RETAIL $41.25

Ⓑ **Tree Bench.** Encircles tree in graceful beauty. Adds lots of seating for gardens. Fits trunk to 10" diameter Ship. wt 115 lbs. Cast iron
10F4-3082 . . . . . RETAIL $45.00
As above: Cast Aluminum. Ship. wt. 46 lbs
10F4A 3878. . . . . RETAIL $56 50

THE QUIK-FOLD PICNIC TABLE

New walk-in styling. No benches to tip. No obstructions to climb over. Quality heavyweight materials in a design of ultimate convenience. Top and seats in Redwood stained Cedar—1½" thick. 1¼" tubular steel frame enameled in Forest Green. Folds flat in seconds. Sit-type legs allow easy movement to shade or when mowing. Year-round use in yard, patio, porch or recreation room. **Table top size, 29"x70".** Weatherproof hardware included. All wood parts pre-drilled. Ship. wt. 60 Factory, No. Illinois, 99 lbs

152F1-3200 . . . . . RETAIL $49.95



LOGAN Ornamental Iron PORCH RAILINGS and PORCH COLUMNS

More popular through the years. Ornamental ironwork adds new beauty to the home. Also adds to its value as a lifetime improvement

Write for particulars to Department 9F

memo from Constance Bannister
FAMOUS PHOTOGRAPHER OF BABIES:
LOOK for the doll that's turning the industry upside down in '59!
HORSMAN DOLLS, INC.
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LADIES' 10K YELLOW GOLD
GENUINE STONE SET RINGS

SLIGHTLY ENLARGED ILLUSTRATIONS SHOW DETAILS CLEARLY

FINGER SIZES 4½ TO 7½ — SMALL ADDITIONAL CHARGE FOR SPECIAL SIZES

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No. 908301, $23.00
10K Yellow Gold
Engraved Mounting
Genuine Cornelian Cameo
and Diamond

No. 908302, $21.00
10K Yellow Gold
Engraved Mounting
Genuine Cornelian Cameo
and Diamond

No. 908303, $18.00
10K Yellow Gold
Fancy Pierced Mounting
Genuine Cornelian Cameo
and Diamond

No. 908304, $18.00
10K Yellow Gold Mounting
White Gold Bezel Setting
Genuine Cornelian Cameo
and Tiffany Cut Diamond

No. 908305, $15.00
10K Yellow Gold
Fancy Pierced Head
Mounting
Genuine Cornelian Cameo

No. 908306, $15.00
10K Yellow Gold
Embossed Mounting
Genuine Cornelian Cameo

No. 908307, $14.50
10K Yellow Gold
Pierced Mounting
Genuine Cornelian Cameo

No. 908308, $60.00
10K Yellow Gold
Plain Center Mounting
with 16 Fine Opals

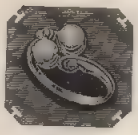
No. 908309, $12.75
10K Yellow Gold
Palm Bezel Fancy Shank
Mounting
Genuine Cornelian Cameo

No. 908310, $16.00
10K Yellow Gold
Fancy Engraved Mounting
Genuine Single Head
Tiger Eye Cameo

No. 908311, $40.00
10K Yellow Gold
Fancy Mounting
4 Fine Genuine Opals
and 1 White Zircon in
White Gold Setting

No. 908312, $35.00
10K Yellow Gold
Heavy Mounting
Fine Genuine Opals
and 10 Cultured Pearls

No. 908313, $31.00
10K Yellow Gold
Heavy Mounting
3 Fine Genuine Opals



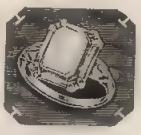
No. 908314, $20.25
10K Yellow Gold
Fancy Mounting
Twin Genuine Opals

No. 908315, $20.00
10K Yellow Gold
Fancy Mounting
Twin Oval Genuine
Opals

No. 908316, $27.00
10K Yellow Gold
Good Weight Mounting
1 Fine Genuine Opal

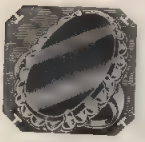
No. 908317, $27.00
10K Yellow Gold
Plain Mounting
Fine Genuine Opal

No. 908318, $25.50
10K Yellow Gold
Bezel Mounting
Fine Genuine Opal



No. 908319, $23.00
10K Yellow Gold
Fancy Engraved Mounting
Genuine Opal

No. 908320, $18.00
10K Yellow Gold
Perfect Plain Bezel
Set Mounting
Genuine Opal

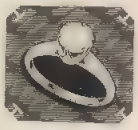


No. 908321, $24.50
10K Yellow Gold
Heavy Plain Mounting
Genuine Black Onyx
in Prong Settings

No. 908322, $30.00
10K Yellow Gold
Heavy Mounting
Genuine Black Onyx
in Prong Settings

No. 908323, $16.50
10K Yellow Gold
Heavy Plain Mounting
Genuine Black Onyx
in Prong Settings

No. 908324, $16.00
10K Yellow Gold
Fancy Engraved Mounting
Genuine Bloodstone



No. 908325, $13.50
10K Yellow Gold
6 Prong Fancy Mounting
1 Fine Genuine Opal

YOUR PASSPORT TO SAFETY

A self inflating life raft is now available to the public at this amazingly low price. **$89.50**

WINSLOW AIR-SEA RESCUE RAFT

The raft automatically ejects when emergency cord is pulled—fully inflated in 30 seconds. The rubberized carrying case is designed to act as sea anchor.

CHECK THESE SAFETY FEATURES

★ Two persons can sit comfortably ★ Four in an emergency ★ Six more can keep arms thru safety straps ★ Bright yellow color visible for miles ★ Orally inflated or manually inflated with hand pump supplied ★ CO2 cartridge can be refilled at your local fire extinguisher dealer ★ Packaged in rubberized carrying case 5" x 14" x 14" ★ Inflated size 5' 8" x 2' 6" ★ Made from pure rubber only the finest materials used ★ Not war surplus—every unit newly manufactured tested and guaranteed

Larger size available upon request

THE WINSLOW CO., BOX 1507, VENICE, FLORIDA

A TRANSISTORIZED MARINE RADIO

Searad, a transistorized marine radio with transmitter and receiver, is produced by Multi-Products Company, 21470 Coolidge Highway, Oak Park 37, Mich. No vibrators or dynamotors are used in Searad. Transmitter voltage is supplied by a high power transistor inverter. The transmitter is a high level amplitude type, modulated by transistors. This unit is complete in one cabinet without separate power supply. It transmits and receives on eight crystal-controlled channels between 2.0 and 4.5 megacycles, and is capable of 80 watts input to the final amplifier. Searad meets F.C.C. requirements for party and charter boats

BETTER BAILING WITH BAIL-KWIK

The new Bail-Kwik, introduced by Fairlane Products Co., 112 South 6th Street, New Hyde Park, N. Y., is designed for fast and easy bailing of any small boat. Bail-Kwik floats, will not scratch, is flexible, and non-rusting. Construction is unbreakable polyethylene. An Easy-Grip hand guard protects the knuckles. Weight is 4 ounces; color bright yellow. An auxiliary use for Bail Kwik is a wind-proof dust pan.

WATERWAY SERVICE CLUB

Arthur J. Pegler (right) Captains Club vice president and franchise sales manager, with franchisee John Rybovich at the latter's marina situated in West Palm Beach, Florida.

Captains Club, new, rapidly expanding service club of the waterways, has concluded agreements with Diner's Club and Lloyd's of London that will extend international credit privileges and special marine group insurance rates to boating members of the organization In addition, representatives continue to augment the club's roster of franchised hotels, marinas and waterfront facilities in Florida.

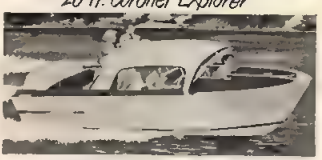
Since fall, Captains Club has signed more than 80 major Florida resorts and prime boating facilities. These franchise holders provide a wide range of conveniences to cruising skippers and their families. The Captains Club is similar in design but more comprehensive than automobile service clubs.

Coronet

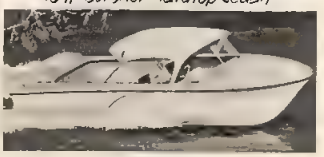
FIRST OUTBOARD ACROSS THE ATLANTIC

Bolved Boat Company present for '59:

20 ft. Coronet Explorer



18 ft Coronet hardtop sedan



16 ft. Coronet all fiberglass convertible

Coronets all have the famous retractable windsh elds
See for yourself at the New York and Chicago boat shows why these outstanding boats have truly become the desire for those who demand nothing but the best.

IMPORTED FROM DENMARK

Write for name of your nearest Coronet dealer to Bolved Boat Company Ft. Lauderdale . Fla.

YOUR PASSPORT TO SAFETY

A self inflating life raft is now available to the public at this amazingly low price. **$89.50**

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Larger size available upon request

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Coronet

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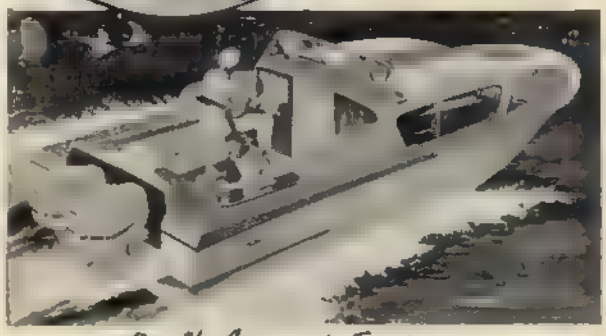
Botved Boat Company present for '59:



20 ft. Coronet Explorer

18 ft Coronet hardtop sedan

16 ft. Coronet all fiberglass convertible

Coronets all have the famous retractable windshields. See for yourself at the New York and Chicago boat shows why these outstanding boats have truly become the desire for those who demand nothing but the best.

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Write for name of your nearest Coronet dealer to Botved Boat Company Ft. Lauderdale . Fla.

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SPEED—STAMINA—SEAWORTHINESS
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27' SEALION
Designed and built for the sportsman who wants a rugged seagoing quality cruiser Sleeps 2, galley enclosed head Twin or single screws Also available in Express or Utility models

USED THE WORLD OVER

Gold Coast Fibercraft are in use throughout the world because of their durability and sea-going capabilities. Match mold fiberglas hulls reinforced with wood plus quality workmanship throughout mean extra years of maintenance-free fun afloat. Besides the two sizes shown, they are available in 15½' SEA DART (inboard) SEA ROVER (outboard) Runabouts; 18' SEA DART utility models; 33' ALBATROSS (10.6" Beam) available in cruiser, express or utility models with single or twin engines.

22' SEA EAGLE
Shown here a special model for South American buyer Also available in cruiser, Express or Utility models, single or twin screw

Write for complete information today

SALERNO SHIPYARDS

P. O. BOX 98, SALERNO, FLORIDA

REFRIGERATION CONVENIENCE AFLOAT

Marine Equipment Company's electric refrigeration unit.

A seagoing electric refrigeration unit giving home-kitchen convenience afloat is marketed by Marine Equipment Company, 1575 South Division Ave., Grand Rapids, Michigan. The trade name of the unit is Meco.

The new Meco unit allows the climate in a marine ice chest to be constantly controlled for correct food storage temperature. And it is done merely by plugging into the dockside 110-volt AC current connection or a 110-volt generator on your boat.

The Meco seagoing refrigeration device works while the cruiser is dockside giving the convenience of allowing food to remain in the ice chest while the skipper is ashore.

Hauling ice to the craft is eliminated by use of the Meco unit. When embarking on a cruise, it's just a matter of unplugging the unit from the dockside power connection, putting some ice in the chest (if you are going on an extended cruise) and casting off. If a short cruise is planned, the trays of ice cubes made while in port, will hold the cold to provide for food protection and beverage perfection. Boats that are equipped with their own 110-volt generator can supply the necessary power simply by transferring the "in-port" connection to their own current when the cruise gets underway.

SU-MARK'S FIBERGLASS GULL

Su-Mark, Inc., Walpole, Mass., has a total of 12 fiberglass models from 8' to 19'. The 15' 9" Gull, illustrated, is built in two models—a Resorter and a Fish 'n Ski type. It has a spacious cockpit, is stable and maneuverable, and handles outboard motors up to 70 hp, according to the builders.

ADAMS
for Action in every model on every hobby counter
ADAMS ACTION MODELS
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ONE CATALOG ONE BILL
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'NAMEL PAINT FOR PLASTIC
PACTRA Chemical Co. 1213 N Highland Ave, Los Angeles 38, Calif.

Noted engineering firm offers plans to build authentic model spacecraft

OTC Enterprises, Inc., 2502 N Calvert st., Baltimore 18, an engineering and development concern which in recent years has made numerous contributions to space science, has announced that it is marketing a kit of plans that spell out in great detail how to build a prototype model of the firm's projected spacecraft, the OTC-X1.

According to Otis T. Carr, inventor of the OTC X1, plans call for the launching of a six-foot operating model of this craft in April in Oklahoma. Later in the year, the full scale OTC-X1 will be launched to the moon, Carr reported.

The plans, lithographed on sixteen colorful pages, show a circular-foil craft that somewhat resembles a saucer, and provide in exhaustive, clear and concise detail uncomplicated explanations of very scientific principles as well as template plans for construction. The plans retail for around $5.00.

According to Carr, the plans are an outgrowth of plans originally made for physicists and engineers.

Recognition of factoring seen in 30 states' merchandise lien laws

The growing acceptance of factoring in all sections of the country has promoted the enactment of merchandise lien statutes in 30 states, enabling smaller manufacturers to use their shifting inventory as collateral for loans, it was disclosed.

This "legal recognition" of factoring's position as a form of business financing was cited by Carroll G. Moore, legal counsel of Commercial Factors Corp.

Among states which recently enacted such laws, said Moore, are Georgia and California "where factoring has made substantial gains in recent years." He said that factoring today is used in more than 50 different industries.

ATTRACTIVE piece brightens up hobby window or counter. Displays two powered models in space formerly occupied by one. Die-cut to hold Thimble Drome Super Sabre and Lil' Stinker. Eyecatching checkerboard black and yellow with 3-color display top. Stands 12" at base, 18" high. Available free from L. M. Cox Manufacturing Co., Inc., Box 476, Santa Ana, Calif.

NEW! All-Plastic Construction Kits
Precision HOBBY KITS
Exciting New Figures and Popular "Wild Game" Trophies!
Write for free illustrated catalog
PRECISION PLASTICS COMPANY
4647 Stanton Avenue, Philadelphia 44, Pa.

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FORD RANCHERO Model Car,
(and 9 other popular models)
Powerful friction motor. Write for catalog.
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PYRO PLASTICS CORP Pyro Park Union, N. J.

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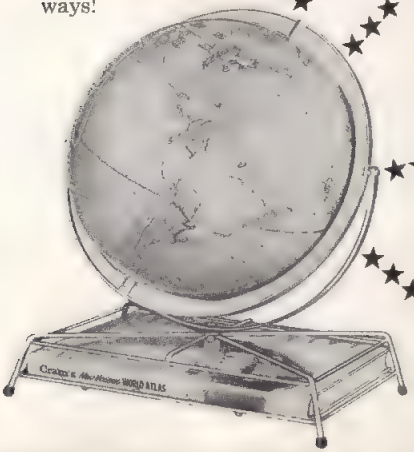
BLUEPRINT
MODELS
"BUILD THE FINEST"

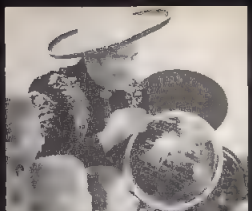
PLAYTHINGS
FLYING AIRPLANE AND SCALE MODEL KITS
STROMBECKER
STROMBECK-BECKER MFG. CO.
General Office and Factory, Moline, Illinois
New York Sales Office, 200 Fifth Ave., Room 655

TOP FLITE
new models of
DURALUME
genuine ALUMINUM bonded-to-balsa for Super Strength!
SILVER DART
Rubber Powered Kit of "Duralume" $1.29
first time ever!
A PLANE THAT CAN BE COMPLETELY PUT TOGETHER with JUST CELLOPHANE TAPE in less than 30 minutes!
NO CEMENT NEEDED! IT REALLY FLIES!
+ other models of DURALUME from $1.29 up
TOP FLITE
TOP FLITE MODELS, INC.
2635 S. Wabash Ave., Chicago 16, Ill.

THE STARS COME OUT FOR CRAM

come
to
the
Fair*
and
see
the
one
globe
line
promoted
five
ways!





THE CISCO KID—Famed TV star, Duncan Renaldo, rides the range for Cram all year long, speaks to thousands of customers in hundreds of cities!

ART LINKLETTER—Awards 4 Cram Globes to 4 school children each week on CBS-TV's popular "House Party" show over 116 TV and 263 radio stations!

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TRAVELING EXHIBITION points up Cram's close identification with the Nation's schools!

COMMENDED BY THE CONSUMER SERVICE BUREAU OF PARENTS MAGAZINE

NATIONAL ADVERTISING—Parents' Magazine "commends" the quality of Cram Globes!

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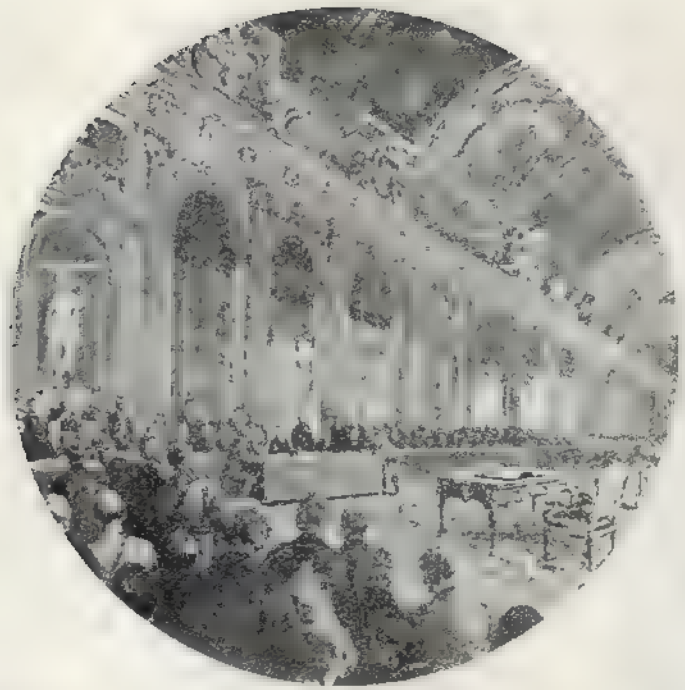
200 FIFTH AVENUE, ROOM 1109

CRAM GLOBES

The George F. Cram Co., Inc • *Indianapolis Ind.*

N.Y. SHOWROOM • 200 FIFTH AVENUE



EVENTS THAT CHANGED THE FACE OF THE GLOBE

JUNE 28, 1919: SIGNING OF VERSAILLES TREATY AWARDS ALSACE & LORRAINE TO FRANCE WEST PRUSSIA TO POLAND

. . . AND CRAM WAS THERE! World War I resulted in hundreds of border re-alignments, but by 1919 CRAM was used to making changes. As globemaker to America's Schools since 1867, our alertness to the changing world has never laxed, nor has our respect for editorial integrity. Our product continues to be an unimpeachable source of reference. Never before available to the toy market, CRAM GLOBES can now be ordered through your regular toy jobber!

ILLUSTRATED BELOW: CRAM GLOBE #T-106, $7.95 RETAIL: proves that an educational object can be beautiful. A striking black water-area globe, 10½" in diameter, 33" circumference, with brass finished meridian on a handsome rubber-tipped tripod base. Edited to school standards. Accompanied by 64 page handbook "The Earth and Outer Space." Individually cartoned.

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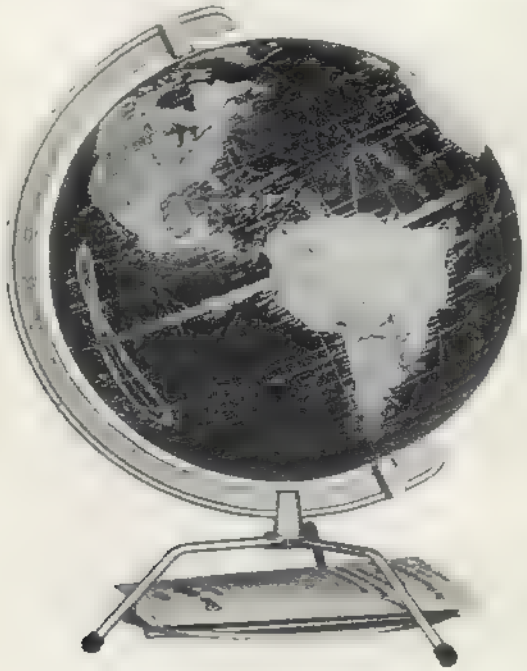
CRAM GLOBES

The George F. Cram Co. Inc. • *Indianapolis, Ind.*

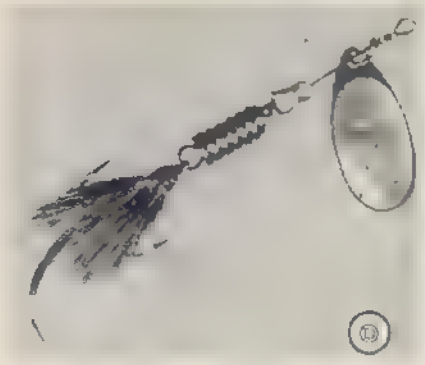
N. Y. SHOWROOM • 200 FIFTH AVENUE



(A) JOINTED PIKIE

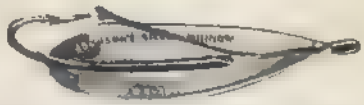
(B) PIKIE MINNOW

(C) LAZY IKE



MEPPS FRENCH SPINNER

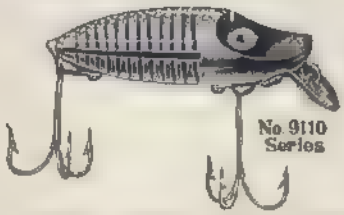
(E) GENUINE DARDEVLE



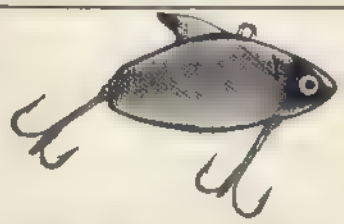
(F) JOHNSON SILVER MINNOW

MEPPS ORIGINAL FRENCH SPINNER

(H) "DEEP IKE"



(J) HEDDON "RIVER RUNT" SPOOKS



(K) HEDDON "SONIC" LURE
LURES 'EM IN WITH SOUND!

ACTION FILLED FISH GETTERS

Ⓐ **Jointed Pikie.** Creek Chub Jointed Pikie Minnow. Runs medium deep on retrieve. Has made strong friends in the fishing world. Reproduced to [illegible] Early [illegible] Available in the following patterns: pikie, perch, golden shiner or black. **Specify color.**
Baitcasting or trolling size. Wt. ¾ oz. Length 4½".
14R201-110 . . . . . RETAIL **$1.75**
Midget or spinning size. Wt. ⅜ oz. Length 2¼"
14R203-97. . . . . RETAIL **$1.55**

Ⓑ **Creek Chub Pikie Minnow.** Straight body floater, runs medium on retrieve. The most respected pattern in fishing. Has been reproduced in a great variety of styles, weights and sizes. Available in the following patterns: pikie, perch, shiner and black. **Specify color.**
Baitcasting or trolling size. Wt. ¾ oz. Length 4½"
14R200-95 . . . . . RETAIL **$1.50**
Midget or spinning size. Wt. ⅜ oz. Length 2¼"
14R202-90 . . . . . RETAIL **$1.45**

Ⓒ **Original Lazy Ike.** The successor to the live minnow. This lure is recognized as the top [illegible] one. Perfect casting and trolling lure for any fish that feeds on minnows. Retrieved slowly or fast the water quietly. Available in red and white, white, silver, perch or shad. **Specify color.**
Spinning size. Wt. ¼ oz. Length 3".
14R94-90 . . . . . RETAIL **$1.35**
Casting or trolling size. Wt. ½ oz. Length 3"
14R96-90 . . . . . RETAIL **$1.35**

Ⓓ **Mepps French Spinner tail.** Genuine squirrel tail. ⅛ oz. brass finish with [illegible] tail. Fine lily or spotted.
14R157-72 . . . . . RETAIL **$1.10**
¼ oz. For spin or light bait casting. Brass with [illegible] or gold or silver with gray tail. **Specify color.**
14R158-87. . . . . RETAIL **$1.20**
⅓ oz. For bait casting. Brass with [illegible] or silver with gray tail. **Specify brass or silver.**
14R159-94 . . . . . RETAIL **$1.40**

Ⓔ **Genuine Dardevle.** The greatest fish lure in the world. For years, the standby in every real fisherman's tacklebox. Standard red/white stripe and nickel.
1 oz. size: 3½x1⅛"
14R180-75 . . . . . RETAIL **$1.10**
⅔ oz. size: Dardevle 2⅞x1"
14R181-75 . . . . . RETAIL **$1.10**
¼ oz. size: Dardevle Spinner 1¾" length.
14R182-59 . . . . . RETAIL **85¢**
⅛ oz. size: Midget 1¼x⅝"
14R183-53. . . . . RETAIL **75¢**

Ⓕ **Johnson Silver Minnow.** 100% weedless and snag-proof—cast it like a bullet—lifelike action and brilliant flash.
Spinning size. ⅛ oz., 2" blade. No. 2 hook. Silver or red and white baked enamel finish. **Specify finish.**
14R163-82 . . . . . RETAIL **$1.33**
14R164-94 **24K Gold finish.** RETAIL **$1.50**
Spin or Bait-casting size. ¼ oz., 2¼" blade, 4 hook. Silver or red and white baked enamel finish. **Specify color.**
14R165-82 . . . . . RETAIL **$1.35**
14R166-94—**24K Gold finish** RETAIL **$1.50**
Heavy Bait Casting. ¾ oz., 3" blade 6/0 hook. Silver or red and white baked enamel. **Specify color.**
14R167-94. . . . . RETAIL **$1.50**
14R168-102—**Gold finish** RETAIL **$1.65**
Trolling size. 1½ oz., 4" blade.
14R184-94 **Silver finish** RETAIL **$1.50**
14R185-108 **-Gold finish** . . . . . RETAIL **$1.75**

Ⓖ **Mepps Original French Spinner.** Fishes deep or slow [illegible] or fast retrieve.
⅛ oz. [illegible] be handled easily on fly rod. Brass or silver finish. **Specify finish.**
14R153-48 . . . . . RETAIL **70¢**
¼ oz. For spinning, [illegible] black or silver finish.
14R154-54 . . . . . RETAIL **80¢**
¼ oz. [illegible] can be used on spinning or bait casting outfits. [illegible] silver or brass finish.
14R155-54. . . . . RETAIL **80¢**
½ oz. [illegible] trolling, [illegible], brass or silver finish.
14R156-64 . . . . . RETAIL **95¢**

Ⓗ **Deep Ike.** Perfect [illegible] for walleyes and bunker bass. Dives to [illegible] Ike gets to bottom [illegible] and lays down to get the big [illegible] Available in [illegible] **Specify finish.**
Spinning size. Wt. ¼ oz. Length 3".
14R98-90 . . . . . RETAIL **$1.35**
Casting size. Wt. ½ oz. Length 3".
14R100-90. . . . . RETAIL **$1.35**

Ⓙ **Heddon River Runt Spook.** [illegible] Runt floats [illegible] slowly and [illegible] Available in red and white, perch, yellow shore minnow, or black and white shore minnow. **Specify color.**
Standard size. Wt. ½ oz. Length 3". Two No. 6 treble hooks.
14R90-90. . . . . RETAIL **$1.35**
Spinning size. Tiny Runt. Wt. ⅛ oz. Length 2½". Two No. 6 treble hooks.
14R92-90 . . . . . RETAIL **$1.35**

Ⓚ **Heddon Sonic Lure.** The Sonic sends out continuous irresistible waves [illegible] frequency [illegible] bass, bass and fish by bass. Very effective for fish, and [illegible] water fish.
Standard size. Super Sonic. Wt. ½ oz. Length 2⅛". Two No. 4 treble hooks. In yellow, perch or black crappie. **Specify finish.**
14R89-90 . . . . . RETAIL **$1.35**
Spinning size. Sonic Spook. Wt. ¼ oz. Length 1⅞". Two No. 6 treble hooks. In perch, yellow or red and white. **Specify finish.**
14R91-85 . . . . . RETAIL **$1.25**

Fly Assortments and Spinners

"Frost Select" Bluegill and Crappie Assortment. A sure fire assortment of twelve Bluegill and Crappie flies in specially selected colors and patterns. Mounted on cardboard in display type carton. **12 flies to an assortment.**

14R77-194.....RETAIL, PER ASST **$3.20**

Frost Select Bass Fly Assortment. A selected assortment of 8 Bass flies in display type carton. **Eight flies to an assortment.**

14R82-206.....RETAIL PER ASST. **$3.50**

Frost Bass and Pike Assortment. Designed with spinning and spincasting in mind. American tried lures in fish taking patterns. Assortment contains: one hair frog, one hair mouse two winged streamers in different patterns. one bass or walleye streamer, one jig. Ship wt 1 lb

14R113-235.....RETAIL **$4.25**

Olson Popper–Streamer–Fly Assortment. Six assorted bass poppers in assorted colors, one each hook size 14, 12, 10, 8, 6, four RG streamers in assorted patterns, hook size 10-8; six divided wing flies in assorted patterns, hook size 10-12. Mounted on card in transparent hinged plastic box.

14R114-300.....RETAIL **$4.95**

FROST POPPER ASSORTMENT. A truly floating surface lure and the favorite everywhere. For Trout, Bass, Bluegills and Crappies. Brilliantly enameled in fish taking colors with 2 colored eyes. Selected hackle skirts with forked streamer tails on #8 Mustads quality hooks. 12 poppers in assorted patterns packed in round plastic box.

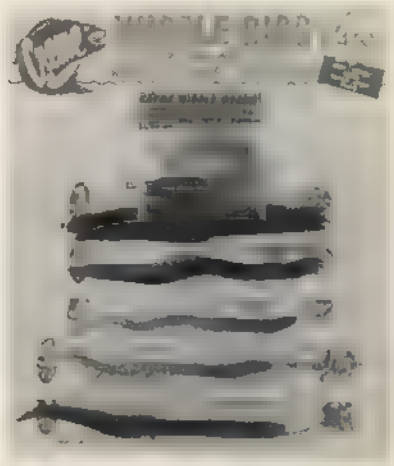
14R83-252.....RETAIL **$4.25**

"TONY ACCETTA'S" FIVE FAVORITE BAIT CASTING LURES. Of the thousands of lures Tony Accetta has tested, these 5 proved the most perfect for all round fishing. This selection gets fish anywhere, anytime. Weedless and snagless—can be cast anywhere day or night without fear of snagging up and losing the bait. A gift any fisherman would be proud to have. Contains: 1 each, Pet Spoon, Hobo, River Devil, Lopet, and Weed Dodger. Packed in plastic utility box. **Sold as assortment only.** Ship. wt 2 lbs.

14R108-365..... RETAIL, COMPLETE **$6.15**

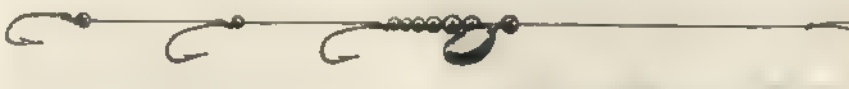
OLSON SPINNING POPPERS. 6 different color combinations on display card. For the spinning enthusiast who wants a floating lure that is effective for bass, wallayed pike, Northern pike, etc. Tapered cork body with cupped head for noisy popping action. Tied on special hump-back hook, size 1/0. Lead weight prevents hook from turning and balances popper for easy cast. Weighs ⅛ oz. each

14R74-317.....RETAIL PER CARD OF 6 **$5.40**



Creme Wiggle Lure Asst. They look alive, act alive and feel alive. Weatherproof, fadeproof, can be used in fresh or salt water. Sample assortment consists of 9 pieces as follows: 3 live color unstrung night crawlers 6" long, 2 black phantom unstrung Eel 6" long, 1 black phantom Eel rig strung on 3 hook harness with propeller, 1 black phantom Eel rig strung on weedless 3-hook harness with propeller, 1 live color night crawler strung on 3 hook harness with propeller, 1 live color night crawler strung on 3 hook weedless rig. Ship. wt. 1 lb

14R115-250.....RETAIL **$4.00**



Flashpin Night Crawler Harness. For night crawlers or worms. Nylon shell with three turned down eye hooks. Made with one flashing spinner blade and several salmon colored beads which make this lure attractive to walleye, bass, and other fish. When weighted slightly, it can be cast with a spinning outfit. Available in size 4, 6 or 8 hooks. Packed 2 dozen to display card. Sold and priced in card lots (2 dozen) only. **Specify hook size.**

14R90-540.....RETAIL, PER CARD (24) **$9.60**

PFLUEGER "INDIANA" SPINNERS. Metal blades nickeled on one side and coppered on the other. Ideal for making up lures or use with live bait hooks.

Single Blade Lures available in size #1 (⅞" length); size #2 (1 1/16") or size #3 (1⅛"). Specify size. Sold in boxes of 12 only.

14R71-130.....RETAIL, BOX OF 12, **$2.20**

Double Blade Indiana Spinners. Same sizes as above except longer shaft accommodates 2 spinners in same sizes. Specify size.

14R72-190.....RETAIL, BOX OF 12, **$3.40**

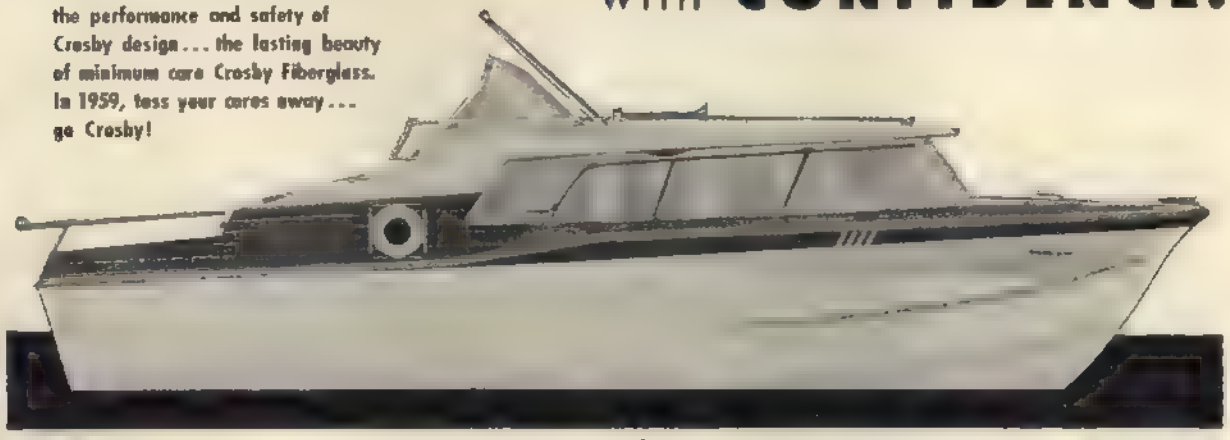
Airex "Air-Fly" Floating Torpedo Spinning Taper. Introduces a new thrill—fly and bug fishing with spinning gear. Coated by a special process which permits the line to float. **16-ft. length. Weighs ¼ oz.**

14R51-147.....RETAIL **$2.50**

IN 1959 GO-Crosby

with **CONFIDENCE!**

Put your confidence in the durable strength of Crosby construction... the performance and safety of Crosby design... the lasting beauty of minimum care Crosby Fiberglass. In 1959, toss your cares away... go Crosby!

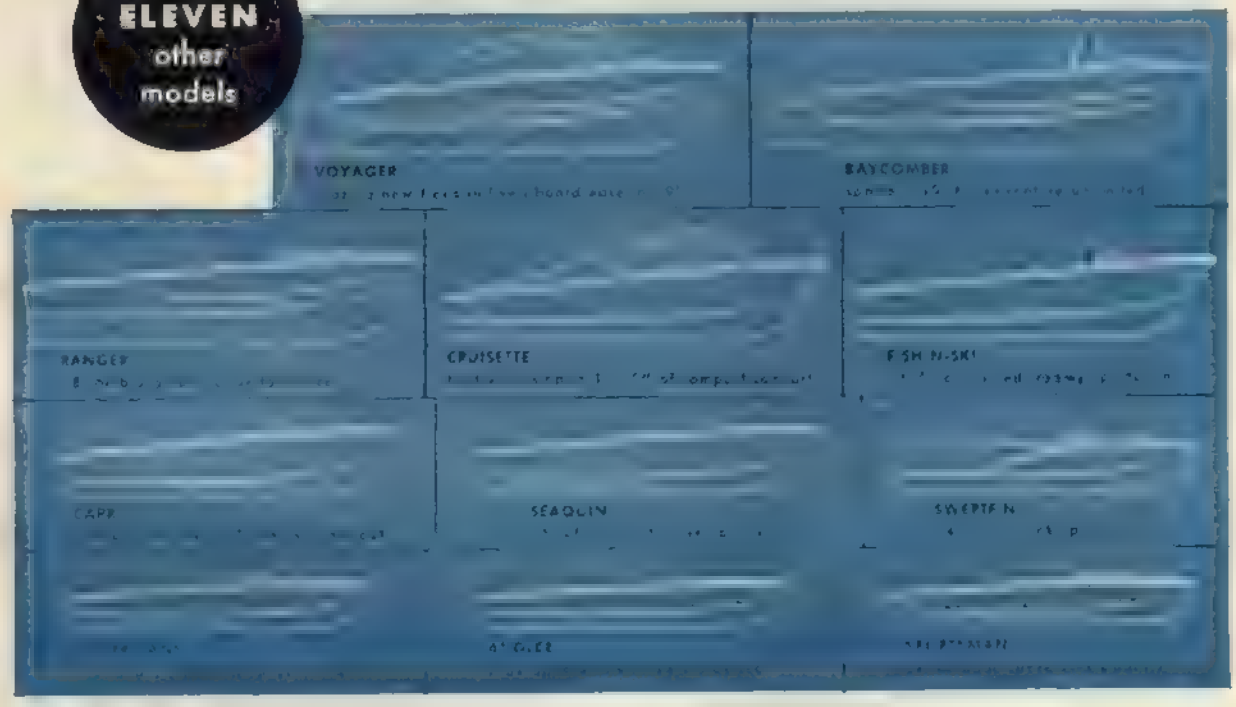


ANNOUNCING THE NEW *Antigua*

New in concept, new in design ... the Antigua, a Crosby fiberglass-first, provides cruising luxury for four in 27' 8½"* of gracious hospitality and adventurous spirit. Built-in safety and minimum maintenance, too.

*Outboard — 25' Inboard Model.

featuring **ELEVEN** other models



Crosby

AEROMARINE
GRABILL, INDIANA

Cruis Along

packs 22 feet
full of fishing action
and flashing speed!

ANGLER 22...is the fisherman's favorite!

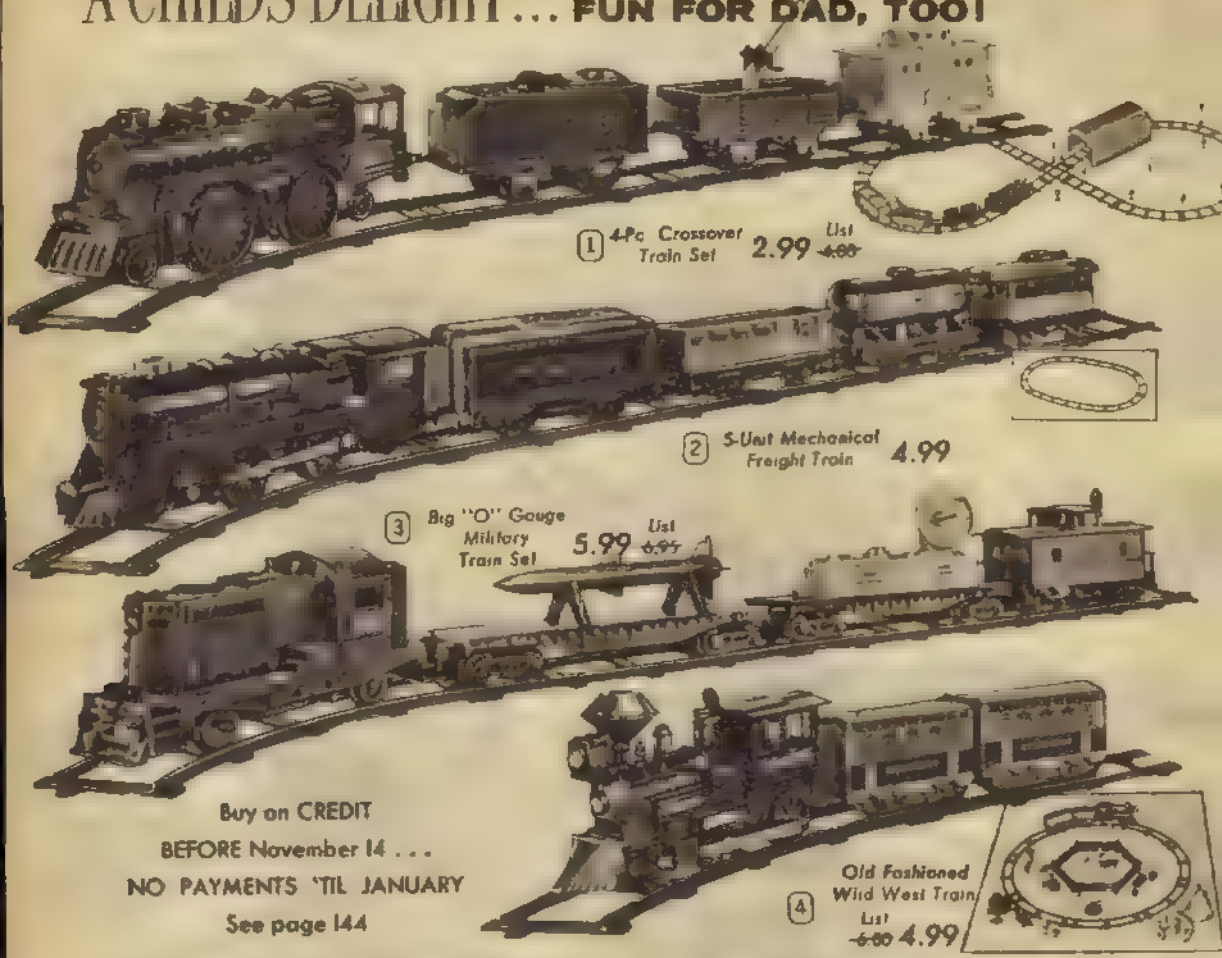
It has a hard top to protect the angler from the sun and sudden showers...a roomy cockpit that is ideal for fishing. For inlet running and trolling there is a stern tiller as well as the forward wheel. Inside there are two quarter berths. The marine toilet, side curtains, cockpit cover are extras.

SPORTSTER...is the perfect day boat!

The tremendous cockpit holds a boat load of family and friends...it is famous for flashing speed. There is a stern tiller as well as a forward wheel and inside you'll find two quarter berths. Extras include marine toilet, navy top, side curtains and cockpit cover.

CRUIS ALONG BOATS, INC., Solomons 4, Maryland • A Subsidiary of *The Overlakes Corporation*

A CHILD'S DELIGHT... FUN FOR DAD, TOO!



1 4-Pc Crossover Train Set 2.99 List 4.00

2 S-Unit Mechanical Freight Train 4.99

3 Big "O" Gauge Military Train Set 5.99 List 6.95

4 Old Fashioned Wild West Train List 6.00 4.99

Buy on CREDIT
BEFORE November 14 . . .
NO PAYMENTS 'TIL JANUARY
See page 144

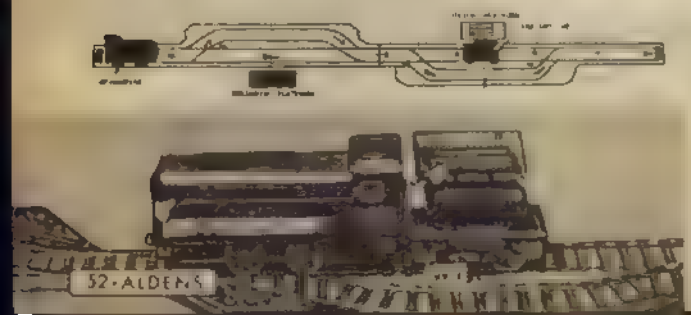
1 CROSS-OVER set with signals cardboard tunnel! Unbreakable – train, track, accessories all plastic! 2½-ft. long battery-operated train—loco, tender, caboose, gondola car with magnetic crane. Goes forward, reverse on 2 "C" batteries. 13-ft. figure eight track.
35 Y 4707 ..... 2.99
Wt. 2 lb. 8 oz. Mailable.
"C" TYPE BATTERIES.
35Y4776—Wt. 5 oz. 2 for 35c

2 MECHANICAL freight – steel favorite. 5.00 value! 35¾-in. long train powered by heavy-duty, long-running clock spring motor. "Steam-type" locomotive has ball governor—controls speed, brakes. Pulls tender, tank car, gondola car, caboose. 27x63-in. oval track of 4 straight, 12 curved sections, 1 crossover. A popular gift! Mailable
35 Y 4705 . . . . . 4.99
Ship. wt. 3 lb. 8 oz.

3 MILITARY train – giant "O" gauge set by Kusan! Terrific buy at Aldens low price – 6.95 value. All "poly" train includes super-detailed diesel switcher, radar car, missile car and caboose. Battery operated. Over 12-ft. long, figure eight track of 14 curved sections with 1 crossover. Sure to please! Mailable.
35Y4715—3 lb. 8 oz.. 5.99
"C" BATTERIES FOR ABOVE.
35 Y 4776—Wt. 5 oz. 2 for 35c

4 WILD WEST set with old fashioned train plus western equipment. 6.00 value! Rugged Black plastic loco with on-off switch pulls 2 lithographed metal cars on circular track. Plastic cowboys, Indians, horses, other accessories incl. Operates on 1 "D" battery.
35 Y 4712 ... 4.99
Wt. 2 lb. 12 oz. Mailable.
"D" TYPE BATTERIES.
35 Y 4777—1 lb. 2 oz. 4/85c

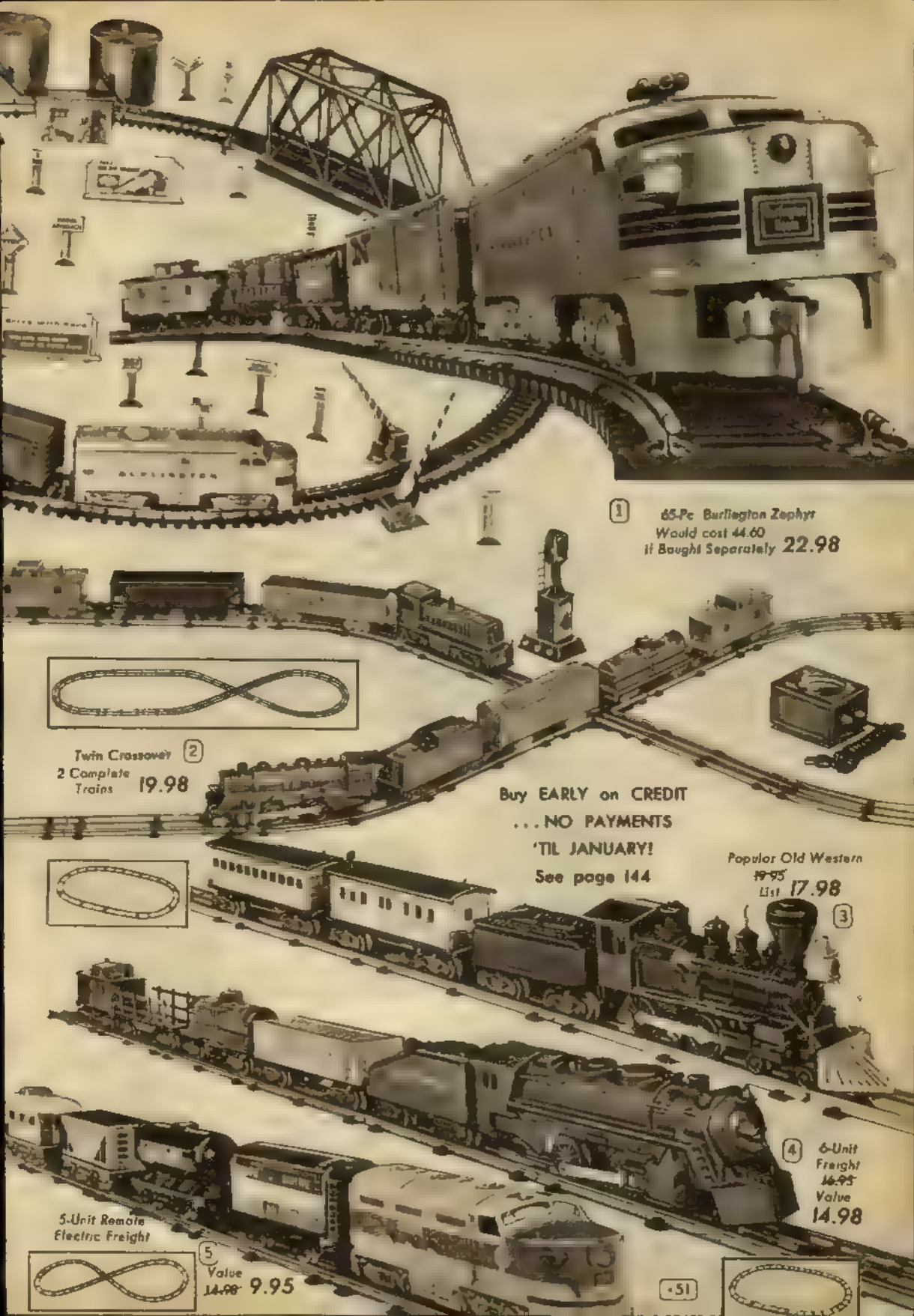
ACTUALLY LOADS AND UNLOADS AUTOMATICALLY!



New Shuttling Freight Train Set

*** Battery drives locomotive... 4.99**

Such fun! Shuttling 7-in. steel locomotive picks up 4-in. freight car, loads and automatically dumps logs at two 4-in. platforms. Straight 54-in. track. Uses 1 "D" battery, order above.
35 Y 4700—Ship. wt. 2 lb. 10 oz. 4.99



1 65-Pc Burlington Zephyr
Would cost 44.60
If Bought Separately 22.98

Twin Crossover 2
2 Complete Trains 19.98

Buy EARLY on CREDIT
. . . NO PAYMENTS
'TIL JANUARY!
See page 144

Popular Old Western
~~19.95~~
List 17.98
3

4 6-Unit Freight
~~16.95~~
Value
14.98

5-Unit Remote Electric Freight
5 Value ~~14.98~~ 9.95

17 ft.
Commander
model 302
Moving up in the popular price field? Let this "Soft Ride" hull from the Masters of Clinker-built Construction earn your respect for speed, for comfort, for, "eye fidelity" beauty! You'll love the "extras" which are standard equipment on this spacious, versatile family pleasure boat as well as the careful attention we've paid to minor detailing in America's Foremost Clinkerbuilt Outboard Boat.
Other Models from 14' through 19'.
Write for full color catalog now!
Cruisers INC.
503 PECOR STREET
OCONTO, WISCONSIN

EVINRUDE'S NEW BOAT—SH-H-H, A SURPRISE!

Instead of preceding its annual contribution to modern naval architecture by a vigorous thumping of the publicity tom-toms as it has in the past, Evinrude Motors is building its 1959 surprise behind a curtain of secrecy and will not so much as whisper about the craft's characteristics until it is unveiled at the National Motor Boat Show in the New York Coliseum in January.

After its initial burst on public consciousness in Gotham, the Evinrude boat will be displayed at the boat shows in Chicago, San Francisco and Los Angeles.

The new boat, successor to the sports car type Lark of 1956 the next year's circular ambulatory patio and 1958's seagoing station wagon, is identified now only by the cloak-and-dagger name of Project KR-14.

Howard F. Larson, Evinrude's director of sales and spare-time Merlin, would say only of his impending stunner that it would be an outboard boat, that it would be an extreme departure from conventional craft both in design and use, and that it would fill an area of design that has been previously overlooked by builders.

SAGEN CRANE AND OUTBOARD RACK

Sagen Boat Hoist Products of Weedsport, N. Y., presents a floor crane and an outboard motor rack. The Sagen Floor Crane facilitates the moving of all types of outboard motors within a store. It has a 400-pound capacity, is adjustable, and rolls on ball-bearing casters. Special gearing features one-hand operation. Equipment includes 10' of ⅛" aircraft cable. Height in raised position is 109"; in lowered position, 74". Construction is heavy tubular steel. An adjustable motor sling is available.

The Sagen Space-Saver Outboard Motor Rack is designed for motor display and storage. Construction is steel. A slight pressure will roll the loaded rack on its casters. Capacity is 10 motors. For storage, the rack folds flat. Its length is 8' 8", height 6'.

PERKO GOES TO SEA ON TRITON

As the U.S. Navy's first, twin nuclear reactor powered submarine—the Triton—slid down the ways at Groton, Conn., last summer, the men of Perkins Marine Lamp and Hardware Corp. took special pride in knowing that the Triton's builder, General Dynamics Corp., chose Perko to fit her out.

Among the Perko fittings aboard the undersea craft is their double-acting all-bronze wing pump with improved intake valves which eliminate need for priming even after weeks without use. While this pump is most popular as a large capacity marine bilge pump, it has enjoyed widespread use in the industrial and commercial shipping fields for pumping oils, gasoline, hot liquids, etc.

Details on the full Perko line—more than 2000 items—of marine hardware, lights and accessories for boats, yachts and ships of all sizes, are available in a general catalog ($1.00). A convenient abridged catalog edited especially for popular sized inboard and outboard runabouts and cruisers may be had for 25 cents. Write Perkins Marine Lamp and Hardware Corp., 59 Snediker Ave., Brooklyn 7, N. Y.

Perko pumps are used aboard the nuclear submarine Triton.

At paint, hardware and marine supply stores

■ Send 25¢ for Illustrated Manual on Refinishing

or write for free folder on Wonder-Paste

Wilson-Imperial Company, 131 Chestnut St., Newark, N. J.

Luxury • Safety

. . . WITH THE Flotel

This is living! Freedom of movement on a large flat deck supported by twelve or more watertight aluminum compartments . . . serving food and refreshments from the stainless steel galley . . . spending the night in comfortable bunks, in privacy provided by sturdy folding doors. The Flotel offers you all of these luxuries either while moving about or when at anchor. And to top it all, this fine pleasurable craft is safe in practically any water. It is not a speed boat, but a craft built to enable you to enjoy gracious living.

Write for literature

GENNETT & SONS, INC. ■ RICHMOND, INDIANA

AUTOMATIC FOG SIGNAL TIMER

Blows foghorn automatically for correct legal signal in a fog

Regular as clockwork . . . dependable . . . safer than a crew member! Easily installed in wiring system; draws but 10 watts (only 5 x 5 x 5)

For Motor Boats. Flip the switch. Model M-IW, for International and Inland Waters (1 blast per minute) Model M-GL for Great Lakes (3 equal blasts per minute). Each $39.50 Ppd

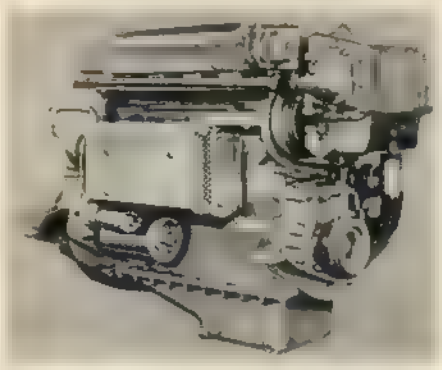
For Sailboats and Motor Boats. A switch of the dial and unit blows correct signal for International Waters; Inland Waters; Great Lakes; Sailboats. Model U. Each $44.50 Ppd

Specify voltage of boat when ordering. Send a check or money order to

DEVELOPMENT ENGINEERING CO., INC.

9 CROSS STREET, NORWALK, CONN.

EIGHT NEW GM DIESELS



One of the lightweight "53" diesel engines.

The Detroit Diesel Engine Division of the General Motors Corp. has available for the manufacture of their engines 2,300,000 square feet of modern production facilities. This plant is an enduring testimony to Charles F. (Boss) Kettering, whose death (November 25) has saddened many industries. Mr. Kettering was the engineering genius who for many years was in charge of GM's research laboratories. Among his many contributions was the development of the two-cycle diesel.

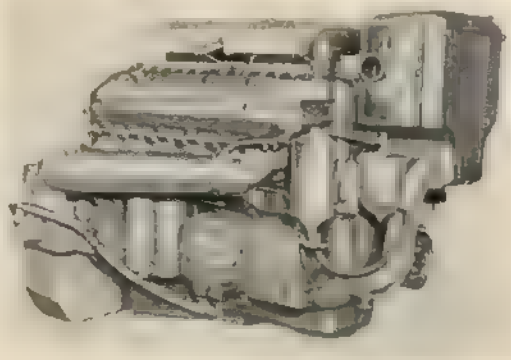
Detroit Diesel has added eight basic "V" and "in-line" engines to existing Series 71 and 110 engines to complete their "all-purpose power line." Featuring compactness and light weight in an expanded line now ranging from 20 to 1650 hp, the new units extend GM Diesel power to boats of all types and sizes. Only three cylinder sizes are used with the standard two-cycle design and interchangeability of parts.

For small craft and work boats, the new 53 series is introduced. Smaller and lighter than the 71 series, these units have a displacement per cylinder of 53 cubic inches and a bore and stroke of 3⅞" x 4½". This series is made up of two, three, and four-cylinder in-line engines and a six-cylinder V unit. Engines in this series range from 20 to 195 hp, and from 740 to 1340 pounds in basic weights. They provide wide cruising ranges.

New basic engines added to the "71" line widen the power range of this series and establish new standards for low weight and small size per horsepower. With eight basic models available in this series, single GM Diesel engines for propulsion, auxiliary power, and deck equipment are offered with ratings from 33 to 675 hp. When turbocharged or assembled as multiple units, maximum power is boosted to 1650 hp.

Added to the 71 series are four V engines of 6, 8, 12, and 16 cylinders. The new low compact configuration of these engines, with their lower weight per horsepower, is attained with maximum interchangeability of parts, and permits installation of higher horsepower engines in relatively small spaces.

Also presented are two new 53 models of 97 and 130 hp, and three V-71 models of 334, 504, and 675 maximum horsepower. Five in-line inclined and turbopowered engines of the 71 and 110 styles are offered in addition to the new 4-53 and 6V 71 engines.



The new G.M. 12-cylinder 504-hp diesel.

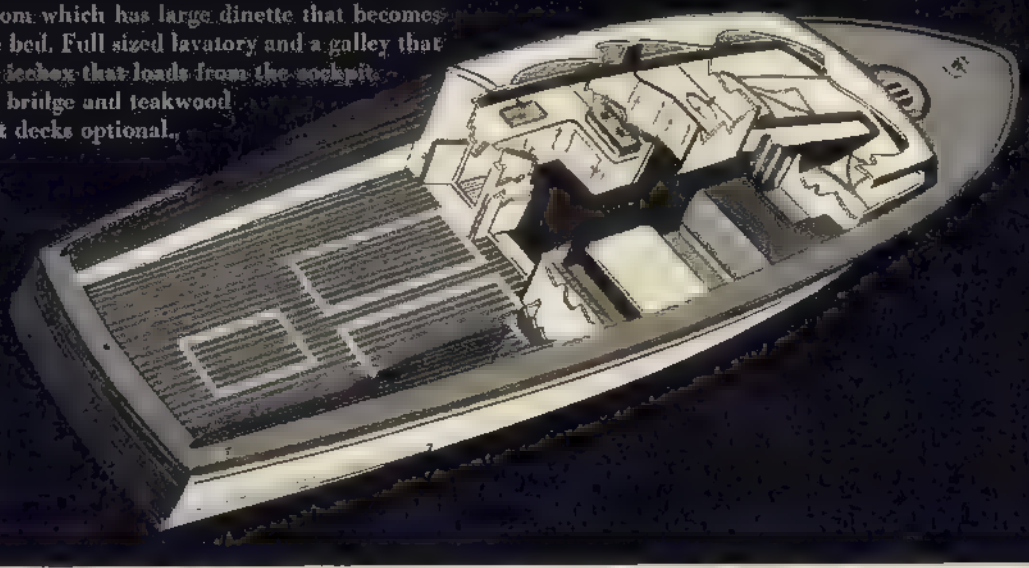
Cruis Along

creates shore-like comfort at sea for the sportsman and his family!

the BLUE WATER 31

with or without a flying bridge

Easily the most exciting design of 1959. This beauty, mahogany planked cruiser has a large, one level, self-bailing cockpit that is ideal for fishing. Four sleep comfortably in two separate cabins. Forward stateroom has two full sized berths, closes off with accordion door from main stateroom which has large dinette that becomes double bed. Full sized lavatory and a galley that has an icebox that loads from the cockpit. Flying bridge and teakwood cockpit decks optional.



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NOW YOU CAN HAVE

SPERRY

Get proved reliability like this:

PRESIDENT
Good-looking, faceted jet stone. Unusual, open links design. Hand polished.
7E622.....List $9.00.....54509 Set

AUTHORITY STERLING SILVER
Mirror-like and satin finish Sterling. Unusual shape, unique edge. Hand polished.
7E604.....List $17.50.....98754 Set

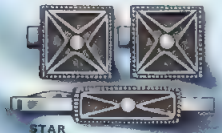
FRATERNAL
Choice of three fine encrusted emblems. Specify, Masonic (shown), or Shrine or K. of C. Smart, imported ruby--color stone.
7E611.....List $6.00.....43009 Set

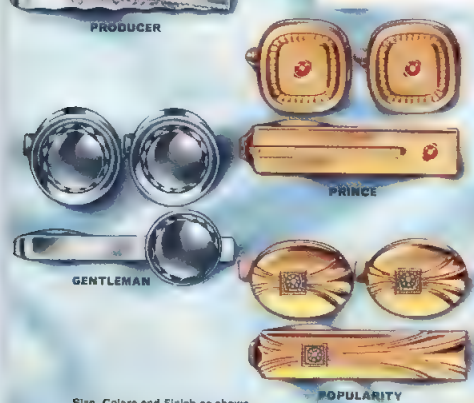
SUCCESS
Hand polished. Textured, yellow gold finish background. Simulated white pearl
7E633.....List $5.00.....32504 Set

Town and Country®
MEN'S JEWELRY
QUALITY JEWELERS SINCE 1898

Smartly styled for social or business wear
Handsome gift package, shown, will be included with each set. Expertly hand polished by master craftsmen.

"PEEK-A-BOO"
Shirt or tie show through smart, open frame. Imported mother of pearl. Hand polished
7E621.....List $10.00.....65007 Set





Size, Colors and Finish as shown.

STAR
Ingenious, raised rhodium finish star, on recessed background. Simulated pearl.
7E637.....List $6.00.....43009 Set

PRODUCER STERLING SILVER
Beautiful satin-bright finish. Unique edge design. Hand polished Sterling.
7E605.....List $17.50.....98753 Set

PRINCE
Sparkling imported red chaton on hand polished, yellow gold finish.
7E614.....List $5.00.....32508 Set

GENTLEMAN
Imported hematite stone. Sturdy, rhodium finished setting. All hand polished.
7E619.....List $7.50.....43759 Set

POPULARITY
A gleaming chaton sparkles its rays on hand polished yellow gold finish.
7E615.....List $6.00.....43009 Set

All Prices Subject to Federal Excise Tax.

Town and Country®

MEN'S JEWELRY

QUALITY JEWELERS SINCE 1898

Exciting, newest original styles for America's best dressed men. The just-right deft touch of men's jewelry to set off fine tailoring. Perfect for club or office. All quality made, superbly hand polished, value-priced. Handsome gift package, shown, included with each set.

STATESMAN
Shining chaton on smooth imported jet. Hand polished traditional design.
7E616.....List $7.50.....43757 Set

RAINBOW
Genuine, hand-tied fish fly sparkles in protective crystal. Hand polished.
7E623.....List $8.00.....54008 Set

TYCOON STERLING SILVER
Unique design Satin-bright finish. Sterling. Hand polished craftsmanship.
7E603.....List $17.50.....98754 Set

WALL STREET
Imported simulated star sapphire. Hand polished, rhodium finish setting.
7E636.....List $5.00.....32508 Set

TAHITI
Imported mother of pearl. Recessed plaque. Hand polished yellow gold finish.
7E634.....List $8.50.....54257 Set

PENGUIN
Imported smoked and white mother of pearl. Hand polished, rhodium finished. Shown in gift package.
7E632.....List $9.00.....54507 Set

NUGGET
Two shining red stones. Bold-grained, finely hand polished, yellow gold finish.
7E625.....List $5.00.....32506 Set

STYLIST
Masculine, imported jet stone. Encased in hand polished, rhodium finish.
7E624.....List $7.50.....43758 Set

GOLD RUSH 1/20 12 KT GOLD FILLED
A real find. Design dignity in quality Gold Filled. Superb hand polish.ng.
7E608.....List $17.50.....98752 Set

LUXURY STERLING SILVER
Satin-bright finish Sterling. Hand engraved flourishes. Craftsman hand polished.
7E600.....List $17.50.....98752 Set

Size, Colors and Finish as shown.

All Prices Subject to Federal Excise Tax.

America's Favorite
TV-COMIC BOOK-CARTOON
characters
HELP YOU SELL

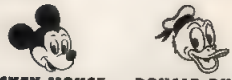
HOLSTER SETS
SMOKE RIFLES
PLAY GUNS
CANTEENS and
SHOOTING GAMES

IT'S A
DAISY
TOYS

SPECIAL!
An entirely New Kind of Play Gun!

WALT DISNEY

TEXAS JOHN SLAUGHTER — ZORRO — ELFEGO BACA



MICKEY MOUSE — DONALD DUCK

©1960 Walt Disney Productions

WARNER BROS. PICTURES INC.

cheyenne · sugarfoot

BUGS BUNNY — SYLVESTER — TWEETY

PORKY PIG — ELMER FUDD — DAFFY DUCK

©1960 Warner Bros. Pictures, Inc

Daisy Toys Nationally Advertised to Parents and Every Kid!

COMMENDED BY THE CONSUMER SERVICE BUREAU OF PARENTS' MAGAZINE

See them AT OUR NEW YORK OFFICE: 200 FIFTH AVENUE BUILDING

DAISY MANUFACTURING COMPANY · ROGERS, ARKANSAS

SURE HITS WHEN THEY'RE Daisy AIR RIFLES

DAISY WESTERN OUTFIT

OUTFIT
8.72

Lever action 500 shot repeater air rifle with under barrel. Front, rear sights; tenite stock, fore-end. 32-in. overall. Includes: rifle sch; sling, metal bell target, wood and metal gun rack, paper targets, 18 pkgs BB's (about 2,050) canteen with strap Mailable.
R50 J 1484M. (8 lbs.).....Outfit. 8.72

M-94 WESTERN CARBINE Lever Action (not shown). 850 shot repeater; combination open and peep rear sight; checkered tenite fore-grip; plated trigger; sling swivel and sling. 35-in overall.
R50 J 1461M. Carbine only. Mail. (5 lb)...7.65

[1] 12.45

[2] 13.45 With Scope

[3] 9.45

[4] 7.65

[5] 9.72

NEW! M-99 SPECIAL

[1] New lever action 850 shot repeater air rifle. Preferred by marksmen for accuracy.

Metal barrel; wood stock with basketail fore-end and thick top grained leather sling. Peep sight; aperture sighting disc. Stock hamplate. Includes rifle, paper targets, BB's, tube of gun oil and instruction book. Mailable.
R50 J 1471M. (6 lbs.).....12.45

DAISY M-98 RIFLE WITH SCOPE

[2] 1000 shot lever action repeater with precision 2 power scope adjustable for windage, elevation; adjustable mount. Plastic stock, fore-end in simulated mesquite finish; custom decorated receiver and barrel. Ramp front, combination peep and open rear sight. Leather sling. 37-in. overall. Incl. 2 pkgs. BB's.

Scope fits all Daisy air rifles. Mailable.
R50 J 1453M. (6 lbs.)....Rifle and Scope 13.45
R50 J 1454M. (1 lb.)....Scope only 4.79

DAISY M-25 PUMP ACTION RIFLE

[3] Top quality 50 shot air rifle with simulated gold engraving on receiver jacket looks and performs like a hand made gun. Combination peep and open rear sigh; adjusts for windage elevation, ramp front sight. 2 pkgs BB's included. 37-in overall. Easy take-down.
R50 J 1463M Mailed Free 9.45

DAISY M-107 SLIDE ACTION RIFLE

[4] 450 shot repeater . . . looks as real as Dad's hunting rifle. Cocks easily by sliding fore-end straight back. Ramp front; double notched rear sight. Checkered stock; grooved non-slip fore-end. Expensive looking "gold" design on receiver jacket 2 packages of BB ammunition included. 36-in long overall.
R50 J 1478M. Mailable (4 lbs.).....7.65

DAISY SCOUT AIR RIFLE OUTFIT

[5] Everything needed to become an expert marksman. 500 shot lever action repeater rifle with 2 power scope that's adjustable for windage and elevation; 25 paper targets, 16 packages of BB's (about 2,050 pellets)

Front, rear sights; adjustable sling; tenite stock, fore-end 32-in overall. Mailable.
R50 J 1490M. (6 lbs.).....Outfit 9.72
R50 J 1472M. Daisy BB's. (2 lbs.) ..2 lbs. box 74¢

Use Budget Power for a brighter Christmas on the same old income

Air Pistols, Rifles and Ammunition

Benjamin Single Shot Target Pistol No. 137. Rifled barrel in gun metal finish with walnut finish stocks and pump handle. Easy to pump; adjustable shooting force depending on air pressure. Length overall 11 in. Shoots .177 cal. pellets.

1R576VX1435 ..... Retail **20.50**

Benjamin Single Shot Target Pistol No. 132. Same as above in .22 cal.

1R577VX1435 ..... Retail **20.50**

Benjamin Super Co. Rocket Pistol. New two stage shooting power for target and small game. Breech loading, bolt action, hammer fire, smooth trigger and safety tip action. Overall length 9¼ in., barrel length 5¾ in. Shoots .22 Cal. lead pellets.

1R575VX1115 ..... Retail **15.95**

Marksman Air Pistol. Only gun that shoots BB's, .177 cal. pellets and darts from one permanent nozzle. Weight and "feel" of .45 automatic. All metal with man-size grip. Front and rear sights and plenty of power for amazing accuracy. In attractive box. Liberal ammunition, incl. BB's, darts.

1R220VX415 ..... Retail **5.95**

Marksman Air Pistol and Holster Set. Set contains the air pistol and all the ammunition listed above with the addition of a beautiful genuine cowhide leather holster

1R221VX505 ..... Retail **8.45**

Sheridan Blue Streak Pneumatic Rifle. Fine quality pump action air rifle with extra power and penetration. .20 caliber micro-rifle rust-proof barrell. Open sight easily adjustable for windage and elevation. Durable blue plated finish. Automatic "fireproof" safety. Sturdy valving mechanism with locked-in charge. Full length walnut stock.

7R565X1760 ..... Retail **23.95**

Sheridan Bantam Ammunition. .20 caliber (5 mm) solid nosed bullets for Sheridan rifles. Packed 500 to the can, 50 cans to the case.

21R217X313 ..... Per M (1,000 shots) **4.70**

Daisy Eagle With Scope. Daisy 150 shot repeating rifle with 2-power scope mounted. Designed as a juvenile counterpart of today's expensive high powered hunting rifles. Scope: 4 lens system, 2 times magnification crosshairs adjustable for windage and elevation. Overall length of scope 11 inches. Rifle includes ramp, front sight and combination "peep and open" sight. Decorated stock forepiece simulate those of custom made rifles. Overall length 37 inches. Each in display carton. Includes scope instruction book, leather BB loader wallet plus 2 BB refill packs. Top grain leather, regulation target shooter sling, with heavy duty and heavy plated hardware.

7R567X933 ..... Retail **13.95**

Benjamin Single Shot Air Rifle No. 312. Same as above in .22 caliber.

21R224X1535 ..... Retail **21.95**

Benjamin Single Shot Air Rifle No. 317. Hand pump breach loading rifle with bolt action. Hammer fire, and hair trigger. Rifled barrel 23 in. long; length overall 35 in. Shoots .177 cal. pellets.

21R223X1335 ..... Retail **21.95**

Air Pistol and Rifle Ammunition

Marksman Air Gun Pellets. Lead pellets made to fill all standard air rifles and pistols. These pellets are precision manufactured for maximum power and accuracy. Packed 12 boxes of 200 pellets each in carton.

5R79X504 Dozen Pkgs. (.177 Cal.) ..... Retail, Package **.70**

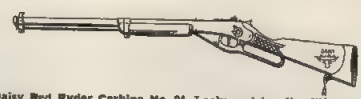
5R80X512 Dozen Pkgs. (.22 Cal.) ..... Retail, Package **.85**

Daisy Bull's Eye Shot No. 709 B-B Pak. New cellophane Nickel Units in continuous strip dispensing carton. 100 packs to case. Shipping weight 12 lbs.

21R10X320 ..... Retail Per Case **5.00**

Daisy Pump-Action Repeater No. 25. A hard-hitting, straight-shooting, take-down model with blued finish; adjustable sights; 1 in. "engraved" jacket; forced-feed 50-shot repeater, walnut finished stock. Each in display carton. Packed 10 to case. Shipping weight 43 lbs.

7R562X665 ..... Retail **9.95**



Daisy Red Ryder Carbine No. 94. Looks and handles like a real Western saddle gun. Complete with carbine ring and leather thong. Walnut finish and pistol grip carbine stock. Equipped with "lightning loader." Packed with shot, targets, and badge. Each in display carton. Packed 10 to case. Shipping weight 37 lbs.

7R564X666 ..... Retail **8.95**

Slingshots and Dart Games for Fun and Skill

Fireball Slingshot Set. Here is a slingshot that has everything. Push-button loading and dispensing, fist-fitting grip, large ammunition magazine, and snap-in reversible sight. Set also includes an extra sling and pouch unit, outdoor steel ball hunting shot, indoor disintegrating target shot, bulls eyes and animal targets, and instruction chart.

13R122X180 ..... Retail **2.95**

Marksman Dart Game. This is the ultimate in dart games. The set is an official tournament model. Includes an 18 in. official tournament size double sided dartboard. One side of board is the English "20 point" game, and the other side is the standard "Bulls Eye" target. Also included in the game are six 5 in. tournament darts and official game rule booklet.

13R123X360 ..... Retail **5.95**

Daisy "500-Shot" Repeater. A lever-action repeater with blued metal parts and full-sized hardwood stock. Thirty-three inches long, and built just like the higher priced lever-action model. Each in carton. Packed 10 to case. Shipping weight 39 lbs.

7R561X397 ..... Retail **5.95**

New dealer helps by Fun, Inc.

New dealer helps will be featured at Toy Fair by Fun, Inc., Chicago. These will include window streamers pointing up special days, such as April Fool's Day, Easter, Halloween, Christmas, etc., counter cards, headers, etc. New items will be introduced in the line. Of especial interest will be a revolving rack and hanging and set up racks, also seasonal cocktail party comic disguises.

New poster for Tot-Tingo,

Richards Mfg., which recently introduced Tot Tingo, has an eye-catching cartoon-type window poster entitled, "Before After." With family disaster shown on one side and smiles on the other and only token mention of Tot Tingo, the window shopper is intrigued into further inquiry. Sales, by the way, have borne out the confidence of Mel Richards and his son in launching these games.

Daisy offers dealers bonus in special promotion package

A special promotion package offer available exclusively through Daisy jobbers has been announced by Robert O. Wesley, vice-president of marketing, Daisy Manufacturing Co., Rogers, Ark.

Promotion package No. 159-P consists of four new Model 88 Hunter Air Rifles with 2X Scope factory mounted, wing (each $12 value retailing for $9.99 each); two Model 94 Daisy Western Carbines (retailing price reduced from $8.95 to $7.95 each), two Model 107 Daisy Slide Action Pump Rifles retailing at $7.95 each and two Model 177 Daisy Bulls Eye BB Target Pistols retailing at $5 each. Retail value of the entire package is $81.76.

A special certificate packed inside each complete promotion package entitles each dealer purchaser to one free No. 177 Pistol (retail value $5) to be prepaid direct from Daisy to the dealer sending in the certificate to the factory. A consumer sale of this free pistol represents an extra $5 profit to the dealer, in addition to his usual profit on the ten Daisy items in the special promotion package.

Included with the ten individually packed cartons in a shipping container is a two-color window streamer and a newspaper ad mat featuring three different Daisy air rifles and the pistol. Daisy's national spring and summer advertising in comic books also provides powerful dealer selling help.

Featured in the promotion package ad mat and in all Daisy national comic book advertising April through July will be Model 88, the first Daisy with a real 2X Scope offered at a "sensationally low price" according to the company. This special value consists of a 750-shot Daisy air rifle, full 35" long with Daisy 2 power Scope (11") factory-mounted, plus adjustable gun sling. Included with the rifle is a tube of Daisy gun oil, two packs of Daisy BBs, two lens guard caps and scope book. The promotion package offer expires May 1, 1959.

'59 catalog available from Siebert

An elaborate full color catalog describing and illustrating the 1959 line of juvenile wheels goods manufactured by the O. W. Siebert Co. is being made available to dealers writing the company at 200 Lexington ave., New York.

One of the interesting features about the catalog is the descriptive matter which is so written as to provide the dealer with an actual sales pitch on each Siebert item.

Promotional TWINS by
BABYTIME
SALES CORP.
31 MORTON ST., BROOKLYN., EVergreen 7-8066

NO. 399
My Dolly CAR BED
• Steel frame • Fits 20" doll
• Washable leatherette
• Folds compactly
Simulated Quilted Mattress
Special Pocket For Clothes & Accessories

NO. 400
My Dolly
FOLDING WALKER
• Tubular steel frame
• Non-scratch Lucite wheels
• Fits up to 20" doll
9" LEG SPREAD

Represented by JOBAR INC. 200 5TH Avenue, N.Y. Rooms 510-512

WINCHESTER SADDLE GUN

MATTEL

With secret automatic trigger for rapid firing, will eject all 8 bullets without pulling trigger. Can be fired single shot as well. Fires 50 roll of caps. Smoking action. Front and rear sights, blue steel barrel, wood grain stock. 33 inches long. Individually boxed.

Pkd. 6, wt. 11½ lbs.

No.	Retail
544	$5.00

CORK FUN GUN

DAISY

Heavy gauge steel rifle and two corks all in polyethylene bag with colorful rack card! Rifle 14 inches. Shoots corks.

Pkd. 36, wt. 15½ lbs.

No.	Retail
0900	$0.50

PUMP ACTION CORK RIFLE

DAISY

Real pump action. Steel parts in golden color; a dark wood stock. Shoots harmless corks. Gun 21¼ inches. Parents' Commended. With 5 corks in bag.

Pkd. 12, wt. 8½ lbs.

No.	Retail
0043	$1.00

DOUBLE BARREL CORK GUN

DAISY

23¾ inches long. Steel metal parts, gun-bronze color. Break action cocks triggers, both barrels shoot corks. Four corks in bag. Packed 6 in display box.

Pkd. 6, wt. 7¾ lbs.

No.	Retail
0930	$1.20

DOUBLE BARREL CORK SHOTGUN

DAISY

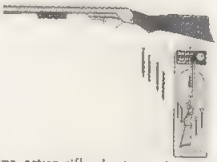
31 inch gun shoots harmless corks. Steel gun-bronze metal parts with molded forepiece and stock. Break action cocks trigger. 6 corks in bag. Packed 6 in display box.

Pkd. 6, wt. 10¾ lbs.

No.	Retail
0950	$2.00

PUMP ACTION DART RIFLE

DAISY



Pump action rifle shoots suction-cupped darts at target printed on cardboard. Gun has heavy gauge steel parts in golden color including the dart-loading "over" barrel. Carded with four darts.

Pkd. 12, wt. 11½ lbs.

No.	Retail
0039	$1.30

AUTOMATIC SMOKER RIFLE

DAISY

Shoots harmless smoke with loud noise. Checkered stock. Adjustable sling. 32 inches long. Packed 6 in counter display.

Pkd. 6, wt. 12½ lbs.

No.	Retail
0960	$3.00

SUPER SCOPE RIFLE

DAISY

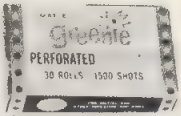
Shoots harmless smoke, loud noise only. Bronze-colored 11 inch magnifying scope, barrel and receiver jacket. Golden lever. Full-fashioned stock. Full-size forearm with carbine band. Length 32 inches. Individually boxed.

Pkd. 12, wt. 28 lbs.

No.	Retail
1160	$5.00

GREENIE PERFORATED ROLL CAPS

MATTEL



Five dozen boxes of five rolls (250 shots) each in display carton.

Pkd. 12 displays, wt. 13 lbs.

No.	Retail
635	$0.05

No. 636 Same as above except 2 dozen boxes of 30 rolls (1500 shots) each.

Pkd. 6 displays, Wt. 12 lbs.

No.	Retail
636	$0.25

GREENIE STIK-M CAPS

MATTEL

120 Shots per box. 60 Caps per sheet. Just peel off an individual cap and stick it to back of Shootin' Shell cartridge. Power packed. Actually shoots safe bullet-nose out of gun barrel. Four dozen boxes per display.

Pkd. 12 displays, wt. 16 lbs.

No.	Retail
633	$0.10

No. 634 Same as above except packed 480 shots per box. 2 dozen per display.

Pkd. 12 displays, wt. 20 lbs.

No.	Retail
634	$0.25

SHOOTIN' SHELL PAKS

MATTEL

For use with all Shootin' Shell guns. Each "skin pack" contains 3 cartridges and 30 bullet-noses. 12 Packs in counter display.

Pkd. 72, wt. 6 lbs.

No.	Retail
609	$0.50

WESTERN BREAK GUN AND HOLSTER

CLASSY

Leather double holster set features contour belt with 6 bullets, nickel trophy buckle. Holster pockets trimmed with nickel ornaments and fringe. Complete with two nickel plated break repeater 50 shot guns, 8½ inches long.

Pkd. 24, wt. 32 lbs.

No.	Retail
2903	$3.00

ROY ROGERS GUN AND HOLSTER SET

CLASSY

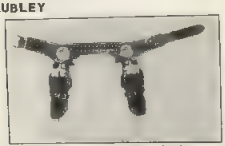
Deluxe double gun and holster set of genuine leather. Hand tooled on pockets and belt. Belt trimmed with bullets, jewels and trophy buckle. Leather leg ties. Complete with two nickel plated 11 inch long guns. 50 shot break repeater action.

Pkd. 12, wt. 32 lbs.

No.	Retail
2925	$5.00

WYATT EARP DOUBLE HOLSTER SET

HUBLEY



Genuine leather in black and white combination. Holster is low slung, 3 piece fold-over with cross straps. Contour belt, 12 bullets and large buckle. 2 buntline pistols with brown grips. Leg ties funished. Individually boxed.

Pkd. 6, wt. 18 lbs.

No.	Retail
6950	$5.00

ROY ROGERS DOUBLE HOLSTER SET

CLASSY

Cross draw gun and holster set. Floating type holster pockets. Bullets trim side of pockets. Safety tab holds gun. 3 inch wide belt with nickle stud trim. Leg ties. Complete with two nickel plated 11 inch long guns, 50 shot repeater action, break barrel. Boxed.

Pkd. 12 wt. 36 lbs.

No.	Retail
2986	$6.00

ROY ROGERS HOLSTER SET

CLASSY

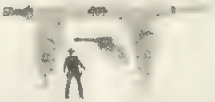
Made of natural brushed buckskin leather. Slim pockets with cross straps. Contour belt trimmed with nickel conchos, bullets and large Western buckle. Leg ties. With two break-action repeater guns. 10 inches long. Individually boxed.

Pkd. 12, wt. 28 lbs.

No.	Retail
2944	$4.00

CHEYENNE DOUBLE HOLSTER SET

DAISY



Floral embossing on both holsters, fancy embossing on the two tone belt. Leather is top grain throughout. Belt is fully adjustable. Two 8 inch Mustang pistols.

Pkd. 6, wt. 15½ lbs.

No.	Retail
8029	$5.00

ELFEGO BACA DOUBLE HOLSTER SET

DAISY

The hip-contour belt is adjustable, tooled and richly embossed. Embossed holster fronts, a strap-buckle across front; backs of holsters are tooled. With 2-8 inch Pinto Pistols.

Pkd. 12, wt. 21 lbs.

No.	Retail
8007	$4.00

HOLSTER-CANTEEN SET

DAISY

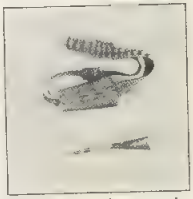
Floral design on contoured belt. Holster with silver-color ornament. A real canteen! With 8 inch Pinto Pistol, 6 inch canteen.

Pkd. 12, wt. 19½ lbs.

No.	Retail
2516	$3.00

INDIAN SCOUT RIFLE WITH BANDOLIER-SCABBARD

MATTEL



Rolling-block rifle with genuine leather bullet-bandolier and scabbard-holster for rifle. Rifle with 2 cartridges and 6 bullet-noses. Bandolier with 16 all-metal play bullets. Individually boxed.

Pkd. 6, wt. 11½ lbs.

No.	Retail
629	$6.00

OVER 60,000,000 TV VIEWERS EACH WEEK

see . . .

DICK CLARK . . .

. . . *dynamic new coast to coast teen-age idol who* **NOW JOINS JURO'S ROSTER OF FAST SELLING MERCHANDISE TIE-INS**

PERENIAL FAVORITES

Paul Winchell's Jerry Mahoney and Knucklehead Items.

typical of the always exciting Juro approach for '59

New imaginative high styled low priced vinyl and stuffed dolls and novelties

EXCITING NEW ADDITIONS TO OUR LITTLE LADIES FASHIONS

SLEEPY SUZIE*
Brand new concept in Baby Dolls

She only goes to sleep when fed then wakes and wets.

*Pat. Pend.

A TOY FAIR MUST

Hotel McAlpin
Room 793
March 9-14.

TV'S TOP STARS JURO CELEBRITY DOLLS

Juro Novelty Co., Inc.
18 E. 18 St., New York 3, N. Y.

CHRISTENING DOLL

ROBERTA

14 inch all vinyl baby doll with moving eyes, lashes, coo voice. Dressed in long white ninon dress with fancy embroidery, ribbon streamer, ruffled bonnet, slip and panties, bendy wire in legs. Individually boxed.

Pkd. 24, wt. 45 lbs.

No.	Retail
702	$4.00

DOLL WITH BIB

ARRANBEE

16 inch a l-vinyl drink and wet baby doll, Angel Face. 5-piece jointed body. Dressed in pink polished cotton with large plastic bib containing plastic spoon and bottle. Matching bonnet, booties and beaded bracelet. Individually boxed.

Pkd. 6, wt. 14 lbs.

No.	Retail
1653	$5.00

SLEEPY TIME GUY

HORSMAN

14 inch tall, fully jointed, all vinyl boy doll with straight hairdo. He drinks 'n wets. Wears candy-stripe, two piece pajama set. With his own nursing bottle. Street lamp display box.

Pkd. 6, wt. 10 lbs.

No.	Retail
3351	$5.00

PLAYTEX DRYPER DOLL

IDEAL

21 inch unbreakable doll that drinks, wets and coos. Size of 3 month old baby and carefully detailed. Ball Joint construction. Complete wardrobe with disposable diapers, undershirt, pants, gown, play clothes, etc. Individually boxed.

Pkd. 3, wt. 16 lbs.

No.	Retail
1510	$14.00

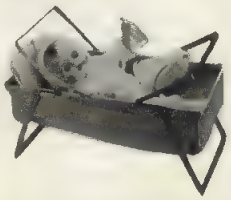
No. 1516 Same as above except 23 inches tall.

Pkd. 3, wt. 17 lbs.

No.	Retail
1516	$18.00

BABY DOLL IN CAR BED

ALLIED – GRAND



16 inch all vinyl Drink 'N Wet baby doll with moving eyes and molded head. Moving arms and legs. Wrapped in flannel blanket edged in lace. Booties tied with ribbon. In window box.

Pkd. 12, wt. 42 lbs.

No.	Retail
2690	$6.00

TODDLER WITH PINAFORE

ARRANBEE

25 inch Nancy Lee 5 piece all jointed toddler doll. Red dress with white pinafore with schoolhouse imprint. Red straw hat, red shoes and white socks. With moving eyes and rooted hair wig. Individually boxed.

Pkd. 3, wt. 11 lbs.

No.	Retail
2523	$12.00

LULLABY BABY

HORSMAN

12 inch tall all-vinyl baby doll, fully jointed. Has music box that plays baby tune. Assumes realistic stretching movements. Dressed in checked flannel sleeping outfit. In display box.

Pkd. 12, wt. 18 lbs.

No.	Retail
68	$6.00

BANNISTER BABY & PLAYPEN

HORSMAN

14 inches tall all vinyl drink 'n wet baby doll. She cries with animation. Molded hair, fully jointed with real baby markings. Dressed in cotton smock. Cleverly boxed.

Pkd. 6, wt. 50 lbs.

No.	Retail
76	$6.00

When I grow up I want to be...

13A. JET ACE Sanforized blue cotton twill jet pilot coverall with full length zipper. Authentic embroidered Air Force insignia, cap with embroidered gold wings. Every boy's dream! Even sizes 2 to 12 ..... **4.97**

13B. FIVE STAR GENERAL. Sanforized suntan twill jacket has 2 pockets, gold buttons and gold braid. Matching trousers with zipper fly. Oversea cap, braid, emblem complete set. Even sizes 4 to 14. **5.97**

13C. MARINE SERGEANT. Sanforized navy twill jacket with red braid, insignia, campaign ribbons, ornaments. Sanforized blue twill trousers, zipper fly, red braid. White plastic belt, cap. Even sizes 4-14 .... **6.88**

13D. OFFICIAL ANNIE OAKLEY SUIT. Red corduroy skirt with kickpleat and suedine fringe, two plastic pockets. Red cotton twill blouse with plaid yoke and suedine fringe. Delight any little girl with this unusual play suit. In even sizes 2-12. **4.97**

13D1. Wool cowgirl hat. S, M, L. **1.97**

13E. COWBOY SUIT. Red and black corduroy pants, printed shirt. Ready for the rodeo. Even sizes 2-12 **4.97**

13E1. Wool cowboy hat. S, M, L. **1.97**

13F. INDIAN CHIEF. Red and tan twill jacket, suedine trimmed. Tan twill trousers, colorful feather headdress. Even sizes 2-12 **4.97**

13G. RIFLEMAN. Blue corduroy pants, suedine chopbelt. Plaid shirt. Quick on draw. Even sizes 2-12. **4.97**

13G1. Blue cowboy hat. S, M, L. **1.97**

13H. STUDENT NURSE. Navy cotton poplin cape, blue uniform. White lab apron, white cap. Navy shoulder emergency bag. Even sizes 4-12. **4.97**

All By Pla-Master Playsuits

14A. NEWBORN INFANT. A full 19" of cuddly vinyl, she drinks and wets. Sleeping eyes, sweetly dressed in flannel kimono with diaper, booties. Has blanket, bottle. By Eugene. **4.97**

14B. ADORABLE BABY. A big 25" tall in a nylon eyelet dress and her entire cap is net ruching. Drinks and wets. By Eugene **7.77**

14C. SNOW SUIT BABY. 20" vinyl, baby doll is adorable in her flannel snow suit and hood. Has sleeping eyes, and jointed arms and legs, molded hair. By Eugene **4.97**

14D. CUDDLY BABY is 20" tall, drinks, wets, cries real tears. Has moving eyes, rooted hair. Fully dressed; with bottle. By Eugene **5.88**

14D1. 14" Cuddly tear baby ... **3.97**

14E. CHRISTENING BABY. 16" vinyl new-born baby in dainty christening dress and matching bonnet. Wrapped in flannel blanket. She is fully jointed. By Aranbee **5.97**

14F. PONY TAIL TODDLER. 25" tall, straight pony tail, moving eyes. Complete with dress and matching pinafore. Made by Nasco ..... **8.**

14F1. Curl pony tail ..... **9.**

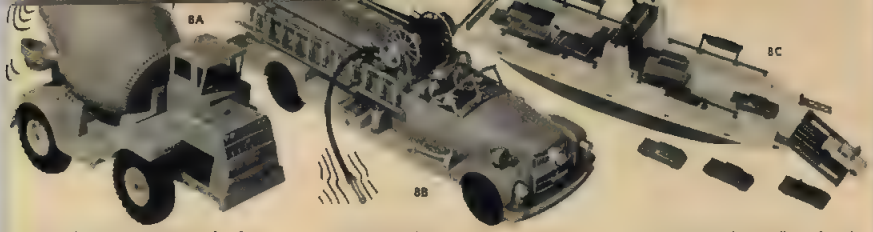
14G. BABY IN CAR BED with teddy bear. 20" vinyl doll with jointed arms and legs, in 2-piece snow suit, drinks and wets. 9½" white plush bear is cuddly. By J-Cey **7.97**

7A. JILL'S FASHION COAT. Yellow felt, hat, purse $2
7A1. JILL DOLL. 10½" plastic, walks, sits, stands $3
7B. JEFF'S SUIT. Charcoal grey woolen suit, white shirt, tie, socks and loafers $3
7B1. JEFF DOLL. 11" vinyl teen age boy in shorts $3
7C. HAWAIIAN OUTFIT. Sarong, lei, sandals 2.50
7D. ALASKAN OUTFIT. Furry pants, parka, hood. Gay mukluks on her feet 2.50
7E. ORIENTAL OUTFIT. Pink flowered kimono, obi sash, of jade flower print, fan parasol, lotus flowers 2.50
7F. RODEO OUTFIT, in blue and silver Holster set, boots, hat and panties 2.50
7G. FESTIVAL OUTFIT. Black skirt, red laced bodice, white blouse, red apron 2.50
7H. SCOTTISH OUTFIT. Red plaid skirt, jabot, doublet. Sporran, tam, spats 2.50
7H1. 8" Ginny Doll only $2

By Vogue Dolls

5½" DRESSED DOLLS
7J. LITTLE BO PEEP. A charmer 2.50
7K. LITTLE MISS MUFFET 2.50
7L. CINDERELLA. Glamour doll 2.50
7M. POLLY PUT THE KETTLE ON .. 2.50
7N. DANCING PRINCESS 2.50
7P. A DILLER, A DOLLAR $2
7Q. LITTLE RED RIDING HOOD $2
7R. PRETTY MAID. print dress, hat. 2.50
7S. CURLY LOCKS. Pink dress 2.50
7T. MISTRESS MARY. In floral dress $2
7V. BEAUTY. In green taffeta 2.50
7W. 1-2 BUTTON MY SHOE $2
7X. METAL SHADOW BOX. Hang on wall. Displays dolls 2.50

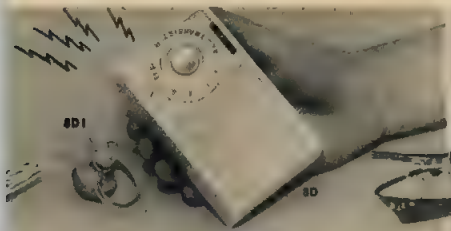
By Nancy Ann



8A. BIG CEMENT MIXER. Made of unbreakable poly. Mixer drum automatically revolves as truck is pushed, also hand cranks. By Eldon Mfg. Co. **4.74**

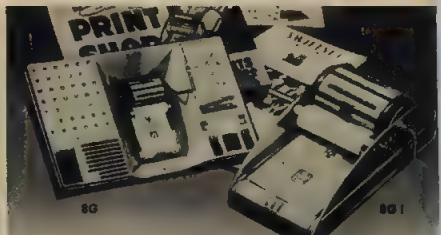
8B. FIRE ENGINE PUMPER. It sprays water automatically. 2 firemen, and 2" hose, of unbreakable polyethylene. 15¾"x5"x5¼". By Eldon Mfg. Co. **2.66**

8C. CAR FERRY. Floats, rolls, and carries 18 assorted vehicles. It has simulated radar equipment, lifeboats. Ramps fore and aft. Polyethylene. By Eldon . **2.66**



8D. FUTURA ALL-TRANSISTOR PERSONAL RADIO To carry in pocket, purse, hand. Transistor battery, (extra) By Bell .. **8.79**
8D1. All-Transistor 9-volt long life battery .. .. **.79**

8E. ATOMIC CRUISER. A big ship with plenty of action, of watertight polyethylene Floats in water, it rolls on floor. Has miniature accessories. Measures a full 26½"x10½"x3½". By Marx **2.97**

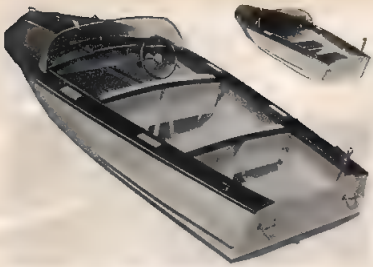


8F. SATELLITE DESTROYER. Exciting electronic shooting toy complete with telescopic precision tracking and aiming device. Destroy missiles by remote jet-air control. By Kohner **6.88**

8G. CUB PRINT SHOP. Big metal press prints in 2 colors. 400 pieces of type, plastic storage unit for all accessories **6.88**
8G1. CUB PRINTING PRESS. By Superior Marketing **3.97**

8H. STEVE CANYON HELMET. Replica of official Air Force jet helmet of high impact styrene with lift-up plastic visor, simulated snap-on oxygen mask. By Ideal **2.64**

8J. FIGHTER JET. Pilot simulates actual flight, combat conditions with instrument panel, throttle. Operates on flashlight batteries (not included.) By Ideal **15.87**



DOLPHIN BOAT KITS

FACTORY PRE-ASSEMBLED
NO CUTTING, PLANING OR JIG BUILDING

New Unitized Construction of DOLPHIN PRE-ASSEMBLED BOAT KITS has eliminated precise fitting together of many parts. All frames and transoms are factory assembled, notched and ready for installation. No temporary form of building jig is required. All parts are plainly marked to correspond with illustrated step-by-step instructions. No planing required to fit bottom and side planking; edges are factory finished to side planking.

All frames and structural framework parts other than marine plywood parts in DOLPHIN PRE-ASSEMBLED BOAT KITS are precision-machined from only the finest of mahogany and oak hardwoods available. Each material is utilized to its best structural advantage, such as ability to hold screws **securely**, strength, appearance, etc.

Kits contain all wood parts, Phillips head screws, glue, and step-by-step illustrated instructions. **KITS DO NOT INCLUDE ACCESSORIES**, such as windshield, steering gear, lights, deck hardware, upholstery, or paint. All Boat Kits shipped F.O.B. Factory Minnesota

14' Sea Pike

Spacious, beamy, big 1 out for fast planing and all the speed you could wish for. Safe, seaworthy and amazingly fast and nimble with modest horsepower. Beam 59", transom width 48" center depth 30", forward deck length 57", accommodates up to 40 HP, assembly time 12 hours. Ship. wt. 230 lbs.

D8R471-21248..... RETAIL $283.28

12' Flying Mist

Be the proud skipper of the Flying Mist for weekend fun in the sun. Extra roomy cockpit for the fisherman, too. Easy to assemble, easy to transport and top performance in every respect. Beam 62" transom width 48", center depth 25½", forward deck length 67", accommodates up to 40 HP, assembly time 12 hours. Ship wt 200 lbs.

D8R472-16625..... RETAIL $221.71

Additional Kits Available. Write for Free Literature.

SEVILLE SWIM SETS

Seville skin diving equipment is the finest available for underwater sport. Masks are of comfortable, hugest quality rubber and provide the utmost in handsome styling, maximum vision and secure water-tight fit. Fins are of highest quality rubber designed by professionals for the serious diver. Complete set includes mask, fins and professional quality 20" snorkel.

22R59-495—Medium size set for shoe sizes up to size 10 RETAIL **$8.45**
22R60-495—Large size set for shoes over size 10 RETAIL **$9.45**
21R57-315—Medium fins only for shoe sizes up to size 10 RETAIL **$5.95**
21R58-315—Large size fins only for shoes over size 10 RETAIL **$5.95**
22R51-123—Seville mask only . . . . . RETAIL **$2.50**

CUSHION SET

SELF INFLATING CUSHION SET. Ideal for athletic events, fishing trips, beach parties or driving. Tailored to the contour of the human body. The perfect combination of foam plastic inside and out for buoyancy assures supreme comfort. Air in cushion may be adjusted while sitting on cushion. Self inflating completely sanitary and easily washable. Eye beam construction for comfort and durability. Size 15x17". Ship wt 1 lb. Set of 2 cushions packed in carrying case.

22R95-350 . . . . . RETAIL **$4.00**

Outboard Motor Tool Kit (Left). All tools needed for emergency repair of any outboard motor. **Kit Includes** Double end spark plug wrench to fit 14 mm. and ⅝" hex, with cross bar, 6 pt. adjustable angle wrench, screwdriver, standard and Phillips tip, drop forged spark plug gap gauge and 3" hex key. All tools heavy, dependable and durable. Extra plastic envelope for spare parts.

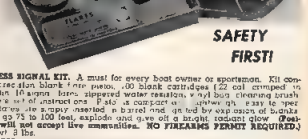
19R62-240 . . . . . RETAIL **$4.00**

New "Versatool." The amazing do-everything screwdriver. Newly developed ratchet head. Works right, left and locked. Ideal for home craftsmen. Phillips Tip and Rib reports. Three heat-treated steel blades. Fits slotted and "recessed" screws in straight or offset position. Hardwood metal, finish with brass handle.

14R196-120. . . . . RETAIL **$2.00**

Fire Extinguisher (Right). A must for home, car, boat. New formula—no carbon tetrachloride, non-poisonous, safe on fabrics. Chemical does not deteriorate or freeze. Kills all types of incipient fires instantly. Easy to operate—always ready, for instant use. Ideal for drying wet wiring in car, tractor, boat, mower, etc. Pressurized dispenser contains 12 oz. net.

19R98-3X120/135. . . . . RETAIL **$2.00**



SAFETY FIRST!

DISTRESS SIGNAL KIT. A must for every boat owner or sportsman. Kit contains precision blank fire pistol, 50 blank cartridges (12 gal. crimped in metal to 16 gauge brass, zippered water resistant, vinyl boat cleaning brush, complete set of instructions. Pistol is compact and lightweight, easy to operate. Flares are simply inserted in barrel and ignited by explosion of blanks. Flares up 75 to 100 feet, explode and give off a bright, radiant glow. **Positively will not accept live ammunition. NO FIREARMS PERMIT REQUIRED.** Ship. wt. 3 lbs.

19R61-482 . . . . . RETAIL **$14.95**

Quality Merchandise • Prompt Service • Satisfaction Guaranteed

HAGNS 299

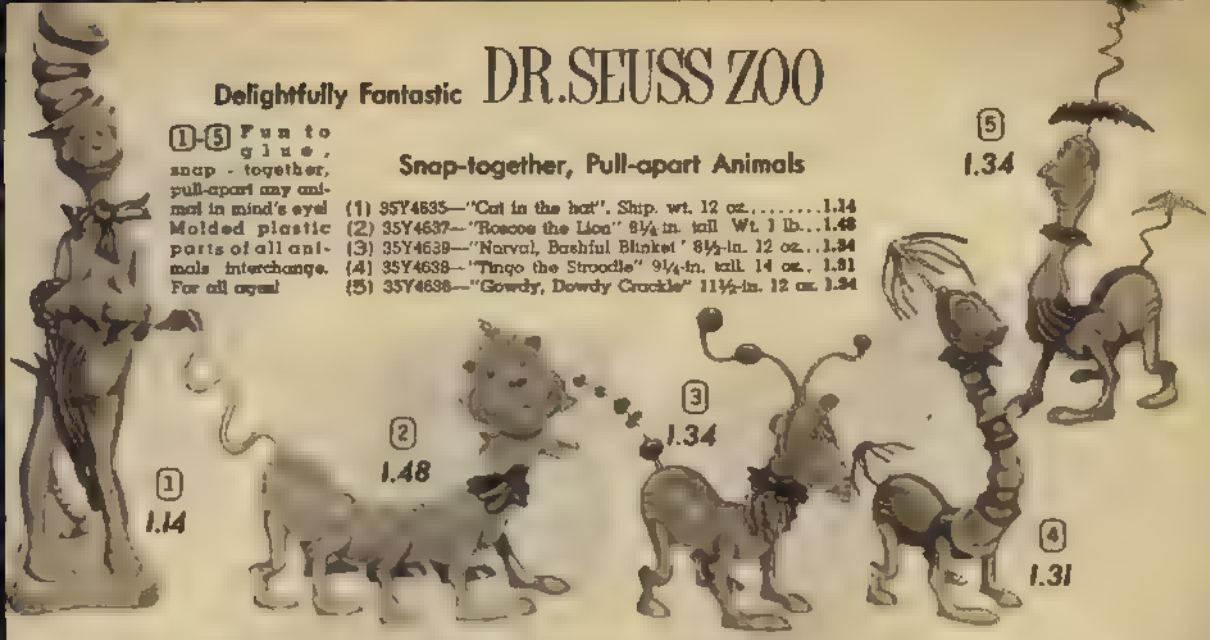
Delightfully Fantastic

DR. SEUSS ZOO

Snap-together, Pull-apart Animals

(1)-(5) Fun to glue, snap - together, pull-apart any animal in mind's eye! Molded plastic parts of all animals interchange. For all ages!

(1) 35Y4635—"Cat in the hat". Ship. wt. 12 oz. 1.14
(2) 35Y4637—"Roscoe the Lion" 8¼ in. tall Wt. 1 lb. . . 1.48
(3) 35Y4639—"Narval, Bashful Blinket" 8½-in. 12 oz. . . 1.34
(4) 35Y4638—"Tingo the Stroodle" 9¼-in. tall. 14 oz. . 1.31
(5) 35Y4636—"Gowdy, Dowdy Crackle" 11½-in. 12 oz. 1.34



3-IN-ONE Set for 1½ to 6-yr.-olds

2.89 set

(8) PRESCHOOL EDUCATOR. 3 complete Child Guidance polyethylene sets—ideal for tots from 1½ to 6 years. NUTS 'N BOLTS 20 different sizes to screw together; LOTS O' LINKS 56 snap - together pieces—enough for a 2-ft. tall figure. ALPHABET AND NUMBERS: 36 three - dimensional pieces, stand 2-in. high; ¼-inch thick.
35 Y 4598. . . . . 112-pc. set 2.89
Ship. wt. 1 lb. 8 oz. Mailable.

Create whimsical faces from fruit or vegetables

Famous Child-Guidance Toys For Ages 1 to 7

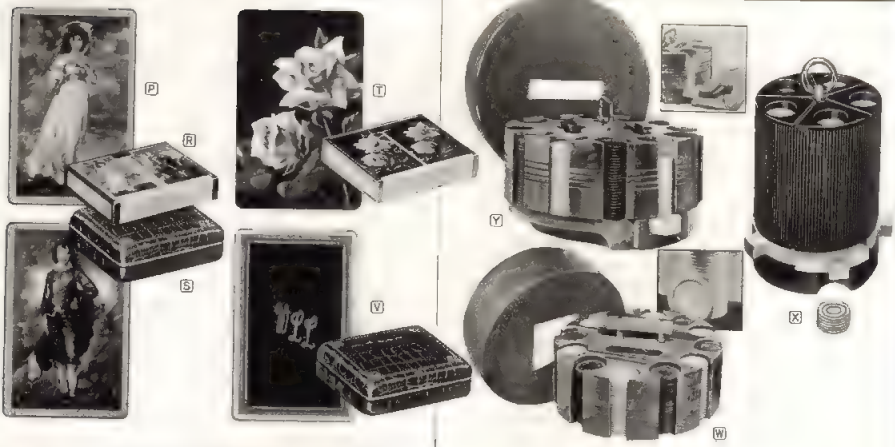
(6) BILD-N-STRING SET For 1½ to 3 years. 57 washable, unbreakable polyethylene pieces to stack, nest, thread, put together. Has stacking thimbles, ring-a-round discs in graduated sizes—interlocking balls in 6 bright colors, with holes for stringing. Mailable.
35 Y 4599. . . . . 57-pc. set 2.89
Shipping wt. 1 lb. 11 oz.

(7) MOVIE CAMERA. Lights! Action! Camera! Gears move, lens turret revolves, 3 lenses are interchangeable! Look thru viewfinder, moving flicker blade simulates movie action. Has sound too! One side "picture - windowed." Easy to take apart. For 3½ to 7 years.
35 Y 4587—1.49 value! . . 1.39
Shipping wt 1 lb. Mailable.

Mr. Potato Head Family 89c up

(9) THE "POTATO HEAD" CRAZE to delight kids of all ages! Use a potato, turnip, onion or carrot even apples, pears, blocks or clay. Mr. Potato Head in his new car, pulls a boat trailer behind him. "The Mrs." drives her car with a handy shopping trailer!
35 Y 4555— "MR. POTATO HEAD" SET. 89c
Shipping weight 12 oz Mailable
35 Y 4553—"MRS POTATO HEAD" SET 89c
Shipping weight 12 oz. Mailable
35 Y 4568- "MR. AND MRS POTATO HEAD" 2 sets 1.65
Shipping weight 1 lb. 6 oz. Mailable.

Shop EARLY on CREDIT . . . NO PAYMENTS 'TIL JANUARY! See page 144



Duratone Plastic Coated

Beautiful Duratone cards keep their crisp, new feel—game after game. The plastic coating makes them exceptionally durable . . . makes them easy to shuffle and deal too. Cards won't stick together or curl up at the corners. Even thumping them down on the table won't crack or tear them. And fingerprints and smudges can be wiped away.

(P) Gainsborough "Pinkie" and "Blue Boy"; gilt edged. 2 and 3 deck sets. In regular box (R).
290-114 A155 Bridge(2) **$2.29**
290-122 A155 Pinochle(2) **2.29**
290-130 A155 Canasta(2). **2.29**
290-148 A235 Samba(3).. **3.45**
In deluxe leather-like box (S).
290-098 A245 Bridge(2). **$3.50**
290-106 A245 Canasta(2) **3.50**

(T) Floral Design . . . in slip case.
290-445 A155 Pinochle(2)**$2.29**
290-452 A155 Canasta(2) **2.29**
290-437 A155 Bridge(2).. **2.29**

(V) Duratone Monogrammed Cards. Handsome gilt initials make these cards distinctively your own. Plastic coated for durability . . . you'll shuffle them hundreds of times without wilting their crispness or "dog-earing" the corners 2 bridge or 2 canasta decks in rich leather-like case. Choose Brown/White, Red/Blue or Black/White. Use regular order blank. Special form for monogram information will be sent
290-247 A363 Bridge(2)..**$5.25**
290-262 A363 Canasta(2) **5.25**

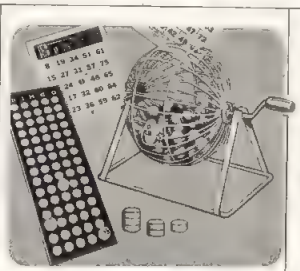
Revolving Racks

(W) REVOLVING RACK with CHIPS . . keeps the game moving fast! Just spin and select from stacks of unbreakable Plaskon poker chips Fruitwood rack has space for 2 decks of cards; Tuff-Tex cover.
290-361 A690 Rack with 200 Chips. **$10.00**
290-379 A1050 Rack with 300 Chips. **15.00**
290-387 A175 Plaskon Chips (200) **2.50**

(X) CHIP-O-MATIC RACK . . . with 250 chips. Just pull the handle and Chip-O-Matic deals you 5 chips of desired color! No time lost, no mistakes in counting to impede the game. Color of handle indicates whether slot holds red, blue, yellow or white chips. Durable plastic frame with rubber feet; metal ring for carrying.
290-353 A730 Chip-O-Matic Rack with 250 Chips **$12.95**

(Y) REVOLVING RACK . . . with automatic counter and chips. Speeds up actual playing time! Counts 5 chips at a time and places them at your finger tip. Fruitwood rack has space for 2 decks of cards; Tuff-Tex cover. Unbreakable, interlocking poker chips.
290-411 A1185 Rack with 200 Chips. **$16.95**
290-395 A1725 Rack with 300 Chips **24.95**

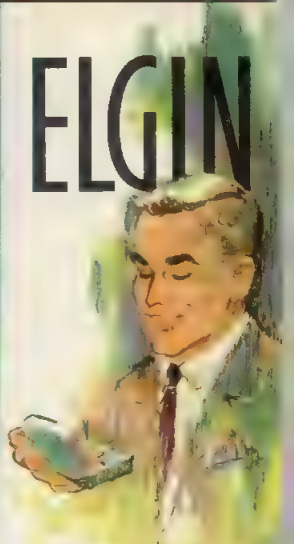
ROULETTE . . Monte Carlo thrills right in your own living room! Fine sport for any size group . . . and there's no age limit on the fun. 8" precision wheel with bakelite bowl looks like those used on professional gaming tables. 150 interlocking chips provide "money" for 10 players. Has 23x11½" felt pad for placing wagers, instructions for play.
797-910 B420 Roulette Set. **$6.00**



BINGO SET. This exciting game appeals to every age group . . . and lets any number of people play at one time. Makes a clever ice-breaker at parties starts any evening off on a gay note Set includes strong wire cage (9" high) with handle, 75 balls with indented number and letter, 25 Bingo cards, 300 markers, Masterboard—everything you need!
797-894 B690 Bingo Set. . . **$10.00**

FAMILY GAME CHEST . with equipment and rules for hundreds of games Chest contains 14½" backgammon-checker chess board; plastic chessmen; plastic checkers; playing cards; 8" roulette wheel and ball, 150 unbreakable interlocking chips in 10 colors; felt roulette pad with race course on back; 6 race horses; 6 mutuels; doubler, dice
797-902 B1050 Game Chest **$14.95**

ELGIN



personality-styled watches for him

(A) VALOR. 17 jewel self-winding Shockmaster with DuraPower Mainspring Chrome top, steel back waterproof* case. Shock-resistant. Smart black dial, luminous figures, sweep-second hand Black suede strap.

9W17V2495 Retail **39.95**

(B) MIDSHIPMAN. 19 jewel Shockmaster Adjusted DuraPower Mainspring Shock-resistant 10K natural rolled gold plate bezel, steel snapback waterproof* case Raised six semi-block figures and raised six teardrops styled Nite-Glo dial Hadley gold-filled steel back expansion band

9W18V3995 Retail **59.50**

(C) [illegible]. 19 jewels. Adjusted DuraPower Mainspring Shock-resistant 10K natural gold-filled, steel back case Raised gold figures and markers on dial Flat crystal Ginger padded leather strap.

9W20V3950 Retail **59.50**

(D) BROCKTON. 17 jewel Elgin self-winding Shockmaster styled for the man of taste Adjusted shock-resistant With DuraPower Mainspring 10K natural gold filled waterproof* case Four figures and eight markers Nite-Glo dial with sweep-second hand Complete with Hadley expansion band

9W11V[illegible] Retail **100.00**

*When case crown and crystal are intact

(E) VANGUARD. Choose this handsome, 17 jewel Shockmaster for the active man on your list It's built to take a beating, with chrome top, steel back and waterproof* case. Easy-to-read styled dial has raised figures and markers and luminous dots Shock-resistant, with DuraPower Mainspring, and sweep-second hand Stainless steel expansion band

9W22V2495 Retail **39.95**

(F) NORWOOD. 19 jewels. Smart, modern and distinctive, for executive-type men of all ages Styled dial has raised gold figures and Nite-Glo feature. Attractive flat crystal, black tailored suede strap Adjusted With strong, dependable Elgin DuraPower Mainspring 10K natural rolled gold plate, steel back case Popular-priced, it's styled for sportswear as well as formal occasions

9W13V[illegible] Retail **39.95**

(G) LAWSON. 19 jewels Adjusted. With Elgin DuraPower Mainspring 10K natural rolled gold plate bezel, steel back case. Raised gold figures and diamond shaped markers on dial High curved crystal. Gold-filled steel back expansion band.

9W24V2995 Retail **49.95**

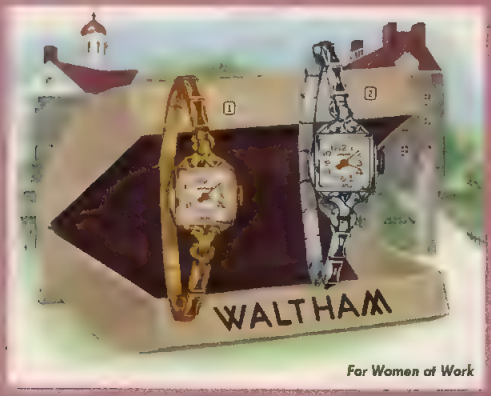
(H) THORNDALE. 19 jewels Adjusted 10K natural rolled gold plate steel back case Raised gold figures and markers on dial. High curved crystal Gold-filled expansion band. Elgin DuraPower Mainspring

9W25V3995 Retail **59.50**

(J) LAKESHORE. 17 jewel Elgin self-winding Shockmaster Adjusted 10K natural gold-filled waterproof* case, luminous dots and hands on dial Sweep-second hand. Matching Hadley expansion band. With Elgin DuraPower Mainspring.

9W26V5750 Retail **95.00**

WALTHAM



For Women at Work

53 Functional JEWELS Self Winding

First Time Ever Offered

Rotoiron Chrome: Dependable automatic waterproof** watch! Chrome top, steel back case; stainless expansion band. Luminous figures and hands. **Unbreakable mainspring.** Shock protected with **Incabloc.** 53 Jewels.

13W331V5295 Retail 135.00

*Includes RESEVOIR oil reserve jewels.

Waterproof**

① **Lady Elizabeth: Designed to fill the needs of women at work . . . nurses, laboratory technicians, career women, homemakers!** Dust-protected case is delightfully styled of 10K yellow rolled gold plate with non-corrosive back. Matching gold-filled expansion bracelet with red leather insets. The easy-to-read dial has a red sweep second hand and raised crystal. 17 Jewel movement has an **unbreakable mainspring . . .** shock protected by **Incabloc.**

13W329V2720 . . . . . Retail 71.50

② **Lady Theresa:** Same as above. White rolled gold plate case.

13W330V2720 . . . . . Retail 71.50

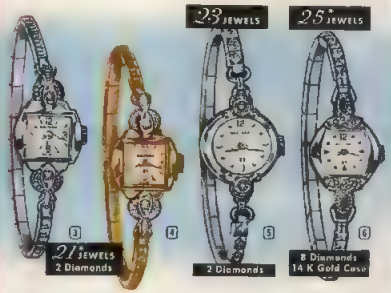
Royal Crest: 25* Jewel movement, 22 brilliant genuine diamonds in solid 14K white gold case. Matching gold filled expansion bracelet. **Unbreakable mainspring. Incabloc.**

13W[illegible]V11[illegible]00 Retail 300.00

SKINDIVER . . . sportsmen's watch
Guaranteed 100% waterproof***
Turning bezel shows elapsed time

Designed for skindivers and cave explorers, but ideal for fishing and other sports requiring waterproof** watch. Luminous hands and figures can be read in total absence of light. Turning bezel indicates elapsed time of dive at a glance. Chrome top case with a non-corrosive back and a plastic waterproof band. Sweep second hand. 17 Jewels. **Non-break mainspring.** With **Incabloc.**

13W337V3375 Retail 85.00



③ **Consuela: 21* Jewels:** 2 genuine diamonds in a lovely case of 10K white rolled gold plate. Non-corrosive back. Matching expansion bracelet. **Non-break mainspring.** Shock protected by **Incabloc.**

13W333V3400 Retail 85.00

④ **Patricia: 21* Jewels.** 2 brilliant diamonds. Exquisite case of 10K yellow rolled gold plate. Stainless back. Matching gold-filled expansion bracelet. **Unbreakable mainspring. Incabloc** protected

13W334V3400 Retail 85.00

⑤ **Sylvia: 23 Jewels, self wind.** Two diamonds in a waterproof** case of white rolled gold plate. Non-corrosive back, matching gold-filled expansion bracelet. Shock protected by **Incabloc.**

13W335V5225 Retail 135.00

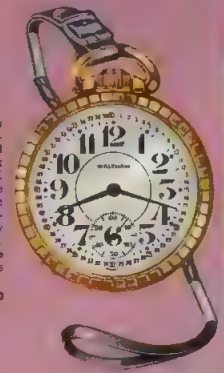
⑥ **Eugenia: 25* Jewels.** 8 fiery diamonds in a vogue-styled case of solid 14K white gold. Ultra-smart end pieces. Matching gold-filled expansion bracelet. **Unbreakable mainspring.** With **Incabloc.**

13W336V6250 Retail 150.00

Transportation and Railroad Style Watch

Heavy duty pocket watch makes fine timepiece for drivers, farmers, mechanics, sportsmen and others who can't wear a wrist watch. Milled case is of 10K yellow rolled gold plate. Large black enamel figures on white dial. Completely numbered minute track makes it exceptionally easy to read time. 17 Jewels. With **Incabloc, unbreakable mainspring.** Black leather fob is included without extra cost.

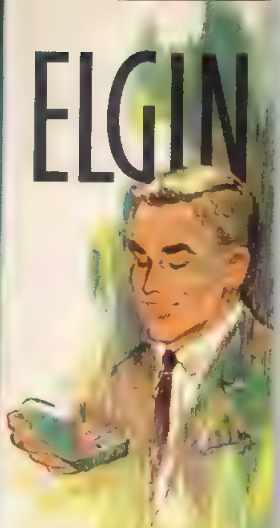
13W338V2745 . . . Retail 71.50



Retail Prices Include Federal Excise Tax.

****GUARANTEED WATERPROOF as long as case, crown and crystal remain intact.**

ELGIN



personality-styled watches for him

(A) VALOR. 17 jewel self-winding Shockmaster with DuraPower Mainspring. Chrome top, steel back, waterproof* case. Shock-resistant. Smart black dial, luminous figures, sweep-second hand. Black suede strap.
9W17V2495 ..... Retail **39.95**

(B) MIDSHIPMAN. 19 jewel Shockmaster Adjusted. DuraPower Mainspring. Shock-resistant. 10K natural rolled gold plate bezel, steel snapback waterproof* case. Raised six semi-block figures and raised six teardrops styled Nite-Glo dial. Hadley gold-filled steel back expansion band.
9W18V3995 ..... Retail **59.50**

(C) DRAKE. 19 jewels. Adjusted. DuraPower Mainspring. Shock-resistant. 10K natural gold-filled steel back case. Raised gold figures and markers on dial. Flat crystal. Ginger padded leather strap.
9W20V3950 ..... Retail **59.50**

(D) BROCKTON. 17 jewel Elgin self-winding Shockmaster styled for the man of taste. Adjusted, shock-resistant. With DuraPower Mainspring. 10K natural gold-filled waterproof* case. Four figures and eight markers Nite-Glo dial with sweep second hand. Complete with Hadley expansion band.
9W21V3950 ..... Retail **100.00**

*When case, crown and crystal are intact.

(E) VANGUARD. Choose this handsome, 17 jewel Shockmaster for the active man on your list. It's built to take a beating, with chrome top, steel back and waterproof* case. Easy-to-read styled dial has raised figures and markers and luminous dots. Shock-resistant, with DuraPower Mainspring, and sweep-second hand. Stainless steel expansion band.
9W22V2495 ..... Retail **39.95**

(F) NORWOOD. 19 jewels. Smart, modern and distinctive, for executive-type men of all ages. Styled dial has raised gold figures and Nite-Glo feature. Attractive flat crystal. black tailored suede strap. Adjusted. With strong, dependable Elgin DuraPower Mainspring. 10K natural rolled gold plate, steel back case. Popular-priced, it's styled for sportswear as well as formal occasions.
9W19V3951 ..... Retail **39.95**

(G) LAWSON. 19 jewels. Adjusted. With Elgin DuraPower Mainspring. 10K natural rolled gold plate bezel, steel back case. Raised gold figures and diamond shaped markers on dial. High curved crystal. Gold-filled steel back expansion band.
9W24V2995 ..... Retail **49.95**

(H) THORNDALE. 19 jewels. Adjusted. 10K natural rolled gold plate steel back case. Raised gold figures and markers on dial. High curved crystal. Gold-filled expansion band. Elgin DuraPower Mainspring.
9W25V3995 ..... Retail **59.50**

(J) LAKESHORE. 17 jewel Elgin self-winding Shockmaster. Adjusted. 10K natural gold-filled waterproof* case, luminous dots and hands on dial. Sweep-second hand. Matching Hadley expansion band. With Elgin DuraPower Mainspring.
9W26V5750 ..... Retail **95.00**

Good public relations means more sales

(*Continued from page 363*)

and the prestige of the store in general.

9) *Election to office in a trade association.* If you are elected to office in a business association, be sure your local newspapers know about it. It's a good idea, too, to have your photo in the files of the newspapers in your town.

10) *Comments on trade trends.* Never be afraid to make an authoritative statement concerning the trends in the trade to the news reporters. If you think prices are changing, say so, and give the reasons.

11) *Special window displays.* Never pass up a chance to turn one of your display windows over to the Community Chest or the March of Dimes drive, or any other civic or charity group. It's good public relations.

12) *Profit sharing plans and Christmas bonuses.* Maybe you have a special profit sharing plan for your employees—or a unique Christmas bonus plan. The general public is very interested these days in labor-management stories.

How to prepare material

Releases should always give the firm name, address, telephone number and the name of the individual who can give additional information on the story. The date of release should always be specified unless it's for immediate release. Often, photos arrive without proper identification. Captions should be pasted below the photos.

Always type your article and double space it on 8½"x11" paper. Send it either air mail or first class depending upon the destination and deadline.

If you send your release or story to several papers, mimeograph it or send it in carbon form as a signal to the editor that it has gone elsewhere, in the event he may want an "exclusive" on it.

Always make certain that the essential information like who, what, when, where and why is contained in the first paragraph, in the event that succeeding paragraphs may be cut.

Address your material to the Editor unless you are certain of the specific individual handling such copy.

Spell all names, titles and designations accurately. Avoid the error of the complete capitalizations of names and phrases.

When you express an opinion in your story, you must always quote the individual concerned.

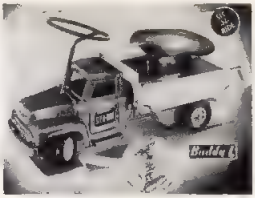
Radio and TV stations usually operate newsrooms much on the principle of editorial department of newspapers. They want your news, too, if it makes an interesting story. Send them releases in exactly the same manner as you send them to the newspapers.

Never ask an editor whether a story will be printed or why it was not. He doesn't like to be told what he should print. Many stores as well as publicity people still indicate a connection between advertising and publication of a release. This should be avoided at all times. Acceptance of your material depends upon two important factors: well-written, newsworthy copy and a reputation for sincere performance.

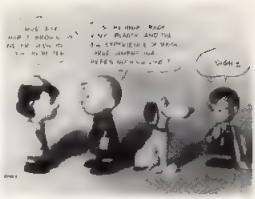
The retailer who understands and knows how to utilize the tremendous news resources available to him will be years ahead of his competitor.

A 10th Anniversary present to you from FLORIDA's beautiful
ELLINOR VILLAGE RESORT
DAYTONA BEACH, FLORIDA
Ten gift features for you—one for each year.
• At World's Most Famous Beach
• Special 10th anniversary rates
• Private Country Club pool, tennis, lounge . . . dining, nightly music-dancing
• 18 hole seaside golf course
AND
FREE GOLF
TWO NEW SWIMMING POOLS
• 650 sparkling, multi-colored villas — each with full kitchen, living dining room & 1, 2, 3 bedrooms,
• Room telephones. • Shuffleboard.
NEW, MILLION DOLLAR SHOPPING CENTER.
• Children always welcome, nursery, playgrounds, sitters.
WRITE TODAY for 4-color brochure and unbelievably modest anniversary rates.
Write Ellinor Village
P. O. Box 1548
Daytona Beach, Florida

Triout, which uses standard playing cards, is game for children over ten. Two editions. One has vinyl carrying case and the other is packed in colorful box. $1.98. L. J. S. Sales, Greenville, O.



Heavy duty truck has been painted and baked twice to double its life. Automobile-type steering and heavy rubber tires. Seat is removable. Plate grill. $6.98. Buddy L; Henry Katz, 200 Fifth ave., New York.

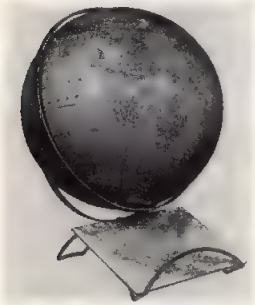


Peanuts comic strip characters are made of flesh colored vinyl. Each has the charm and appeal of original model. Toys have concealed whistles. $2. Hungerford Plastics Corp., Morristown, N.J.

Sunshine sand box is mounted on wheels and has work bench which can be removed. Sand shovels and other play items are included. Canopy is adjustable. American Toy & Furniture; Henry Katz, 200 Fifth ave.

Cash Register bank has novel features. It locks automatically when quarter has been deposited and holds up to $50 in tamper-proof compartment. $3.98. Durable Toy; Henry Katz, 200 Fifth ave., N.Y.

Speed-Mobile is ruggedly constructed junior racer. It has a 2.2 horsepower motor, welded steel angle-iron frame, automatic type steering, etc. Sells for under $100. Hedstrom Union, 1 Oak Hill rd., Fitchburg, Mass.



World wide globe and wall map. Globe has handsome brass plated gyro mounting and can be used as accessory in study or living room. Wall map is 52" by 24". $9.95. Rand McNally, PO Box 7600, Chicago.

Lady-Like fur set has hat, stole and a clutch handbag. Fur resembles ermine or ocelot. Items available separately or in set. Set, $5.98. Consolidated Productions, 3991 S.W. 12th terrace, Fort Lauderdale, Fla.

Silver Line aluminum boats come in three models. They have outboard motors powered by standard flashlight batteries and can be sailed in tub or lake. $4.98, $6.98 and $7.98. Oak Park Tool & Die, Oak Park, Mich.

TOYS PLUS MUSIC

(1) TOWER OF BELLS more beautiful and durable than ever! Worth 4.95! Each precision-tuned plastic bell swings out and rings a note in the scale—at the softest touch of the keyboard! Bells are color-keyed to keyboard. Abt. 14x12-in. high.
35 Y 4026—Ship. wt. 2 lb. 14 oz.....3.97

(2) POPEYE MUSICAL JACK-IN BOX! Turn crank, play "Popeye the Sailor Man"—up pops spinach can and Popeye himself with a happy "Ark!" 5¼x5¼x5½-in.
35 Y 4000—Ship. wt. 1 lb. 12 oz.....2.57

(3) "JACK IN THE BOX" musical toy! Turn crank—hear a merry tune—then surprise—up pops the jolly court jester! Gaily lithographed metal box: 5½x5¾-in.
35 Y 4003—Ship. wt. 1 lb. 4 oz.....1.69

(4) MICKEY MOUSE IN THE BOX—gay musical toy! A turn of the crank and up comes Mickey's head in colored plastic. Metal box: 5¼x5¼x5½-in.
35 Y 4004—Ship. wt. 1 lb. 8 oz.....1.98

(5) "MONKEY-O-LA"—furry monkey perched on "grind-organ" metal music box. Turn crank, play a merry tune, watch the funny fellow bow and tip his hat! Gay litho. box, shoulder cord. 7¾x2½x10-in.
35 Y 4010—Ship. wt. 1 lb. 8 oz.....2.39

(6) MOUSEGETAR JR. — play official "Mouseketeer" song with a turn of the crank! Sturdy Black plastic guitar with picture of Mickey and friends on top. Nylon strings for strumming. 14x5x1½-in.
35 Y 4050—Ship. wt. 12 oz.....1.59

(7) MUSIC 'N ACTION BOOKS — figures move, music plays—all with the turn of a crank. Real animation acted out on 14 page stories, to catchy tunes. A pony prances up and down—a train actually moves! Ea. book 8x8½x1-in. 4.00 val.
35 Y 4011—Wt. 1 lb. 6 oz. Set of two 3.49

(8) COWBOY GE-TAR. Turn crank for "ready-made" Western tunes or plunk-out tunes on nylon strings. Tuning pegs. Size: 14x5x1½-in. Durably made.
35 Y 4009—Ship. wt. 12 oz.....1.39

(9) TURN-A-TUNE musical toy complete with 8 player discs—a favorite kiddy tune on each! Just turn handle, tune plays! Made of hi-impact plastic with metal tone chamber bars for pleasant listening!
35 Y 4027—Ship. wt. 1 lb. 8 oz.....2.49

(10) ROLL HARMONICA by Emenee—automatically plays harmonica music! Just blow into mouthpiece and turn handle. Sturdy plastic. With se.ected player rolls—easy to insert, easy to rewind.
35 Y 4060—Ship. wt. 1 lb. 12 oz.....2.99

(11) TULIP TOP—magic in motion! Beautifully lithographed tulip bud opens mysteriously when top spins, revealing dancing ballerina. When top stops spinning, ballerina disappears into closing bud. Lever type movement. 7-5/16x9½-in.
35 Y 4019—Ship. wt. 1 lb. 10 oz.....1.79

(12) DISK-JOCKEY metal top plays like an organ! Includes 3 records to change quick as a wink! "Brahms Lullaby," "Happy Birthday," "O Sole Mio."
35 Y 4022—Ship. wt. 1 lb. 10 oz.....2.98

(13) COLOR-CHANGING TOP—3 color discs visible through clear plastic change color as top spins — musical reeds play! Plunger-type spiral. 7½x10-in. high.
35 Y 4072—Ship. wt. 1 lb. 7 oz.....1.39

EMENEE MUSICAL TOYS

MUSICAL INSTRUMENTS

(14) SLIDE FLUTE — a talent-training gift by Emenee—sure to be enjoyed! Made of sturdy aluminum and break-resistant plastic for a wide range of rich melodic tones! Over 1-ft. long—e-x-t-e-n-d-s to 18-in.! Color calibrated to guide player as slide is operated. Color song book.
35 Y 4055—Ship. wt. 11 oz.....1.29

(15) "SILVER" SAXOPHONE—over 17-in. long! 6.00 value! Heavy Silver 'n Gold color finish on engraved plastic. Full scale 14 tuned reeds include 2 triple reed harmony chords. Sanitary sealed mouthpiece. Strap, music book, carrying case incl.
35 Y 4053—Ship. wt. 3 lb. 2 oz. 3.29

(16) "GOLDEN TRUMPET" styled so realistically! Beautifully engraved plastic with heavy Gold color finish! Over 13-in. long! Tuned reeds. Sanitary, sealed mouthpiece. Also included—a mute and a music book with easy to play songs, marches, bugle calls. With carrying case.
35 Y 4052—Ship. wt. 1 lb. 14 oz. 3.29

(17) "EBONY" CLARINET—over 17-in. "licorice stick" of break-resistant plastic. Full scale 14 tuned reeds include 2 triple reed harmony chords for added richness. Sanitary sealed mouthpiece. Adjustable strap. Music book and carrying case incl.
35 Y 4054—Ship. wt. 1 lb. 14 oz. 4.99

(18) *Combination Uke and Banjo Set*
~~List 3.00~~ 2.39

(19) *Trap Drum Set*
~~List 4.00~~
3.29

(18) UKE AND BANJO 2-pc. bargain set of sturdy plastic. Each abt. 21-in. long with 4 strings, tuning keys, instructions and pick. Raised frets. List 3.00!
35 Y 4033—Wt. 2 lb. 4 oz.....2.39
35 Y 4035—Smaller Set. 1 lb. 2 oz. .1.19

(19) TRAP DRUM SET just like real! Has 18-in. bass drum with steel foot beater, 8½-in. drum plus 6½-in. tom-tom! All with coated rims, cloth heads. Triangle, cymbal and 2 bells for special effects! Two 8-in. sticks. Worth 4.00!
35 Y 4043E—Ship. wt. 7 lb.....3.29

EASY-TO-PLAY GUITARS AND ACCORDIONS

[1] GOLDEN PIANO ACCORDION—lists for 8.00! Big 10-in. high; e-x-t-e-n-d-s to nearly two feet! Here's an ideal talent-training gift for any youngster—professionally designed yet simple to play. Plays harmony and rhythm with full scale piano keyboard for right hand, bass notes and chords for left hand. 32 tuned reeds. Plastic with handsome Gold-finish trim, fittings. Adjustable shoulder harness, easy-action bellows. Includes luggage-type case, music book
35 Y 4023—Shipping weight 3 lb. 10 oz.....**Special 6.69**

[2] KEYBOARD ACCORDION—sounds so professional! Full-scale keyboard has 13 (Black and White) keys that play sharps and flats! 26 tuned reeds for wide tonal range. Easy-action bellows. Precision-made plastic. Incl. music book.
35 Y 4024—Shipping wt. 2 lb. 4 oz. List 4.00!...**Special 3.39**

HARMOTONE PIANO ACCORDION—ideal for beginners! 18 tuned reeds producing 8 full notes in rich, full tone. Plays chords, tremolo effects. Plastic. 3½x7½x7⅝-inches
35 Y 4002—Shipping weight 1 lb. 6 oz.....List 3.50 **2.98**

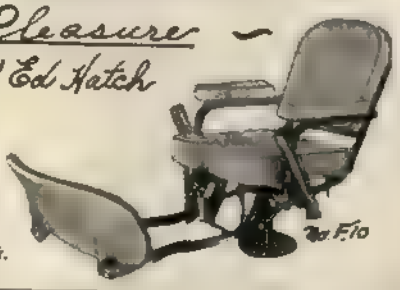
[3] COLORTUNE ACCORDION for the pre-school musician! Keyboard features 8 vari-colored keys for "playing by color" with color-keyed music book. Accordion is 8-in. high—extends nearly 1 foot. Luggage-type case
35 Y 4070—Wt. 1 lb. 5 oz. List 2.00!... ... ...**Special 1.69**

[4] ELVIS PRESLEY COWBOY GUITAR—our finest! 10.00 value! Your youngster will love this authentic 6-string model with gear action and metal tuning pegs. Professional ¾ size—nearly 3-ft long! Plastic body with full-color picture of Elvis. Silk shoulder cord, felt pick, music book.
35 Y 4104E—Luggage-type case. Mail. Wt. 8 lb.....**8.95**

[5] "ROCK N ROLL" budget guitar! Worth 3.98! 6 nylon strings; friction tuning pegs. Hardwood fiberboard construction. 2-tone Brown. Includes cord, pick, book
35 Y 4071E—About 31x12-in. Mailable. Wt. 4 lb.....**2.98**

[6] WRANGLER guitar—an exciting gift! Hardwood and fiberboard construction. Wild West motif on front. 3 wire and 3 nylon strings. Friction-type tuning pegs won't fall out. 2-tone fingerboard. Shoulder cord. Plastic pick and music book included. Size: 31x12-in. List price 4.95!
35 Y 4062E—Mailable. Shipping wt 4 lb. **3.99**

[7] "BANDSTAND PROFESSIONAL-SIZE UKE with automatic uke player—just press button, play pre-selected chords! Perfectly-scaled plastic uke produces magnificent tone! Screw-type tuning pegs. Felt pick and song book included Luggage-type case
35 Y 4025E—Mailable. Shipping weight 3 lb.....**3.99**



Beautiful, Comfortable and Rugged for your Convenience and Pleasure — by Ed Hatch

Stop in and get acquainted during your cruise to South Florida—we're sure you'll want to fit out your boat with these beautiful fishing and pilot chairs.

POMPANETTE PRODUCTS

1719 Shenandoah St.
Hollywood, Florida

TEQUESTA

on the LOXAHATCHEE

A Secluded Country-Club Community

Unspoiled by commercialism, yet situated conveniently between Palm Beach and Hobe Sound, Tequesta offers [illegible] home sites to those seeking modern Country Club living on Florida's [illegible] East Coast.

Homes are springing up all through this private community dotting the natural waterfront and bordering the rolling green fairways.

A dream home [illegible] Require $ per Tequesta and inquire now about large wooded [illegible] as low as $5 [illegible]

Dow [illegible] Gerald, PGA Champion, is the professional at Tequesta's new famous 18-hole [illegible]

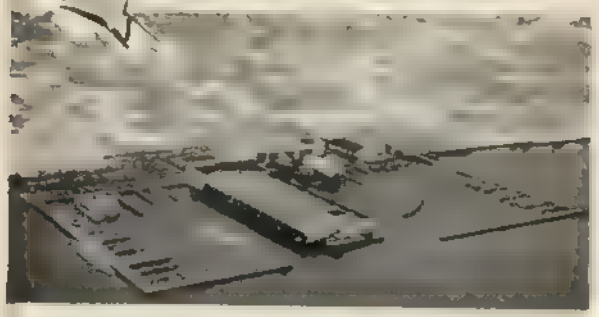
Ask for Brochure "MB"

TEQUESTA, INC.

P. O. Box 906 — Jupiter, Florida

Make your "Home Port"

Miami Beach



IDEALLY LOCATED FOR CRUISING FLORIDA AND CARIBBEAN WATERS

Florida's only large Marine with complete repair and outfitting facilities [illegible] completely covered berthing. Custom yacht construction. One of South Florida's largest brokerage sales and charter services. Fully equipped marine supply store. Fueling dock and mail service.

Write for fully illustrated brochure. Dockage reservations.

Since 1921 the Quality Yacht Yard of the South

MIAMI BEACH YACHT CORP.

(Formerly Miami Beach Boat Slips)

1928 PURDY AVE. MIAMI BEACH PH. JE 8-7621

LUMBER FROM CONDON

Boat lumber specialists since 1912, M. L. Condon Co., Inc., 274 Ferris Ave., White Plains, N. Y., offers first class specialty and general imported and domestic lumbers in all sizes and types for boatbuilding and repairs.

Fir and mahogany plywood come in all thicknesses for marine use and in lengths up to 16'. Ripping and planing facilities are available at the yard.

Only 10 cents brings you Condon's lumber manual "How to Select the Right Boat Lumber."

SPERRY NAVIGATIONAL EQUIPMENT

Model holds remote controller for new Sperry magnetic compass automatic pilot. Also pictured: the loran and 10" radar.

CAPTAIN COD PRODUCTS

Ten nautical carrying bags, made of sail cloth and produced in varying styles, are offered by Captain Cod Products, Box 256, Winchester, Mass. Designed for every yachting contingency, the line includes: the de luxe All Purpose Carry-All, made of dark blue sailcloth with wide gold webbing straps and handles stitched to the bag; the de luxe Mate's Vani-Tote in blue sailcloth, featuring four separate pockets; the Mate's Tote Bag in white canvas for her personal effects; a Gadget Bag for small tools; and a Vanity Bag in navy blue with side zipper.

For general use are the Jumbo Boat Bag of 10 oz. sail cloth; the Battle Axe Ditty bag in blue sailcloth for the seagoing wife; two Code Bags of vat dyed sail cloth; the 4 Pocket Organizer in red, white, and blue duck; and the all purpose Tote Bag, of heavy woven duck. An outboard motor cover of 10 oz. duck is available, as well as buoy-shaped salt and pepper shakers and unsinkable key ring buoys.

World's Swiftest OCEAN-GOING Sports Craft

Enterprise 35-40

New MODELS

The Enterprise series of sports craft introduces an exciting *new concept* of rough water comfort and fishability. Models 35 - 40 are in production as sports fishermen, cruisers, and commuters. Speeds to 46 mph with two 275 hp engines operating through reduction V-drives. Custom arrangements and equipment options.

New SPEEDS

'DOODLE III" RECORD since November, 1957
★ Won Miami-Nassau 200-mile open-ocean race
★ Took second in Bimini Blue Marlin contest
★ Placed fourth in Cat Cay Tuna tournament
★ Bettered 22-year-old Miami Bimini record
★ Nassau to Miami, 7 hours, 5 minutes
★ Miami to Havana, 7 hours, 30 minutes
★ Winner of Guy Lombardo Sailfish Tourney, Men's Divis on

New STANDARDS

WRITE for details and your demonstration:
Sam L. Griffith, Manager
ENTERPRISE MARINE, Inc.
EXCLUSIVE DISTRIBUTOR
17091 Biscayne Blvd., Miami, Florida

DESIGNED BY BOB HOBBS AND BUILT IN MIAMI BY BREUIL BOAT COMPANY

H. G. DIETZ EXPANDS LINE

All working parts of the Dietz low-cost Pelorus are made of non-corrosive metal.

The H. G. Dietz Products Company of 12-16 Astoria Boulevard, Long Island City 2, New York, announces a new windshield washer, designed to be operated from the cockpit by the helmsman and used in conjunction with either manual or electric wipers to kep windshields clean of dried salt spray. The unit is completely self-contained and requires no electricity or engine connections. Fresh water is pumped by the helmsman from a supply tank to spray fittings mounted outside the windshield framing. A few strokes provide adequate fresh water.

Also available is the Dietz pelorus (see above) which features metal working parts and a plastic case

Another item, the Inland Rules of the Road Chart, features a special adhesive tape which allows it to be fastened to any horizontal surface near the helm without harming the finish.

LIQUID PLASTIC MARINE FINISH

Vinylon, a liquid plastic marine finish, is produced by Surface Coating Engineers, Inc., 272 Doremus Ave., Newark 5, N. J. It forms a tough non-porous elastic skin, the manufacturers state, that doesn't chip, crack, or peel, and provides a smooth finish, free of hairline checks and pores. After three coats the first year, just one coat every two years is said to be sufficient to maintain watertight resilience and color. No

INSURANCE COVERAGE FOR YACHTS

Marine Office of America, 123 William Street, New York 38, N. Y., offers insurance for sail and motorboats. Hull and liability protection are both expertly written and serviced through this company, which has offices in twenty-eight principal cities throughout the nation. Member companies include The American Insurance Company, The Continental Insurance Company, the Fidelity-Phenix Fire Insurance Company, the Fireman's Insurance Company, the Glenn Falls Insurance Company, the Hanover Insurance Company, and the Niagara Fire Insurance Company.

WONDER-PASTE PAINT REMOVER

Wonder-Paste Paint Remover is offered by the Wilson-Imperial Company, 131 Chestnut St., Newark, N. J. It removes all finishes, including paint, enamel, varnish, shellac, lacquer, and latex and rubber-base paints. Wonder-Paste is available at most paint, hardware, and marine supply stores. A free folder is available.

A USED-BOAT LISTING

Hotaling's Boat Yard, Box 182, Toms River, N. J., offers a used boat listing in an annual publication, which features a variety of used motorboats and sailing craft. This comprehensive brochure is available on request.

World's Swiftest OCEAN-GOING Sports Craft

Enterprise 35-40

TEMPEST, Owner, Capt Pat Elbert

New MODELS

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★ Miami to Havana, 7 hours, 30 minutes
★ Winner of Guy Lombardo Sailfish Tourney, Men's Division

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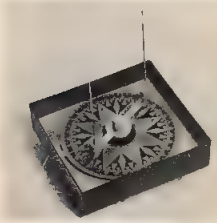
DESIGNED BY BOB HOBBS AND BUILT IN MIAMI BY BREUIL BOAT COMPANY

H. G. DIETZ EXPANDS LINE



All working parts of the Dietz low-cost Pelorus are made of non-corrosive metal.

The H. G. Dietz Products Company of 12-16 Astoria Boulevard, Long Island City 2, New York, announces a new windshield washer, designed to be operated from the cockpit by the helmsman and used in conjunction with either manual or electric wipers to keep windshields clean of dried salt spray. The unit is completely self-contained and requires no electricity or engine connections. Fresh water is pumped by the helmsman from a supply tank to spray fittings mounted outside the windshield framing. A few strokes provide adequate fresh water.

Also available is the Dietz pelorus (see above) which features metal working parts and a plastic case.

Another item, the Inland Rules of the Road Chart, features a special adhesive tape which allows it to be fastened to any horizontal surface near the helm without harming the finish.

LIQUID PLASTIC MARINE FINISH

Vinylon, a liquid plastic marine finish, is produced by Surface Coating Engineers, Inc., 272 Boremus Ave., Newark 5, N. J. It forms a tough non-porous elastic skin, the manufacturers state, that doesn't chip, crack, or peel, and provides a smooth finish, free of hairline checks and pores. After three coats the first year, just one coat every two years is said to be sufficient to maintain watertight resilience and color. No

INSURANCE COVERAGE FOR YACHTS

Marine Office of America, 123 William Street, New York 38, N. Y., offers insurance for sail and motorboats. Hull and liability protection are both expertly written and serviced through this company, which has offices in twenty eight principal cities throughout the nation. Member companies include The American Insurance Company, The Continental Insurance Company, the Fidelity-Phenix Fire Insurance Company, the Fireman's Insurance Company, the Glenn Falls Insurance Company, the Hanover Insurance Company, and the Niagara Fire Insurance Company.

WONDER-PASTE PAINT REMOVER

Wonder-Paste Paint Remover is offered by the Wilson-Imperial Company, 131 Chestnut St., Newark, N. J. It removes all finishes, including paint, enamel, varnish, shellac, lacquer, and latex and rubber-base paints. Wonder-Paste is available at most paint, hardware, and marine supply stores. A free folder is available.

A USED-BOAT LISTING

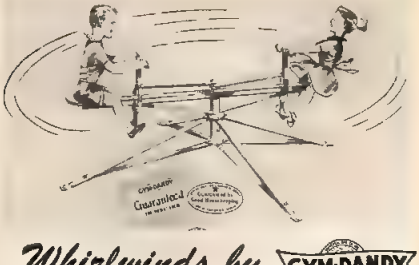
Hotaling's Boat Yard, Box 182, Toms River, N. J., offers a used boat listing in an annual publication, which features a variety of used motorboats and sailing craft. This comprehensive brochure is available on request.

CHILD'S DESK and CHAIR SET. Roll-top desk that will delight any youngster. Designed with a pigeon hole assembly and drawer in center, spacious writing top two drawers and convenient arm rest or pull-out leaf over drawers. Ruggedly built of high grade hard woods, with many construction features not found even in expensive adult furniture. Finished in Maple. Desk size: 30" wide, 15" deep, 36½" high. Matching swivel chair with comfortably shaped seat size 12½", adjustable 13" to 16" from floor. 30" high. Ship. wt. 57 lbs. F.O.B. Factory, Venice.

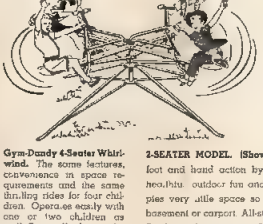
21F2-2440 .... RETAIL DESK & CHAIR SET **$33.95**

CHILD'S ROCKER. Neatly styled, sturdy rocker. Comfortable 3-spring seat with Tuftex padding, seat size 15½x15". Heavy, 12-gauge Vinyl Plastic upholstery in choice of: Red trimmed with Gray, or Aqua trimmed with Gray. Overall size: 21" wide, 24" high. **Specify Color.** Ship. wt. 34 lbs. F.O.B. Factory, Ill.

26SF1-885. ....RETAIL **$14.50**



Whirlwinds by GYM-DANDY



NOW . . . both 2-seater and 4-seater models in this most popular carnival-type ride . . . Designed and produced by the famous Gym-Dandy organization, nationally advertised, and ADULT-TESTED FOR GREATER CHILD-SAFETY.

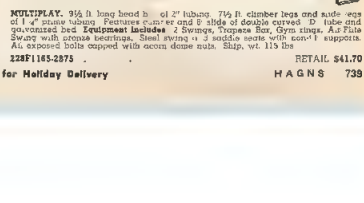
Gym-Dandy 4-Seater Whirlwind. The same features, convenience in space requirements and the same thrilling rides for four children. Operates easily with one or two children as well. Same effortless ball-bearing action. Here is the biggest value in exciting fun on the market today. Finished in bright Red and Green enamels. Ship. wt. 55 lbs. **From our stock.**

51F2-2295 RETAIL **$31.00**

2-SEATER MODEL. (Shown at top of page.) Propelled by foot and hand action by one or two children. Oodles of healthy outdoor fun and in demand all of the time. Occupies very little space so that it can be used in playroom, basement or carport. All-steel construction, easily assembled. Steel form-fitting seats. Overall width at seats, 77". Height of seats, 20". Safety rubber hand grips. New long-life nylon bearings on pumpers. Quiet, long wearing thenolic-impregnated shaft bearing. Ground space required 77x27". Finished in bright Red and Green enamels. Ship. wt. 37 lbs.

51F1-1295 Shipped from stock RETAIL **$18.50**

TURCO HOME GYM SET **For Health, Vigor, and Fun. Equipment that provides numerous plays—each one important to the youngsters development. Wall Steel tubing legs and headbar set up with extra heavy 3-way corner sockets. Air-Flite swings have bronze bearings for smooth swing. Sturdy stamped steel swing seats with non-tilt support. Ball bearing swing hangers. Extra strong, galvanized chain, tested to 1200 pounds. Vinyl covered gym rings with adjustable "S" hooks. All bolts, chain and hardware zinc plated. Red and Green baked-on enamel finish. Allow 2 to 4 weeks for delivery. No C.O.D. orders on Factory shipments. F.O.B. Factory, Missouri.**



STAINLESS STEEL SLIDE BEDS ON ALL SLIDES

"Turco" Finest Quality Stainless Steel Slides. Stainless slide bed is [illegible] Slide bed has heavy cast [illegible] 12 ft. long, 48" wide.

226F4310-2594—Ship wt. 87 lbs. ....RETAIL **$41.00**

12 Ft. Slide. 8½ ft. high, 12 ft. long, 48" wide.

226F4312-3246—Ship. wt. 98 lbs. . .....RETAIL **$47.50**

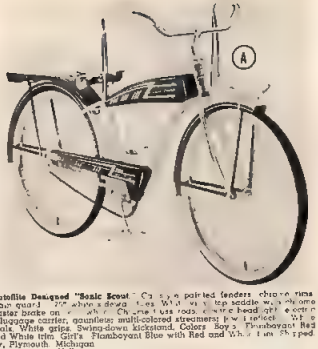
MULTIPLAY. 9½ ft. long head bar of 2" tubing. 7½ ft. climber legs and side legs of 1 ¼" prime tubing. Features climber and 8' slide of double curved D tube and galvanized bed. **Equipment includes** 2 Swings, Trapeze Bar, Gym rings, Air-Flite Swing with bronze bearings. Steel swing and saddle seats with non-tilt supports. All exposed bolts capped with acorn dome nuts. Ship. wt. 115 lbs

22SF1165-2875 . . RETAIL **$41.70**

ORDER EARLY for Holiday Delivery

EVANS New 1959
Car Style BICYCLES

The finest in quality and performance is offered by Evans. Only the most skilled designers, engineers and craftsmen produce Evans bicycles. Features: new flanged frame adds new strength for longer life, car-type fenders, delta wing saddles.



(A) Evans Streetglide Designed "Sonic Scout" Car style painted fenders, chrome rims. Deluxe chain guard, 1.75" white sidewall tires. White vinyl top saddle with chrome bell cups. Coaster brake on rear wheel. Chrome plated rocket headlight, electric horn in tank, luggage carrier, gauntlets; multi-colored streamers; jewel reflector. White bow-type pedals. White grips. Swing-down kickstand. Colors: Boys—Flamboyant Red with Black and White trim. Girl's—Flamboyant Blue with Red and White trim. Shipped F.O.B. Factory, Plymouth, Michigan

26" Boy's model. Ship. wt. 58 lbs.
D78R61-5000 ..... RETAIL **$80.00**

28" Girl's model. Ship. wt. 56 lbs.
D78R62-5000 ..... RETAIL **$80.00**

(B) Evans 20" "Convertible." Center bar removes for changeover to girl's model. Car style painted fenders, painted rims. Fliteline chain guard. 1.75", 20" pressure tires. Vinyl top saddle with Black and White stripes. Coaster brake on rear wheel. Luggage carrier, gauntlets, multicolored streamers, jewel reflector. White pedals, swing-down kickstand. Colors: Metallic Gold with Red and White trim. F.O.B. Factory, Plymouth, Michigan. Ship. wt. 46 lbs.
D78R63-3560 ..... RETAIL **$58.95**

(C) Evans Streetglide Designed "Firebird." Car-style painted fenders, chrome rims. Deluxe chain guard. 1.75" white sidewall tires. White vinyl saddle with delta wing design and chrome crash rail. Gold-o-Matic automatic type 3-speed transmission with built-in coaster brake on rear wheel. Caliper-type hand brake, front chrome carrier, chrome twin-jet headlight and horn, multicolored streamers, jewel reflector. White bow-type pedals, swing-down kickstand. Colors: Boy's—Flamboyant Red with Black and White trim. Girl's—White and Deep Rose with Black, White and deep Rose trim. F.O.B. Factory, Plymouth, Michigan

28" Boy's model. Ship. wt. 55 lbs.
D78R64-6650 ..... RETAIL **$108.50**

26" Girl's model. Ship. wt. 53 lbs.
D78R65-6840 ..... RETAIL **$108.50**

(D) Evans Streetglide Designed "Interceptor." Car style chrome fenders with Black and Red stripes, chrome rims. Deluxe chain guard. 1.75" white sidewall tires. White vinyl saddle with delta wing design, chrome springs and rail. Coaster brake on rear wheel. Equipment includes tank, headlight, luggage carrier, white handlebar grips, front carrier, gauntlet, multicolored streamers, jewel reflector, white bow-type pedals, swing-down kickstand. Colors: Boys—Metallic Gold with Red and Black grips, swing-down kickstand. Colors: Boy's—Metallic Gold with Red and Black trim. Girl's—Metallic Gold with Red and Black trim. F.O.B. Factory, Michigan

24" Boy's model. Ship. wt. 55 lbs.
D78R66-5977 ..... RETAIL **$94.95**

26" Girl's model. Ship. wt. 53 lbs.
D78R67-5977 ..... RETAIL **$94.95**

(E) Evans Streetglide Designed "Cutlass." Car-styled painted fenders, painted rims. Fliteline chain guard. 1.75" tires. White vinyl saddle with delta wing design. Coaster brake on rear wheel. Equipment includes tank with jewel reflector. White bow-type pedals. Wire grips with lower contoured ends. Boys—Red with Black and White trim. Car white tires and fenders with metallic Blue fenders and chain guard with Red and Blue trim. F.O.B. Factory, Michigan

26" Boy's model. Ship. wt. 54 lbs.
D78R68-3750 ..... RETAIL **$59.95**

26" Girl's model. Ship. wt. 52 lbs.
D78R69-3750 ..... RETAIL **$59.95**

24" Boy's model. Ship. wt. 48 lbs.
D78R70-3825 ..... RETAIL **$57.95**

24" Girl's model. Ship. wt. 46 lbs.
D7887-3625 ..... RETAIL **$57.95**

20" Boy's model. Ship. wt. 42 lbs.
D78R72-3495 ..... RETAIL **$55.95**

20" Girl's model. Ship. wt. 40 lbs.
D78R73-3495 ..... RETAIL **$55.95**

(F) Evans Streetglide Designed "Air Scout." Painted fenders and rims. Fliteline chain guard. 1.75" tires. White saddle with cup springs. Coaster brake on rear wheel. Equipment includes tank, headlight, luggage carrier, White handlebar grips. White pedals, swing-down kickstand. Colors: Boy's—Red with White trim. Black outline. Girl's—Turquoise with White trim, Red outline. F.O.B. Factory, Michigan

26" Boy's model. Ship. wt. 56 lbs.
D78R74-4253 ..... RETAIL **$67.95**

26" Girl's model. Ship. wt. 54 lbs.
D78R75-4255 ..... RETAIL **$67.95**

24" Boy's model. Ship. wt. 50 lbs.
D78R76-4150 ..... RETAIL **$65.95**

24" Girl's model. Ship. wt. 48 lbs.
D78R77-4150 ..... RETAIL **$65.95**

20" Boy's model. Ship. wt. 44 lbs.
D78R78-4050 ..... RETAIL **$62.00**

20" Girl's model. Ship. wt. 42 lbs.
D78R79-4050 ..... RETAIL **$62.00**

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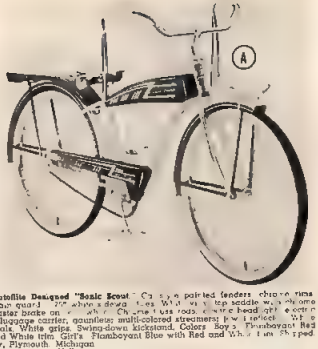

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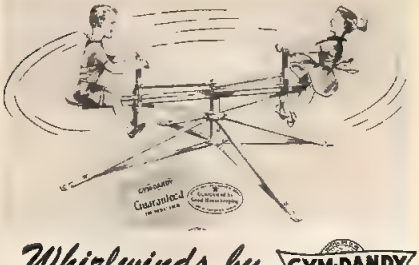
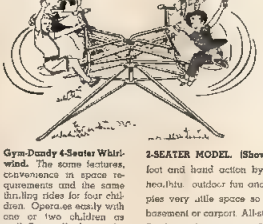


Whirlwinds by GYM-DANDY



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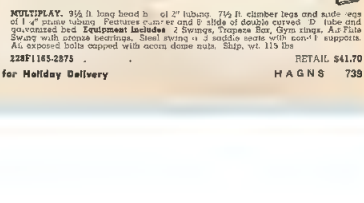

STAINLESS STEEL SLIDE BEDS ON ALL SLIDES

"Turco" Finest Quality Stainless Steel Slides. Stainless slide bed is [illegible] Slide bed has heavy cast [illegible] 12 ft. long, 48" wide.

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12 Ft. Slide. 8½ ft. high, 12 ft. long, 48" wide.

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MULTIPLAY. 9½ ft. long head bar of 2" tubing. 7½ ft. climber legs and side legs of 1 ¼" prime tubing. Features climber and 8' slide of double curved D tube and galvanized bed. **Equipment includes** 2 Swings, Trapeze Bar, Gym rings, Air-Flite Swing with bronze bearings. Steel swing and saddle seats with non-tilt supports. All exposed bolts capped with acorn dome nuts. Ship. wt. 115 lbs

22SF1165-2875 . . RETAIL **$41.70**

ORDER EARLY for Holiday Delivery

Colorful Porcelainized Cast Iron Cookware...

. . . HAND DECORATED IN HOLLAND

EVANS

DRU

OVEN-TO-TABLEWARE

ROYAL DRU-WARE, *the distinctive continental cookware crafted by old-world artisans in Ulft, Holland. You'll discover new flavor in all foods with this porcelainized cast-iron oven-to-table ware. It's durable beauty expressed in Dutch motifs on lovely pastel colors enhances any table setting.* DRU-WARE *is burn-, stain-, and chip-resistant.*

Specify color when ordering!

(A) **6 PIECE STARTER SET** Consists of the most-wanted items 1½-qt. covered sauce pan, 9½" open skillet with metal handle, 10" open oval dish, and 2¾-qt. covered oval casserole

527A76-597	Blue	Retail	$29.95
527A76-597	Green	Retail	29.95
527A67-597	Yellow	Retail	29.95

(B) **FRYING PAN.** With wooden handle. Ideal heat-saving fryer for meats and chicken

Blue	Green	Yellow	Size	Retail
527A17-597	527A67-597	527A41-597	10½"	$6.95

Covers

Blue	Green	Yellow	Size	Retail
527A70-330	527A70-330	527A44-330	10¼"	$4.95

(C) **SAUCE PAN WITH COVER.** Hollow handle. Matching cover

Blue	Green	Yellow	Size	Retail
527A9-597	527A39-597	527A23-597	1½-qt	$6.95
527A18-663	527A68-663	527A34-663	3-qt	9.95

(D) **COVERED ROUND CASSEROLE.** Ideal covered dish retains heat. Use on stove, in oven, or over open fire.

Blue	Green	Yellow	Size	Retail
527A7-663	527A53-663	527A70-663	1¼-qt	$9.95

(E) **COVERED OVAL BAKER.** Self-basting, perfect for slow cook meats or roasting.

Blue	Green	Yellow	Size	Retail
527A5-730	527A55-730	527A29-730	2½-qt.	$16.95
527A5-863	527A56-863	527A30-863	3½-qt.	18.95

(F) **OPEN OVAL DISH.** For cooking, carving and serving

Blue	Green	Yellow	Size	Retail
527A15-397	527A62-397	527A36-397	12"	$5.95
527A13-597	527A63-597	527A37-597	14"	8.95

YOUR CHOICE

of 3 gay colors

Key Largo Green

Tulip Yellow

Delft Blue

IMPORTED BY

EVANS INTERNATIONAL

COOK TASTY GOURMET MEALS

EASY TO CLEAN

Requires only thrifty, low heat to produce savory dishes with all the natural flavors sealed in. Washes like fine china—no special cleansers needed.

HAGNS 513

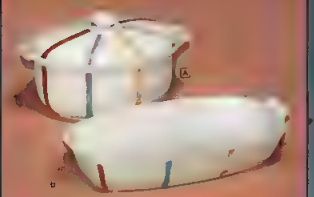
Hand decorated in Holland

Colorful continental-stripe porcelain oven-to-tableware

EVANS

de SPHINX

Candy-striped Porcelain



Exciting new idea in cook-and-serve ware . . . gay continental stripes Blue, Yellow, Green and Cocoa on Instron White porcelain. Blends with every table setting, whether traditional or modern . . . no matter what it cooked in. Wash in soap and warm water . . . no scouring, no special cleansers necessary. Resist stains . . . won't chip or crack. Keep in refrigerator, then in the oven, and right to the table for serving.

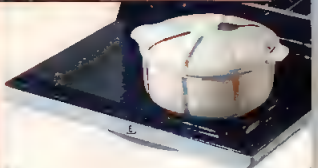
COVERED OVAL CASSEROLE

4905 663 [illegible] Retail $4.95
4905 330 [illegible] Retail $7.95

(B) OPEN OVAL AU GRATIN DISH
4904-330 13½ inches [illegible] Retail $4.95

(C) HOT OR COLD BEVERAGE PITCHER. A host of uses . . . use for ice hot chocolate, milk or coffee, in the ice box for chilling drinks of all types, right on the table to keep beverages just the right temperature
49G5-263 1¼-quart capacity . . . . . Retail $3.95
49G6-267 2-quart capacity . . . . . Retail $5.50

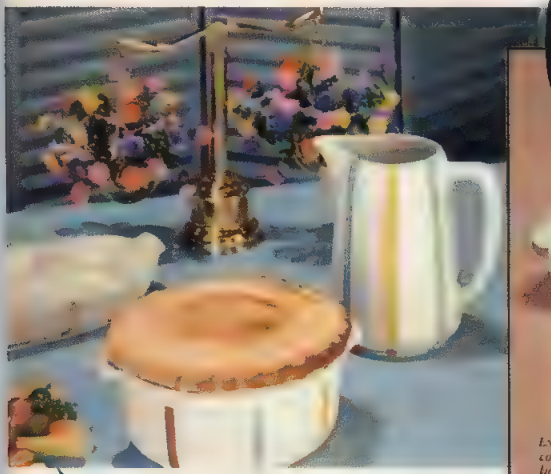
(D) SET OF 3 NESTED BOWLS. Mix in them . . . cook in them . . . serve in them . . . then store left-overs in them. Fine texture finish makes them easy-to-clean . . . like all fine china . . . just wash in warm water and soap . . . or put right in the dish-washer. Won't break even in hottest water
4907-397 ½-qt., 1¼-qt., and 2¼-qt. sizes . . . . . Retail $3.95



(E) COVERED CASSEROLE. High-style high-shape design, with cover. Round shape with easy-grip handles. Appropriate for cooking and serving an entree for a dinner party, or a casserole for the entire family
4902-363 1¾-quart capacity . . . . . Retail $3.75
4903-463 3¼-quart capacity . . . . . Retail $4.95

IMPORTED FROM HOLLAND
BY EVANS INTERNATIONAL

Hand decorated in Holland



EVANS

de SPHINX

Candy-striped Porcelain

Exciting new idea in cook-and-serve ware . . . gay continental stripes, Blue, Yellow, Green and Cocoa on lustrous White porcelain. Blends with every table setting, whether traditional or modern . . . no matter what the color. Washes with soap and warm water—no scouring, no special cleansers necessary. Resists stains . . . won't burn, fade . . . chip resistant. Use them in the oven, and right to the table for serving.

A **COVERED OVAL CASSEROLE** Favorite cook dish.
14K838X464 2 quart capacity . . . Retail **6.95**
14K839X530 3½-quart capacity . . . Retail **7.95**

B **OPEN OVAL AU GRATIN DISH**
14K832X197 10 inches Retail **2.95**
14K833X330 13 inches Retail **4.95**

Colorful continental-stripe porcelain oven-to-tableware

C **HOT OR COLD BEVERAGE PITCHER** A host of uses . . . use for hot chocolate, milk or coffee, in the ice-box for chilling drinks of all types, right on the table to keep beverages just the right temperature
14K834X263 1¾ quart capacity . . . Retail **3.95**
14K835X367 2-quart capacity . . . Retail **5.50**

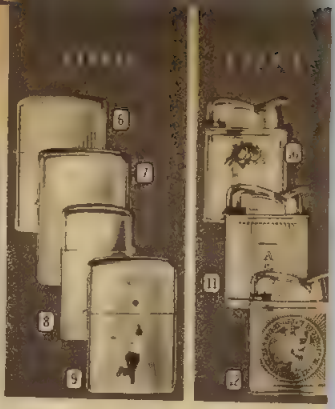
D **SET OF 3 NESTED BOWLS.** Mix in them . . . cook in them . . . serve in them . . . then store left-overs in them. Fine texture finish makes them easy-to-clean . . . like all fine china . . . just wash in warm water and soap . . . or put right in the dish-washer. Won't break even in hottest water
14K837X397 ½-qt., 1¾-qt., and 2¾-qt. sizes Retail **5.95**

F **COVERED CASSEROLE** High style heat-resistant ware in a tri-cover. Round shape with easy-grip handles. Appropriate for cooking and serving an entree for a dinner party, or a casserole for the entire family.
14K830X384 1¾ quart capacity . . . Retail **5.75**
14K831X464 3¼-quart capacity . . . Retail **6.95**

IMPORTED FROM HOLLAND
BY EVANS INTERNATIONAL

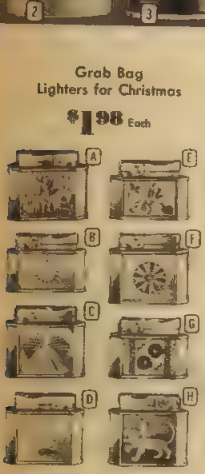
SMOKERS WILL

Light Up With Pleasure



Grab Bag Lighters for Christmas

$1.98 Each



Your Choice While They Last! Excellent gift to tuck in a stocking. (a) Knight (b) Sunburst (c) Flags (d) Ship (e) Floral (f) Medallion (g) Trojan (h) Lion. *State:* Catalog Number, Name and Letter of Design. Ship. wt. 6 oz. ea.
45 T 5863..... Each 1.98

152 WARDS ALL

(1) **"Varaflame"** -lights for months on one fueling—fuel included. Automatic adjustable flame. Chromed case.
45 T 5855—Ship. wt. 7 oz..... 12.71

(2) **Ronson "Windlight"**—striking wheel, fiber glass wick. Windguard protects flame. Chromed case, satin finish.
45 T 5851 -Ship. wt. 4 oz..... 2.97

(3) **Ronson "Sport"**—automatic, fiber glass wick. Simulated tortoise shell enamel finish with plaque. *State 3 initials.*
45 T 5852 E—Ship. wt. 4 oz..... 5.91

(4) **Ronson "Essex"** -easy-fueling swivel base. Satin finish. *State 2 initials.*
45 T 5838 E—Automatic. Wt. 5 oz.. 7.89

(5) **Ronson "Petite"**—automatic. Swivel bottom. Satin chrome. *State 1 initial.*
45 T 5854 E —Ship. wt. 4 oz..... 7.29

(6) **Zippo**—wind guard protects flame outdoors. Engine-turned ribbed design on gleaming chrome plated case
45 TP 5846—Striking wheel. *Pstpd.*.5.75

(7) **Windproof by Zippo**—wind guard protects flame. Brushed chrome case.
45 TP 5849—Striking wheel. *Pstpd.*.3.50

(8) **"Slim Line" Zippo**—neat, narrow shape. Chrome finish. Windguard, striking wheel.
45 TP 5848—*Postpaid*..... 4.75

(9) **A Zippo For The Sportsman**—*State:* Bowler or Fisherman in colored enamel on chrome case. Windguard. Striking wheel.
45 TP 5847—*Postpaid* ... 4.75

(10) **Evans Cloisonné Lighter for Women.** Dainty floral design, gold-color metal trim.
45 T 5862 -Striking wheel. Wt. 4 oz..... 3.95

(11) **Handsome Evans, Engine-Turned Design,** chrome case, brushed finish. Automatic.
45 T 5861 E—*State 3 initials.* Wt. 4 oz.... 2.95

(12) **Evans—St. Christopher Medal** on antique-finished chrome case. Fiber glass wick.
45 T 5858—Automatic. Wt. 4 oz. 3.50

(13) **Evans Trophy Table Lighter**—silver-co. r metal, plastic base. Automatic, fiber glass wick. 5¾ in. *Postpaid.*
45 TP 5856—Removable light unit..... 7.50

(14) **Evans "Lamp of Knowledge" Table Lighter.** Large fuel capacity. Silver-color metal.
45 TP 5857 Automatic. *Postpaid*..... 7.50

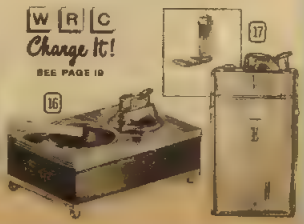
(15) **Zippo Table Lighter**—wind guard, satin chrome finish. Large fuel capacity
45 TP 5850—Striking wheel. *Postpaid*...11.50

(16) **Evans Desk Set.** Lighter, Ash Tray duo. Black plastic covering, gold-color metal trim. Removable glass ash tray liner.
45 T 5859—Automatic. Wt. 1 lb. 8 oz. .9.95

(17) **Evans Chrome Cigarette Case, Lighter.** Holds 14 king size or regular. *State 3 initials*
45 T 5860 E—Automatic. Wt. 6 oz..... 3.95

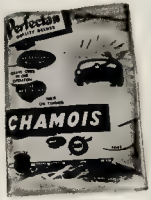
See Add-On Plan—Page 269.

W R C
Charge It!
SEE PAGE 10

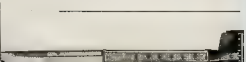


Telescopes from 2 to 4 ft. long

WHIRL-A-WAY ROTATING BRUSH . . . cleans windows, car, boat, awnings, etc. Has built-in Hydraulic Sucker—pull handle for suds, push for rinse. Telescoping handle locks instantly at any length from 2 to 4 ft. Scratchless horsehair brush whirls at 1500 rpm. Eliminates wiping. Has water regulator, shut-off valve. Attaches to garden hose.
528-190 B450 Whirl-A-Way Brush. . .**$6.95**



FULL SKIN CHAMOIS . . . fine, soft, long-lasting sheepskin chamois. 100% oil tanned. Dip in water . . . shine windows bright and clear, make car finish sparkle without hard rubbing. Won't scratch ever. Wrings out clean, ready to use over and over again. Choice of 2 convenient sizes. Guaranteed washable.
528-224 B298 27x30" Chamois. **$4.50**
528-240 B432 37x30" Chamois. **6.50**



Sno-Chaser

Car Wash Mitt

SNO-CHASER . . . keeps car windows clear. Has long-reach plastic bristle brush, scraper, broad squeegee. Plastic handle has inch scale for measuring snow depth.
528-638 B69 Sno-Chaser, 25" long. . . .**$1.00**

DYNEL CAR WASH MITT. Extra soft, extra absorbent. Not affected by harsh soaps.
528-646 B150 Dynel Mitt, 9x11". **$2.50**

American made—yet priced as low as imports!

New Ever-Ready Motor Scooter

Feature for feature, it's the best scooter value anywhere

- **Made in America** . . . to auto industry standards.
- **Continental Engine** . . . 4 HP, 4 cycle. Has recoil starter, magneto power supply, 1-qt. oil tank.
- **Automatic Transmission** . . . no shifting necessary.
- **1-gal. gas tank** . . . 80 miles per gallon of gas.
- **Twist-grip throttle** . . . motor and light switches.
- **Smooth performer** . . . coil spring shock absorbers give a cushioned ride even at top speed of 50 mph.
- **Carries 2 people** . . . with optional rear seat.
- **Padded driver's seat** . . . leatherette covered.
- **400x6 2-ply tires** . . . foot-operated rear brake.
- **Welded steel frame** . . . for safety. Has 53" wheel base, measures 73" long overall.
- **Accessories galore** . . . kick stand, headlight, oversize stop and tail lights, rubber floor mat, luggage compartment, chrome luggage rack.

Easy-working recoil starter

Extra big luggage compartment

EVER-READY MOTOR SCOOTER . . . the "extra car" every family needs!

Big, highway-size Ever-Ready Motor Scooter has the husky power and "expensive" features you'd expect to find only on higher priced models. Students and suburbanites love its quick, easy mobility . . . workers and businessmen appreciate its low-cost transportation and parking ease. Full 90-day warranty against defective parts and workmanship. Includes manual, parts list, service dealer list. White and Fire Engine Red. Baked enamel finish. From Ill. Wt. 225 lbs.

528-653 D24995	Motor Scooter.	**$329.95**
528-661 D385	2-Pass. Rear Seat.	**4.95**
528-679 D2300	Speedometer. . .	**29.95**
528-687 D335	Ignition Lock.	**4.50**
528-695 D300	Plastic Storage Cover	**3.95**

WHIRL-A-WAY ROTATING BRUSH . . . cleans windows, car, boat, awnings, etc. Has built-in Hydraulic Sudser—pull handle for suds, push for rinse. Telescoping handle locks instantly at any length from 2 to 4 ft. Scratchless horsehair brush whirls at 1500 rpm. Eliminates wiping. Has water regulator, shut-off valve. Attaches to garden hose.
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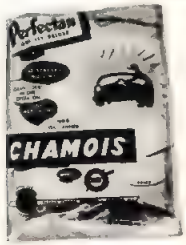

FULL SKIN CHAMOIS . . . fine, soft, long-lasting sheepskin chamois. 100% oil tanned. Dip in water . . . shine windows bright and clear, make car finish sparkle without hard rubbing. Won't scratch ever. Wrings out clean, ready to use over and over again. Choice of 2 convenient sizes. Guaranteed washable.
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- **Twist-grip throttle** . . . motor and light switches
- **Smooth performer** . . . coil spring shock absorbers give a cushioned ride even at top speed of 50 mph.
- **Carries 3 people** . . . with optional rear seat.
- **Padded driver's seat** . . . leatherette covered.
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528-679	**D2300**	Speedometer.	**29.95**
528-687	**D335**	Ignition Lock..	**4.50**
528-695	**D300**	Plastic Storage Cover	**3.95**

MORE PLEASURE!
FEATURES!
MORE VALUE!

more to be proud of in your new '59 Evinrude

Here's the inside story of the new kind of Evinrude for '59 . . re-engineered from top to prop to bring you the "hottest" improvements in outboard power!

Biggest motor news of the year is Evinrude's perfection of thermostatic temperature control, now engineered into every Evinrude from 3½ to 50 hp. You'll appreciate it in terms of quicker starts, smoother idling, fewer spark plug changes, gas economy, and the biggest economy of all . . longer engine life. And now, Evinrude's revolutionary sound-sealed cushioned power is applied right down the line to the five-and-a-half, for the smoothest power afloat!

Compare features against any and all comers . . . such as, fool-proof single carburetion on the V 4s . . high-output magnetos . . easy manual starting without battery on electric models . . safety interlock to prevent starting in gear . . . full gearshift on all models from 5½ to 50 hp . . ship-clutch propellers . . . a faster prop on the 50s . . brilliant Golden Jubilee styling expressed in lustrous, lifetime-wearing fiberglas covers.

Measure performance . . . and you'll know why the Golden Jubilee Evinrudes set the pace in *pleasure, features,* and *value!* See '59's finest motors at your Evinrude dealer (listed under "Outboard Motors" in your phone book). Ask for free '59 full color catalog, or write—
EVINRUDE MOTORS, 4102 N. 27th St., Milwaukee 16, Wis.

A Division of Outboard Marine Corporation
In Canada: Made by Evinrude Motors, Peterborough

EVINRUDE
QUIET OUTBOARD MOTORS

HERE'S THE ANSWER!

FAMILY FUN KITS

✓ YOU "BUILD IT TOGETHER"

YOU Become Closer Together
YOU Enjoy It Together

✓ Just a hammer needed
Everything else furnished
Fifteen minutes to assemble

Kit #1. Bird House

Suggested Retail 98¢

Quality, material and Full Satisfaction GUARANTEED on all kits.

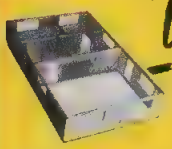
Kit #3. Flower Planter

All kits beautifully packaged. Will take rough handling Contents banded—stapled—heavily cardboard reinforced & polyetnol ne packed

Kit #4 Shoe Shine Kit

"Your $ Line for 59"

TOGETHER-NESS SELLS



3/8" Plywood—Simple & Fun to assemble. Paste on wall paper and floors are printed. Every little girl's dream home.

Kit #5. Large Doll House

Foot operated positive action brakes. Water proof plywood construction. Finest quality 7" semi-pneumatic automobile style tire.

Bearings self oiling and guaranteed completely for the life of the tire. Ready to assemble & paint Easy step by step instructions. Realistic hood and tail fin

Kit #6. Dragster Car Kit

CATALOG OR INFORMATION WRITE

FAMILY FUN KIT CO....

General Offices 1900 - 1st Avenue South, Seattle, Washington
MU 2-7000

Shipping 1900 - 1st Avenue South, Seattle, Washington

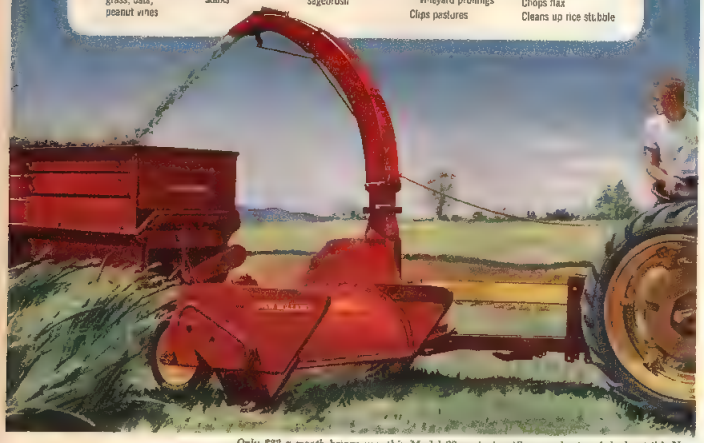
East of the Rockies 801 So. 16th, Omaha, Nebraska

SEE OUR New New line at the NEW YORK TOY FAIR
NEW YORKER HOTEL
ROOM 1584

Double-Chop, Clean-Chop!

DOES ALL THESE JOBS—FAST!

Cuts green feed
Chops silage—grass, oats, peanut vines
Shreds and spreads cornstalks, cotton stalks
Clears stubble, brush
Mows weeds
Tops beets, potatoes, sagebrush
Makes bedding of cornstalks or straw
Shreds orchard and vineyard prunings
Clips pastures
Clips waterways
Mulches orchards
Harvests mint
Chops flax
Cleans up rice stubble



Only $33 a month brings you this Model 33 New Holland Crop-Chopper, after small down payment in cash or trade. Payments need not start until season begins. Ask about this New Holland retail finance plan, now available at most New Holland dealers in U. S.

EXCLUSIVE CURVO-THRUST CUTTER-HEAD has cupped paddles that assure more positive throwing action and even distribution of material throughout the wagon. Its recutting knives assure finer, *double-chopped* material.

See New Holland's new Crop Chopper with Double-Chop, Clean-Chop action—the most advanced, most useful economy chopper ever offered!

First, 32 free-swinging knives cut standing crop and windrows and deliver the material to a 12" auger in one smooth operation. Then the auger carries it to the exclusive Curvo-Thrust cutterhead, where the material is *recut* into finer pieces. Finally, the cutterhead's exclusive cupped paddles blow the silage out the discharge spout, quickly filling every corner of the trailing wagon.

Now take a look behind you and admire that uniformly cut field and the fine-chopped load. Take a look *ahead* and you'll see years of trouble-free economical chopping with the New Holland "33." See it now. New Holland Machine Company Division of Sperry Rand Corporation, New Holland, Pa.

NEW HOLLAND

"First in Grassland Farming"

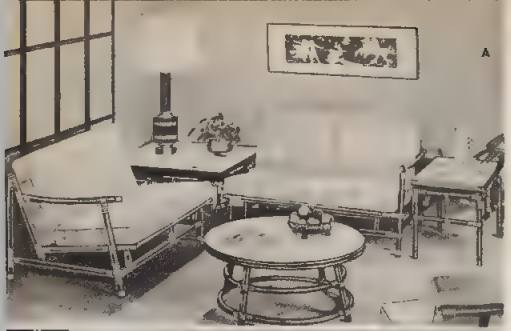
Tear out coupon now—Mail today!

Please rush me complete information on your Model 33 Crop Chopper.

New Holland Machine Co., 204 Oak St., New Holland, Pa.

Name_____

Address_____



(A) FAR HORIZONS 6-PC. LIVING ROOM SUITE. Matched elegance in rattan with a rich, dark teakwood finish. Designed by a well known designer with the open, airy, modern look you love. Sectional love seats are cushioned with cloud-soft foam rubber, covered with smart striped slip-covers that zip off easily for cleaning, reverse for twice the wear. All tables have the new low look, easy-to-clean tops. End tables are topped with colorfully decorated white tile, round coffee table with white Micarta. Extra-tall lamp contrasts beautifully with low tables, has antique brass trim, rawhide-laced white parchment shade. Brass ferrules protect furniture arms, legs from mars. Ensemble includes: two love seat sectional sofas, each 49x36x29 in. high, end table, 19x31x20 in. high, corner table, 36x36x18 in. high, coffee table, 36 in. in diameter, 18 in. high. Lamp 22 in. in diam., 40 in. high. From Chicago

148F14F5165	End Table. Wt. 39 lbs.	Retail 69.50
148F15F7665	Corner Table Wt. 72 lbs.	Retail 115.00
148F16F15000	Love Seat Sectional Wt. 95 lbs.	Retail 225.00
148F17F5000	Round Coffee Table Wt. 65 lbs.	Retail 75.00
148F18F5735	Lamp Shpg wt. 25 lbs.	Retail 86.00
148F19F15000	Love Seat Sectional. Wt. 95 lbs.	Retail 225.00

(B) THE ORIENTA 6-PC. LIVING ROOM SUITE. Rattan with a light and lovely natural finish, in furniture with an open, airy, modern design. Sectional sofa pieces, matching lounge chair have individual spring-filled cushions, in zippered slip covers of smooth natural-color Belgian linen. Arms protected by brass ferrules. Smart low corner table, coffee table have wipe-clean Micarta tops. Ensemble includes: left sectional sofa, 25x35x32 in. high, center sectional, 30x30x32 in. high, right sectional, 25x35x32 in. high. Corner table, 30x30x18 in. high, coffee table, 36x18x16 in. high. Chair, 27x35x32 in. high. From Chicago

148F7F5150	Left Sectional Sofa. Wt. 42 lbs.	Retail 77.00
148F8F4735	Center Sectional Sofa. Wt. 40 lbs.	Retail 71.00
148F9F5150	Right Sectional Sofa. Wt. 42 lbs.	Retail 77.00
148F10F3675	Corner Table Wt. 44 lbs.	Retail 46.00
148F11F2335	Coffee Table Wt. 33 lbs.	Retail 35.00
148F12F5335	Lounge Chair. Wt. 45 lbs.	Retail 80.00

(C) ORIENTA SOFA AND END TABLE. Single sofa, same design as sectional above, with pillow covers in choice of 8 colors: chestnut, cinnabar, flax, mint, fern, citron, turquoise or white. Slate color Micarta table top, blond mahogany finish. Sofa, 27x35x32 in. high, table 19 in. diam, 21 in. high

148F5F15000	Rattan Sofa. Wt. 145 lbs.	Retail 225.00
148F6F1900	Round End Table. Wt 19 lbs.	Retail 28.50

Ficks Reed Co.

An exciting new conception in furniture—rattan in modern designs with a South Sea Island flavor. Choose it for your home!

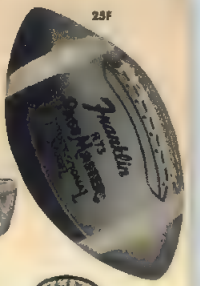
RATTAN DROP-LEAF TABLE AND CHAIRS. Ideal for small dining area, has polished blonde mahogany top, natural color rattan legs and frame. With top down, 24 in. wide, 32 in deep; top open, 36 in. wide, 32 in. deep, 29 in. high. Chairs have wipe-clean plastic seats, 17x20 in. high. From Chicago

148F20F9000	Drop-leaf Table. Wt. 125 lbs.	Retail 135.00
148F21F2335	Side Chair. Wt. 30 lbs.	Retail 35.00

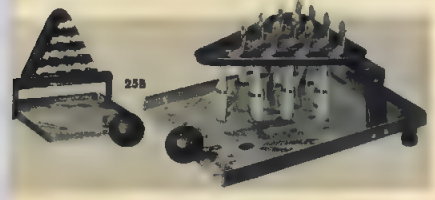
RATTAN CHAISE LOUNGE AND OTTOMAN. Perfect in the family room—a delight in patio or back yard. Both in natural finish rattan wood, and contour-shaped to fit the body. So inviting and so relaxing! Softly padded with Pilofoam rubber-filled cushions. Upholstered in smart practical 2-tone wipe-clean plastic. 28 in. wide, 33 in. high. Shipped from Cincinnatti, Ohio.

148F13F11335	Chaise Lounge and Ottoman. Wt. 85 lbs.	Retail 170.00

25A. ELECTRIC PIN-BALL GAME. A real operating bagatelle game with automatic scoring, light and bell. Exciting, as steel balls touch scoring sections, bell rings, score registers. 4 standard dry cell batteries (not supplied). A family favorite. By L. Marx. **10.74**



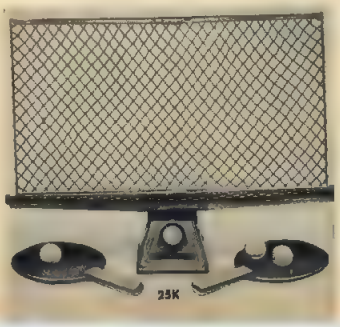
action toys and games for fun-packed hours



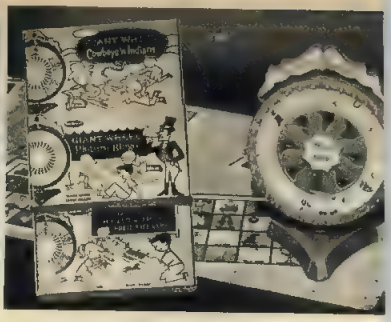
25B. ALL STAR BOWLING ALLEY. Has automatic pinsetter. Strikes, spares and splits, with automatic return ball. A pro-action power packed game, with styrene pins. For floor play. Has 2½" balls, two wooden pegs, score sheets, rules. Made by Gotham **5.87**

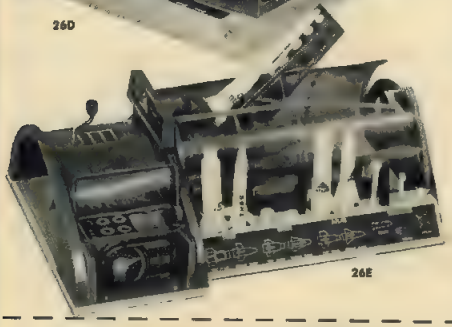
25C. PUMP ACTION CAP SHOTGUN. Fires caps and ejects shells. Plenty of action! Comes with 3 shells. Made by L. Marx **2.97**
25D. TRACER BURP GUN WITH EJECTOR. Backyard generals love it! Uses 1 standard battery (not supplied). By L. Marx **2.97**

25E. HELMET AND FACE GUARD. Sponge rubber protectors at forehead, back of neck for extra safety. Plastic face guard permanently attached. Elastic headband fits all sizes. Adjustable chin strap. By Franklin **3.88**
25F. FOOTBALL. Official size and weight. Cover of dark finish leather grain fabric with 2 white bands, butyl rubber bladder, white lace. Made by Franklin. **2.94**
25FT. White cover football. **2.94**
25G. 4-PC. FOOTBALL OUTFIT. Colorful plastic football helmet, protective face guard, heavy fibre shoulder pads, pro football pants with thigh guards, knee protectors. 2-tone contrast knit football jersey. S (6-8), M (9-10), L (11-12). By Franklin. **9.88**
25H. FIELDER'S GLOVE. Famous Vic Power's choice! Quality chrome tanned cowhide, leather palm and thumb lining. Fully oiled, hand formed, grease set pocket, full set-in thumb, rawhide laced finger. By Franklin. **3.88**
25J. BASKETBALL. All rubber official size, ideal for any boy. Comes attractively packaged with 18" official size goal, including net. By Franklin ... **4.64**



25K. ELECTRIC TENNIS. Fun! Place balls in trough, and turn set on. Balls are shot out. Try to hit balls into net. Paddles and balls! Uses 2 batteries(not included). By L. Marx. **6.88**





hours of excitement with Remco toys

26A. ELECTRONIC FALCON. A real flying motorized airplane, it loops, dives, does figure eights. Attached to battery case by flexible cable. It operates on a 3 "D" batteries, not included. Modern, streamlined Falcon for indoor or outdoor play. **2.97**

26B. DIALMASTER TELEPHONES. Work just like real phones. Flip dial, bell signals in other phone. Clear 2-way conversations. Operates on 4 "D" batteries, not included **7.88**

26C. GIANT WHEEL COWBOYS 'N INDIANS. Big mat .. **3.44**
26C1. GIANT WHEEL PICTURE BINGO. Large mat .. **3.44**
26C2. GIANT WHEEL THRILLS 'N SPILLS RACE. Big mat. **3.44**

26D. YOUR OWN DRIVE-IN THEATRE. Parking lot holds 6 cars, projection booth has battery-operated projector, 6 films. Operates on two "D" batteries (not included) **4.94**

26E. YANKEE DOODLE SECRET ROCKET TEST CENTER. Blasts off rockets and satellites. It makes siren sounds, doors open, rocket launcher rises, at countdown satellite fires. Operates on two "D" batteries (not included in price) .. **8.84**

COME, WRITE, OR PHONE FOR ANY ITEM IN THIS 1959 CATALOG

CATALOG #	ITEM	QUANTITY	SIZE	COLOR	PRICE

NAME_____ **TOTAL PURCHASE**_____

ADDRESS_____ **APT. #**_____ **TAX, IF ANY**_____

CITY_____ **STATE**_____ **TOTAL**_____

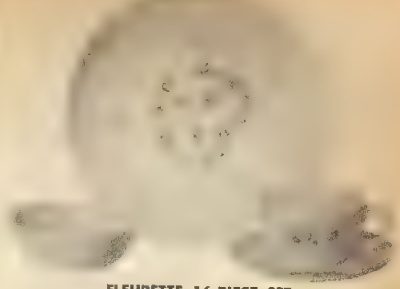
PHONE_____ **CHARGE** ☐ **CHECK** ☐ **C.O.D.** ☐

To insure delivery before Christmas, orders must be in our hands before December 14th. Place your order early. Beyond our regular delivery areas please add postage or express charges. Sales tax (if required) noted on back cover.

"GOLDEN GLORY" LUNCHEON SET

16-piece luncheon set with 22 carat gold Oriental leaf design decoration on opaque white oven proof glassware. The set consists of four each: cups, saucers, dinner plates, dessert bowls Attractive display carton. Pack: 4 sets in case. Fac. No. A70. F.O.B. Mpls.

5M4100 List $3.19 Set 32078 Set



FLEURETTE 16-PIECE SET

Fleurette permanently fired in decal on milk-white oven-proof Anchor Hocking ware. Pattern: Colorful rose, and yellow flower, brown and charcoal stem and leaf. Set consists of 4 Dinner Plates, Cups, Saucers and Desserts. Weight 10 lbs. per set. Fac. No. W4600/4. Pack: 4 sets. F.O.B. Mpls.

5M4200 List $3.19. . . . . Dealer 32078 Set

FIREKING IVORY DINNERWARE

FIREKING 9 OUNCE COFFEE CUPS

Ivory St. Dennis pattern. Packed 4 dozen to ctn. N.B. F.O.B. Mpls.

5M4113 . . List 12c Ea. . . . . 43326★ per cs.

FIREKING COFFEE CUP AND SAUCER

Harmonizes with Ivory Fireking ovenware. Packed 4 dz. ea. Weight approximately 28 pounds. Cup Fac. No. W-4179. Saucer Fac. No. W-4129. Pack 6 Doz. to case. N.B. F.O.B. Mpls.

5M3900 Cup 10c Ea. . 54806★ Case

5M4114 Saucer 10c Ea. . . 54687★ cs 48

FIREKING 8 OUNCE COFFEE MUGS

Ivory tapered sides. Packed 4 dozen to a carton. N.B. F.O.B. Mpls.

5M4117 . . . List 12c Ea. . . . . 43846★ cs 48

FIREKING ROUND CEREAL BOWLS

Large ivory cereal bowls. 5" in diam. Packed 4 dozen to ctn. Sold only in ctn. lots. F.O.B. Mpls.

5M4116 List 12c Ea. . . . . 43846★ cs 48

FIREKING IVORY DINNER PLATES

Large size dinner plate, 9⅛" diameter, packed 3 dz. to a carton. Weight 38 pounds. Sold only in carton lots. F.O.B. Minneapolis. Factory No. W-4141.

5M4115 . . List 25c . . . . 65764★ cs 36

FLEURETTE OPEN STOCK

CUP
8 oz. capacity. Fac. No. 6W4679/58. Weight per case, 23 lbs. Pack 6 Doz. N.B.
5M4201. . . . . List 15c. . . . . 76843 Cs. 6 Doz.

SAUCER
Wt. per case 27 lbs. Pack 6 Doz. N.B.
5M4202 W4628 58. List 15c 76843 Cs. 6 Doz.

DESSERT BOWL
4⅝" size, weight per case 22 lbs. Pack 6 Doz. N.B.
5M4203 W4674/58. . . . List 15c. . . . . 76843 Cs. 6 Doz.

SALAD PLATES
7⅜" size, weight per case 24 lbs. Pack 3 Doz. N.B.
5M4204 W4638/58. . . . . List 25c. . . . . 65524 Cs. 3 Doz.

SOUP PLATE
6⅝" size, weight per case 26 lbs. Pack: 3 Doz. N.B.
5M4205 W4867/58. . . . . List 29c. . . . . 75182 Cs. 3 Doz.

DINNER PLATE
9⅛" size, weight per case 39 lbs. Pack 3 Doz. N.B.
5M4206 W4641/58 . . . . . List 39c. . . . . 78961 Cs. 3 Doz.

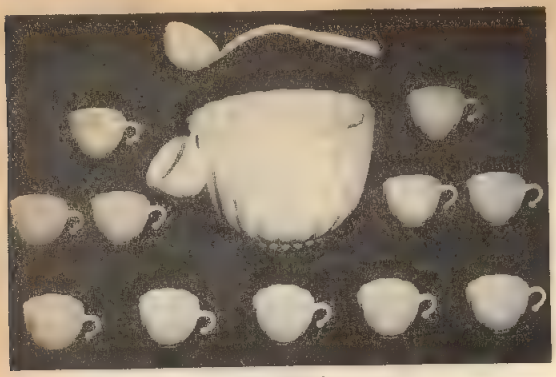
VEGETABLE BOWL
8¼" size, weight per case 15 lbs. Pack 1 Doz. N.B.
5M4207 W4878/58. . . . . List 38c. . . . . 49128 Cs. 1 Doz.
All F.O.B. Mpls.

FIREKING SOUP PLATES

7⅝" Ivory Fireking Soup Plate. Fact. No. W-4157. Packed 3 dz.
Packed 3 Doz. F.O.B. Mpls.
5M3947 List 20c Ea. 54803★ Case 36

FIREKING DESSERT DISH

4⅞" Ivory Dessert Dish. Packed 72. Fact. No. W-4174. N.B.
5M3945 . List 10c Ea. 54687★ Case 6 Doz.



MILK GLASS

14 Pc. Punch Set

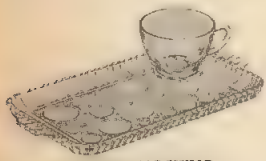
Large swirl flute punch bowl. Capacity 7 quarts. 12 matching hook-on cups, plus plastic dipper ladle. Wt. 11 lbs. Pack: Individual carton.

5M4117 . . . . . **List $5.95** . . . . . 43676 Set

CUPS — ONLY

Additional hook-on handled cups for above set. Pack: 1 Doz. N.B.

5M4118 . . . . . **List 25c** . . . . . 21508 Doz.



ANCHOR HOCKING SERVA-SNACK SETS

Anchor Hocking crystal party snack trays with colorful royal ruby or crystal cups. Popular for snack serving or television service. Trays oblong with cup well in corner. Cups 5 oz. size. Royal ruby contrasts beautifully with the crystal clear tray. Pack: 8 pc. (4 trays, 4 cups) set in printed display carton. Six sets to reshipper carton. Wt. 46 lbs. F.O.B. MPLS.

Fac. No.			
5M3941	200/78 Crystal Trays and Cups	$1.89	21107★ Set

"INFORMAL" CRYSTAL SNACK SET

(Hazel-Atlas)

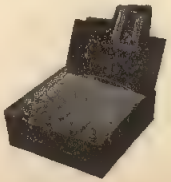
8 pc. "Informal" snack set in sparkling crystal "tear drop" design for casual living. 4 cups, 4 large trays in attractive gray plaid display box. Pack: 6. Shipping wt. 40 lbs. F.O.B. Mpls.

5M3918 . . . **List $1.69** . . . . . 21123 Set

"ORCHARD CRYSTAL" SNACK SET

Apple blossom design in bottom of plate. Set consists of 4-8" salad plates and 4-8 oz. cups. Cups fit into a well on plate to prevent sliding. Useful set for parties and all occasions. One set to box. F.O.B. Mpls.

5L9861 . . . . . **List $1.69** . . . . . 21108 Set



8-PC. HOMESTEAD SNACK SET

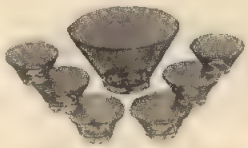
Four six ounce cups, four semi-oval plates with offset cup well. Sparkling crystal glass. Beautiful display carton. Pack: 6 sets. F.O.B. Mpls.

5M4165 . . **List $1.69 Set** 21123 Set

"VOGUE" WHITE GLASS TIDBIT

Three 13 oz. Opaque white glass with gold tip edge dishes attractively arranged on brass plated wire holder. A welcome gift. Will add style to any buffet service. Pack: Individual ctn.

5M4119 . . . . . **List $3.95** . . . . . 32257 Set



SWEDISH DESIGN CRYSTAL SALAD SET

Clear crystal glass salad set of attractive Swedish design. Versatile . . . ideal for salads, fruits, ice cream, desserts, cold soups, etc. . . . or even floral arrangements. Set consists of 1 10½" large salad bowl and 6 5½" service salad bowls. Hazel Atlas No. 1604. Pack: Individual set.

5M4364 . . . . . **List $2.59** . . . 21737 Set F.O.B. MPLS.

"ORCHARD CRYSTAL" 3-PIECE SALAD SET

Consists of 10" deep salad bowl, apple shaped with apple blossom design in bottom. Complete with clear plastic fork and spoon for making tossed salads. One set in carton. Weight 3¼ lbs.

5L9862 **List $1.59** . . . . . 21056 Ea.

CALLING ALL KIDS....

CARS, TRUCKS 'N TRACTORS JUST LIKE DAD'S

"Kidillac" (2)
List ~~24.95~~ 19.95 up

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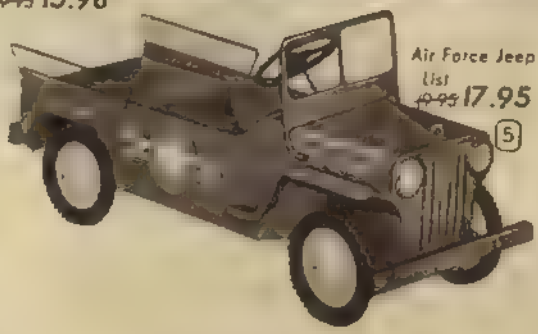
Fire House 3.99
Fire Truck
List ~~19.95~~ 15.98

(3)
Bargain Auto
Save
~~4.97~~ 10.98

(4)
Dump Truck
List
~~24.95~~ 19.95



Air Force Jeep
List
~~19.95~~ 17.95
(5)

(6)
Deluxe Tractor and Trailer
Sale Price 19.95

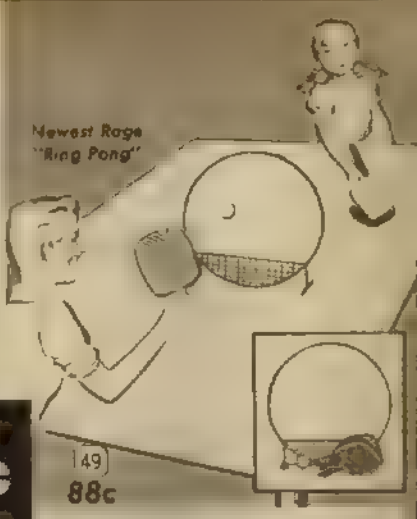
(5) **SAVE on deluxe** tractor-trailer combination. Shown at left. 35 Y 7155R . . . 19.95
Wt 44 lb. Frt. or exp. **Tractor.** Sturdy welded steel . . . 1¼-in. tubular frame. Ball bearing chain drive. Full 360° steering. 10½-in. rear wheels with 1¼-inch semi-pneumatic tires. 11½x22x38-in. long
35 Y 7153R . 14.95
Wt 33 lb. Frt or Exp. **Trailer.** Welded steel 7½-in wheels, 1¼-in. semi-pneumatic tires. 14½x15¼x14-in. long
35 Y 7154E 4.85
Wt 11 lb. Mailable.

List ~~1.00~~ 88c

47

~~2.00~~ value 88c

plastic 48 88c



49 88c

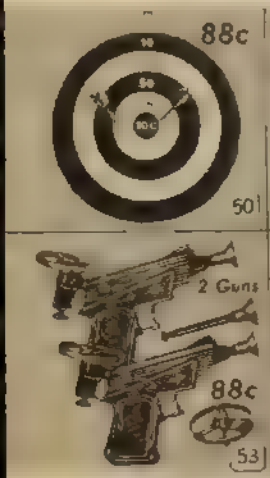
46 64-PC CRAYON SET, and plastic crayon holder with sharpener at end! Many, many colors! Non-roll hexagonal crayons, Parents' Magazine appr 35 Y 4909—3⅝-in x5/16-in. diam Mail Wt 1 lb. 88c

47 YOUTH BINOCULARS—20 prism lens Adjustable neck shoulder strap. Extra strong plastic 35 Y 4900—Mailable. Shipping weight 9 oz. ...88c

48 POUND 'N BOLT bench. Pound posts, screw bolts! 35Y493 1 lb. 6 oz 88c

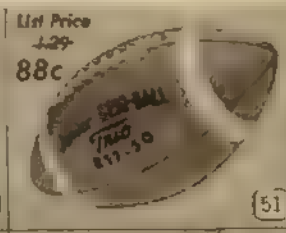
88c EACH

ANY 3 FOR 2.49



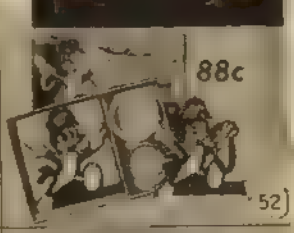
88c

50



List Price ~~1.29~~ 88c

51



88c

52

2 Guns 88c

53

List Price ~~1.00~~ 88c

54

88c

55

List ~~1.00~~ 88c

56

50 DART BOARD — from England, home of dart throwing champions! Two brass darts with polyethylene stabilizers for true flight! 2.00 value! Mail. 35 Y 4905—1 lb. 14 oz 88c

51 RUBBER FOOTBALL — For little brother—scaled for his smaller hands! All rubber, with White stripes, simulated laces. 9x4½-in Was 98c! 1.29 valu! Mail. 35 Y 4929—Wt 12 oz....88c

52 RING TOSS with comic Woody Woodpecker as the ring catcher! 2 stands, each 10-in. tall 3 unbreakable plastic rings. 1.00 value! Mailable 35 Y 4941—Wt. 1 lb.. 88c

56 100-PC TINKER TOY SET—One of the most popular toys—both boys and girls love to "build" with Tinker Toys! Easy to put together pieces, fine for any age group! Teaches manual dexterity, creativeness! Bargain—1.29 value! Mailable 35 Y 4908—Wt. 1 lb. 2 oz....88c

53 DART-N-SKEET GUN, plus Lugee gun! Triple play gun set: dart-n-skeet gun/3 saucers, 3 darts, and Lugee gun/3 darts. 1.29 value! Mail 35 Y 4907—Wt 8 oz.

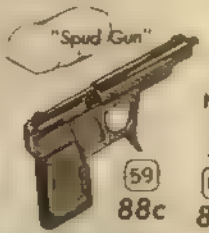
54 "TALKING" BOOK — Each page has an action or sound to help tot identify it with picture of jungle animal shown! Slide in cover. 1.00 value. Mail 35 Y 4914—Wt 15 oz... 88c

55 WIPE-OFF PICTURES of Woody Woodpecker, and blackboard! 8 plastic pictures, 4 crayons, chalk, blackboard, sharpener, instructions. 1.00 value! Mail. 35 Y 4913—1 lb. 8 oz...88c

List Price ~~1.00~~ 88c

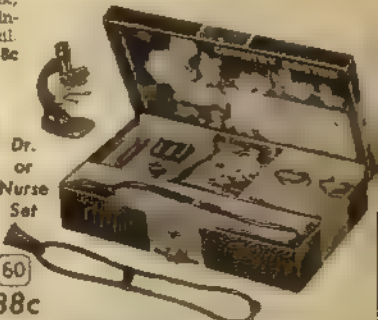
57

58 88c



"Spud Gun" 88c

59



Dr. or Nurse Set

60 88c

57 PRINTING SET—Fun to print own newspaper! Rubber type in plastic printer's tray, type holder, ink pad, tweezers and paper. 1.00 value! Mailable 35 Y 4903—Wt. 7 oz...88c

58 STOCK CAR RACE — thrills aplenty! Players move cars in own lane according to what spinner indicates! Has "accident," "pit stop." 2.00 value. Mail. 35 Y 4933—1 lb. 6 oz... 88c

59 NEW! SPUD GUN — The ammunition is an uncooked potato! Push barrel into it, and it's loaded. Harmless, fun! 1.00 val! Metal gun. Mailable. 35 Y 4910—Wt. 9 oz. 88c

60 12-PC. DOCTOR'S KIT—Extra safe and sturdy. A "Transogram" toy. 1.00 value! 35 Y 4923—Mail 1 lb. 1 oz 88c
12-PC. NURSES' KIT—As above. 35 Y 4924 88c
Mail 1 lb. 1 oz

Currently celebrating its 70th anniversary as manufacturers of the Flexible Flyer, said to be the first hand-steered sled, the company through the years has been incorporating many of its other "firsts" into its line, including safety grooved runners, automotive-type chrome bumpers, and tapered, streamlined design, all featured in the eight models comprising the line for 1959-60.

Vogue Dolls to participate in Popsicle Sweepstakes

One thousand Ginny dolls, manufactured by Vogue Dolls, Inc., have been selected by The Joe Lowe Corp., parent company of Popsicle, as featured prizes in the nationally advertised Popsicle Sweepstakes for children.

The contest starts in May and runs through July. Children register by coupon with the company, then go to a Popsicle dealer's store to check the list of winners. No purchase or skills are required. Two hundred names will be drawn each week for ten weeks with 100 boys receiving train sets and 100 girls the Ginny dolls.

The Ginny doll will be the only prize for girls and will be featured in more than 10 Sunday comic sections in color, and in advertisements in comic books with a combined circulation of 30 million. The 10 million entry blanks carry a photo of Ginny who also will appear in TV spots on children's shows weekly for six weeks in 75 markets across the country.

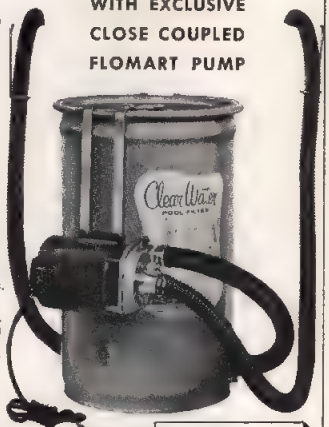
WOOD PLAYMATES, created by The Robert Ray Co., Inc., makes big hit with kids who appear in hit of another kind, "The Music Man." David Burns, who is featured in the fabulous musical, distributes sets of Wood Playmates to the obviously overjoyed young performers.

The Cleanest Profit You Can Make

Clear Water
FOR ANY POOL

WITH EXCLUSIVE
CLOSE COUPLED
FLOMART PUMP

Diatomite Filter
Polishes Water—
Keeps Pool Sparkling
To Sub Micron Clarity



- Pool capacity in 18 hours—17,776 gallons.
- Filter delivery—987 gph
- Low cost operation.
- Complete to use in minutes.

Clear Water is a heavy duty filter, suitable for industrial use, engineered to exceed all set standards

Automatic skimmer and bottom vac accessories optional

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has not yet
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40,000,000
will see it
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DEMAND JUNE
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WALT DISNEY PRODUCTIONS
Character Merchandising Division
477 Madison Avenue, N.Y. 22, N.Y.

The Only Outboard to Compete in the Atlantic Tuna Tournament August 1958.

IF you're that good a seaman, the "Seafin 21" is that good a boat. For 1959 the "Seafin 21" will have facilities for overnight as well as day cruising. Roomy—Maneuverable—Safe and Fast. Solid Planked—Lapstrake to Keel—Copper Riveted.

1959 MODELS
Gulfin 16
Bayfin 17
Seafin 19
Seafin 21 *outboard*
Seafin 21 *inboard*

Be sure it's a *Flying Finn*

FLYING FINN, INC.
527 Lexington Avenue · New York 17, N. Y.

National Motor Boat Show
New York Coliseum
January 16-25
Booth A 70—First Floor

The Only Outboard to Compete in the Atlantic Tuna Tournament August 1958.

IF you're that good a seaman, the "Seafin 21" is that good a boat. For 1959 the "Seafin 21" will have facilities for overnight as well as day cruising. Roomy—Maneuverable—Safe and Fast. Solid Planked—Lapstrake to Keel—Copper Riveted.

1959 MODELS
Gulfin 16
Bayfin 17
Seafin 19
Seafin 21 *outboard*
Seafin 21 *inboard*

Be sure it's a Flying Finn

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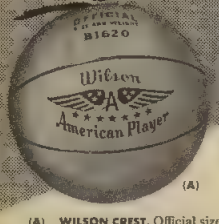
National Motor Boat Show
New York Coliseum
January 16-25
Booth A 70—First Floor

OFFICIAL SPORTS EQUIMENT

BASKETBALL

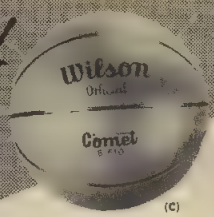


(A)

(A) WILSON CREST. Official size and weight basketball. This waterproof model proves an excellent playground performer on any surface. Wgt 2½ lbs.
79-328 B554. Retail **$8.95**

(B)

(B) WILSON TV. Basketball. Cover made of high grade genuine full grain leather. Grip-Tite process provides superb gripping for split-second timing and more baskets. Nylon wound carcass for durability and liveliness. Wide depressed seams. Butyl rubber bladder. Wgt. 2½ lbs.
79-326 B1495....Retail **$20.00**



(C)

(C) WILSON COMET. Fine rubber covered basketball built for rugged service. Molded rubber bladder and needle type valve. Absolutely waterproof! Reacts well to any type of playing surface. Wgt 2½ lbs.
79-325 B1175.. Retail **$15.75**

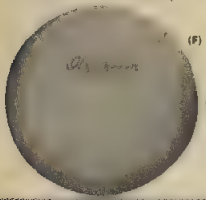
(D)

(D) TUFHIDE RUBBER BASKETBALL. Official size and weight. Nylon wound carcass. No dead spots. Sure-grip outer covering of pebble grain rubber. Wt 2 lbs.
79-438 B657 ...Retail **$10.95**

(E)

(E) BASKETBALL AND GOAL. Official size and weight basketball and goal with net. Ball of four panel construction — valve inflated. Pebble finish with wide channel seams. Wgt. 7½ lbs.
79-203 B425.....Retail **$7.00**

VOLLEYBALL



(F)

(F) VOLLEYBALL. Full sized official volleyball. Durable pearl cowhide for indoor or outdoor play. Designed for true play and flight. Laceless construction. Is equipped with valve bladder and lined with highest quality fabricated lining. Wgt. 2 lbs.
79-578 B537.....Retail **$8.95**

FOOTBALL

BASEBALL

(A)

(A) COWHIDE BASEBALL GLOVE. Pro size, 4-finger model, oil tanned cowhide, welted seams, cowhide lining, fingers interlaced, laced palm, sure-trap anchored web, roll leather binding, laced at the wrist. Thumb loop, inner greased palm, leather lacing throughout. A glove to inspire confidence with every catch
79-575 B597wgt. 2 lbs.Retail **$9.95**

(B)

(B) LITTLE LEAGUE FIELDERS GLOVE. Pro size. 4-finger, oil tanned, cowhide, leather lining, welted seams, roll bound edges, fingers interlaced, wrist laced, inner greased laced palm, leather lining throughout. Tough, durable deep cupped glove. When they hit, they stick. Ship. wt. 2 lbs.
79-075 B477 .....Retail **$7.95**

(C) (D)

(C) INTERSCHOLASTIC OFFICIAL — WILSON
Fine craftsmanship and quality materials as found in higher priced footballs. High grade cowhide — triple lined for longer wear and dependable performance. Lock stitch construction and rubber valve bladder. Double faced. Wt 1¾ lbs.
79-837 B1195.....Retail **$16.00**

(D) FRANK GIFFORD AUTOGRAPH — WILSON
Recommended for the young player who wants a quality leather football. Features long life and performance styling. Grain cowhide — double lined. Official size and weight. Leather lacing. Rubber bladder. Wt. 1⅜ lbs.
79-324 B560.....Retail **$8.50**

A $2.89

B $1.89

C $1.89

D $1.79

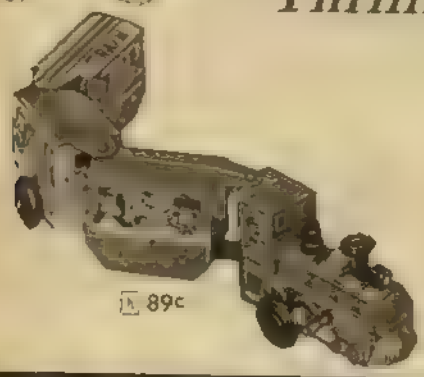
F $1.89

H 89c

J 89c

E $1.79

G $1.79



A 89c

I $6.39

Thrilling Action Toys..Wind 'em, Roll 'em

Most items powered by friction or clockspring motors . .

A Friction Rocket Truck. Fires 13½-in., 2-stage rocket first stage drops off, second stage continues on to target. 15½-in. long tractor truck with rubber tires. Second stage of rocket is plastic with soft rubber tip.
49 N 5876—Wt. 3 lbs. 8 oz. . . $2.89

B DC7B Friction Passenger Plane. Propellers spin as plane moves ahead. Large rubber wheels. Rugged 17½-in. wing span. Colorfully detailed, sturdy steel body. Imported from Japan.
49 N 4240—Wt. 1 lb. 8 oz. . . $1.89

C Giant 20-in. Sedan. Makes realistic "motor" sound as it's pushed along. Steel body with rubber wheels. Fully enclosed bottom. Wrap-around windshield. Order now . . avoid the Christmas rush.
49 N 5845—Wt. 3 lbs. 8 oz. . . $1.89

D 3-piece Tractor Set. Climbs steep grades, shoots harmless sparks as it rolls along. Removable dump trailer and road scraper. Brightly printed steel. Rubber treads. Long-running clock spring motor. 17 in. long.
49 N 5733—Wt. 1 lb. 12 oz. . . $1.79

E Friction Fire Truck. Siren wails as truck rushes to the scene. Fire fighter swivel-mounted aerial extension ladder telescopes 9 to 21 in. Brightly printed steel truck, smooth rolling rubber wheels. 14½ in. long.
49 N 5755 Shpg. wt. 2 lbs. . . $1.79

F Friction Dump Truck. Press lever—truck dumps load automatically. Rugged steel construction, baked enamel finish. 10 big heavy duty rubber tires. 10½ in. long. Made in Japan.
49 N 4221 Shpg. wt. 2 lbs. . . $1.89

G 2-stage Friction Rocket. Turn hand crank to "rev up" powerful motor, release lever—rocket zips away on rubber wheels, its siren screaming. First stage drops off . . second stage continues on to "target." Sturdy steel. 10 in. long. From Japan.
49 N 5855—Wt. 1 lb. 4 oz. . . $1.79

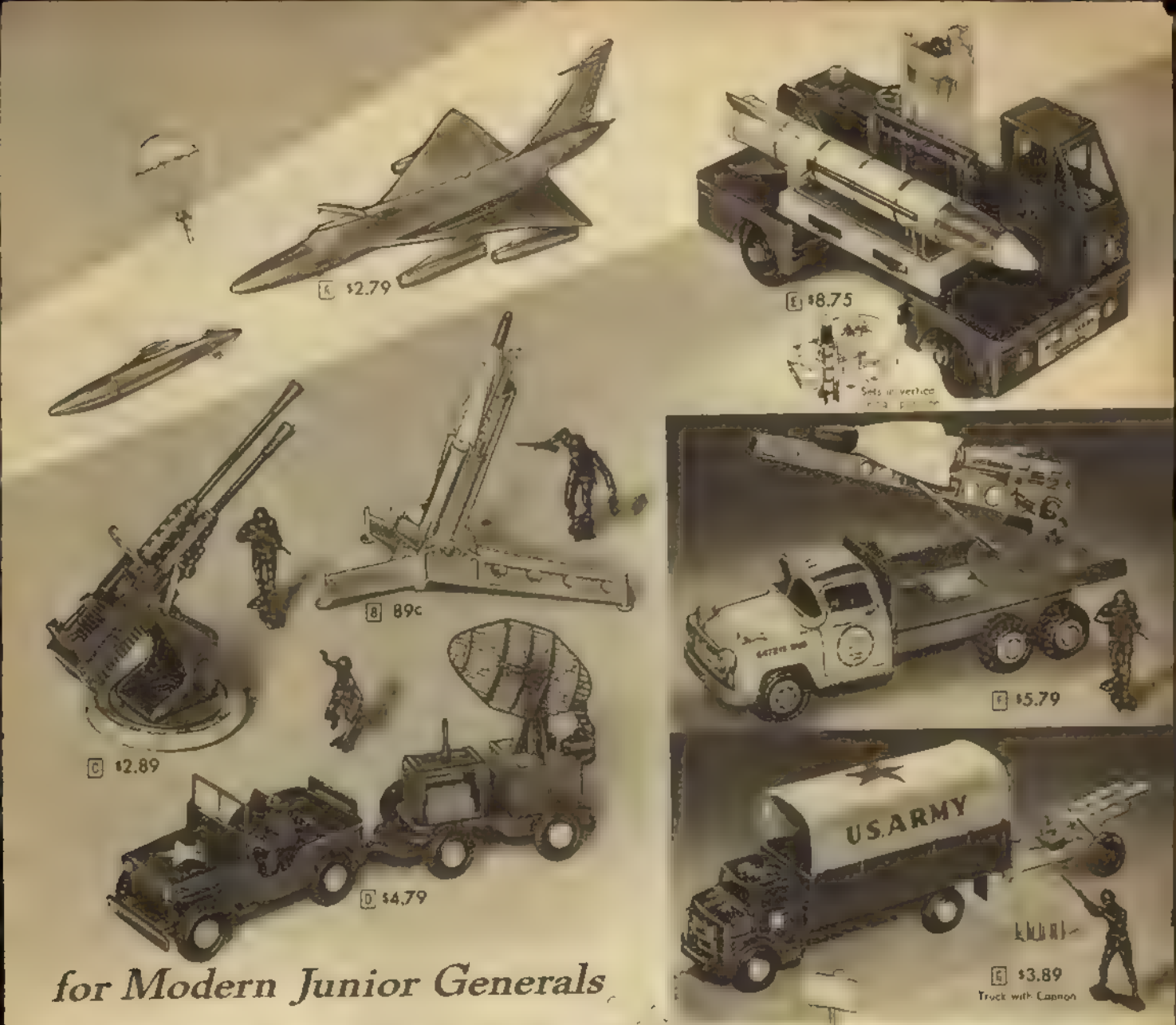
H Minnie Mouse in Rocker. Minnie rocks and knits. Head and eyes move. Bright printed metal. Rocker bottom 6¾-in. high. Long-running clock spring motor. From Japan.
49 N 5705—Shpg. wt. 8 oz. . . . 89c

J Donald Duck Eccentric Car. Sturdy plastic figure of Donald bounces up and down as steel car moves crazily forward and backward. Brightly colored. 5½-in. long. Long running clock-spring motor. Made in Japan.
49 N 5710—Shpg. wt. 12 oz. . . 89c

K Crazy Train. Clockspring motor powers this express on its wobbly tracks. Bright colored metal engine and cars. Smooth rolling rubber wheels. 12½ in. long. From Japan.
49 N 5706—Shpg. wt. 8 oz. . . 89c

L Firebird "99" Auto Dashboard. Insert key . . wipers swish . . signals blink . . horn blows. Glove compartment opens, speedometer accelerates. Made of sturdy plastic in gay colors. 13 in. wide. Uses 2 batteries (not incl., order below).
49 N 5280—Shpg. wt. 2 lbs. . . $6.39
34 N 4650 Batteries for above. Shpg. wt. for two, 8 oz. . . . 2 for 35c

Build your Christmas toy order to $20 or more . . pay only 10% on Sears Terms



for Modern Junior Generals

A B-58 Supersonic Bomber. Big 3-foot long jet bomber has 9-in. guided missile, rotates realistically, gets pilot, also glass-sided interior with pilot's seat, instrument panel. Metal construction, silver color fuselage, black polyethylene wings, gear. Metal propellers. Shipping weight 2 lbs.
49 N 5516 ..... $2.79

B Guided Missile Launcher with Rocket. Realistic launching platform elevates up to 10⅝ in. Has rubber-tipped plastic missile. Metal construction, 13½x5½x4 in. high over all. Manual operation.
49 N 5893 ..... 89c

C Twin Pom Pom Anti-Aircraft Cannon. Swivels 360°, gun has 3 recoil actions, 2 barrels, upper, lower, move independently, turn together. Realistic plastic sight. Olive drab color metal and wood construction. Crank operated. 22½ in. long. Order early to avoid the Christmas rush.
49 N 5884 ..... Shipping weight 3 lbs. $2.89

D Jeep with Radar Trailer. 3-dimensional plastic "driver" in jeep, "operator" in trailer. Polyethylene radar unit, scanner revolves as unit moves. Jeep hood opens, windshield flips down. Heavy gauge steel, rubber wheels. Jeep 11½ in. long, trailer 13½ inches long.
49 N 5539 ..... Shipping weight 6 lbs. $4.79

E Mobile Missile Carrier. Picks up realistic missile transports it to firing site, sets missile in vertical position, rocket fires. Carrier can also be used as side-lift fork truck for plastic loads or "human" cargo. Heavy gauge steel construction with steel disc front wheels, rear-mounted steering. Rubber tires. 14x4½x12½ inches high with platform raised.
49 N 5541 ..... Shipping weight 6 lbs. $8.75

F Guided Missile Launcher Truck. 16-in. long launcher assists in 3 firing stages, swivels 360°. Fires 2 guided missiles, tipped plastic missile. Latest model tank cab with windshield. 11 Overall heavy gauge steel construction, rubber wheels. 17x6½x9½ inches high.
49 N 5540 ..... Shipping weight 6 lbs. $5.79

G Army Transport and Cannon. Heavy gauge steel truck with tarpaulin cover. Heavy duty rubber wheels. Tows breech loader type plastic Howitzer that shoots harmless wooden shells. Spring action trigger on cannon for rapid firing. 30 inches long overall.
49 N 5619 ..... Shipping weight 6 lbs. 12 oz. $3.89

Set of 6 Soldiers. Assorted action poses. Flexible plastic. About 2 inches high.
49 N 4848 ..... Shipping wt. 1 lb. 2 oz. $1.29

Rider Jeep with Missile Launcher $11.65

Ride and steer your own combat jeep into action . . . fire six harmless rubber-tipped missiles by pressing front triple push-button launcher. Radar antenna rotates to spot "enemy" position. Launcher swivels full "360°". Two missile racks mount behind. Tail gate opens to roomy storage compartment. Heavy gauge automotive steel construction, rubber tires, plastic steering wheel, bumper.
79 N 05572 ..... 10x25x18 inches high overall. Shipping wt. 6 lbs. $11.65

Order by mail, phone, or by order to $20 or more and buy on Sears convenient Easy Terms with only 10% down. See page 364 for details.

27A. JUMBO SET. Gay Pennsylvania Dutch decoration on solid natural finish imported beech wood, richly polished. Sturdy table has adjustable legs, warp resistant. 3" wooden apron all around. Measures 22"x28"x23". By Jay **19.88**

27B

27B. ACTIVITY DESK It's a work 'n play desk with extra game boards for extra fun plus needed storage space in built in swing away chest. Complete with play accessories, matching chair. Light maple finish. Made by Deluxe **9.88**

27C

27C. SPLIT LEVEL DOLL HOUSE. Newest design! Lithographed steel. 7 modern rooms completely furnished with new plastic furniture. With patio 29½"x15"x14". By Louis Marx **7.97**

27D COLONIAL DOLL HOUSE. 6 beautifully furnished rooms With 2 dolls and with pool made of lithographed steel Measures a full 14⅜"x91¼"x25¼". By L. Marx **4.94**

27D

27E

27F

27E. DATE LINE. Teen Time Joy is the gift ensemble of desk blotter, swap note pad, picture frame and dictionary, in rich ivory color Measures 12"x19"x1". By Teen Time **3.97**

27F. DEB-U-TEEN HAT BOX COSMETIC SET. Attractive calf like vinyl case fitted with harmless Jr. Miss Cosmetics Separate wallet for her allowance. 10½"x4 Made by Hasbro **4.97**

27G. FOLDING TABLE AND CHAIR SET. Lollipop red metal set with gunmetal blue tubular steel legs Table is 24"x24"x 20½" of reinforced pressed wood top with white stenciled design Chairs are 22"x11" Made by South Bend **8.88**

27G

27H. FROSTY-FREEZE ICE CREAM MACHINE. In less than one minute makes delicious ice cream or sherbert. Has 2 packages of ice cream mix, cups spoons, recipes, and directions. It's delicious every time it's made and so easy! By Hasbro **2.47**

27H

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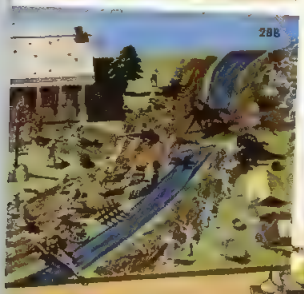

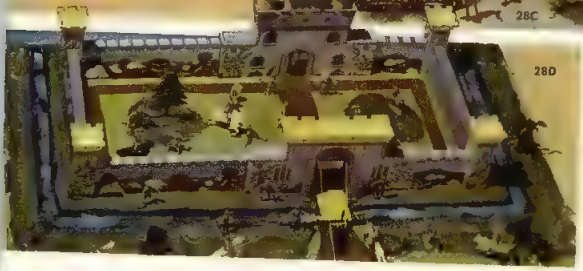

Marx adventure play sets

28A. FORT PITT PLAY SET. Just like the early frontier, rough-hewn blockhouse and fence, with 10 pioneer frontiersmen, 23 Indians made of polyethylene. Set of western frontier equipment. **3.97**

28B. BATTLE OF BLUE AND GREY. Southern Colonial mansion, of steel, 18 each of Confederate and Union soldiers, 8 riders, plus terrain equipment, cavalry gear. Plenty of play accessories. **4.94**

28C. WELLS FARGO WESTERN TOWN. Boomtown of the Old West, with all the colorful equipment. Polyethylene figures of cowboys, Indians, animals. Includes thirty five authentic accessories. **4.94**

28D. MEDIEVAL CASTLE. The heart of the Middle Ages represented in a colorful steel castle, 2 working models of the fearsome catapult, 30 knights in full armor, 9 handsome horses. **5.88**

28E. ALASKA, THE NEW STATE. Land of the Eskimos, with trading posts, igloos, polar animals. Steel building, a wealth of outdoor equipment, and plastic figures for fine hours of fun and play. **3.97**

28F. ARMY TRAINING CENTER. Vast array of military equipment and personnel for maneuvers. Long headquarters building, field accessories, military equipment, soldiers for great excitement! **3.97**

10K YELLOW GOLD AND 1/20-12K GOLD FILLED GENUINE CORNELIAN CAMEO BROOCHES

ALL BROOCHES ARE FURNISHED WITH TURN-DOWN PENDANT LOOP AND SAFETY CATCH

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A Cornet or Trumpet. Made in America. A high quality instrument at a moderate price. Easy to blow, tone and intonation are perfect. Valves are ground and fitted. Pure nickelsilver outer slides. Pearl finger nuts. Supplied F.O.B. Grand Rapids, Mich. Ship. wt. 8 lbs.

Cornet.

D74R100-3200 ..... RETAIL **$89.50**

Trumpet.

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B Cornet or Trumpet. Made in America. Finest professional quality. Unequalled in tone, intonation, and ease of blowing. Beautifully made, with all outer slides and trimmings of nickelsilver. Finest bronze bell. Extra heavy construction throughout. Pearl-fingernut finish. F.O.B. Grand Rapids, Mich. Ship. wt. 8 lbs.

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Trumpet.

D74R104 7840 ..... RETAIL **$150.00**

Trumpet or Cornet Case. (Not illustrated) Luggage type. Covered with scuff-proof vinyl, sewed and bound edges. Silk plush lined, rust proof hardware and locks. F.O.B. Grand Rapids, Mich. Ship. wt. 7 lbs.

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Trombones

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Clarinets

D B♭ Imported Ebonite Clarinet Outfit. Boehm system. 17 keys, 6 rings. Upper joint is completely lined with nickelsilver to prevent breakage. Hardened nickelsilver keys, nickel plated. Complete in deluxe Gladstone case. F.O.B. New York. Ship. wt. 6 lbs.

D74R109-6768 ..... RETAIL **$129.50**

E Professional Clarinet in B♭. Made by France's outstanding maker of woodwinds. Boehm system. 17 keys, 6 rings. Fine Grenadilla wood, seasoned and selected. Keys of genuine nickelsilver, hand forged for maximum strength and durability. Intonation, tonal quality and easy responsiveness unexcelled by any clarinet made. Complete in deluxe Gladstone case. F.O.B. New York. Ship. wt. 6 lbs.

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F Metal Clarinet. Boehm system. 17 keys, 6 rings. B♭ Exceptional tonal quality and intonation. Metal is nickelsilver body and key mechanism. Complete in attractive plush-lined carrying case. F.O.B. New York. Ship. wt. 6 lbs.

D74R112-3488 ..... RETAIL **$103.00**

Flute Outfit

E Flute Outfit. Key of C. Closed G# key. Made of solid nickelsilver. Silverplated and burnished. Excellent responsiveness and intonation. Complete in deluxe plush-lined carrying case. F.O.B. New York. Ship. wt. 3 lbs.

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Metronomes

G Seth Thomas Metronome. Accurate and dependable timing of audible beats from 40 to 208 per minute. Oscillating pendulum provides visual timing of beats. Walnut finish case. F.O.B. New York. Ship. wt. 2 lbs.

D74R114-852 ..... RETAIL **$13.50**

H Franz Electric Metronome. Electrically driven by a powerful high grade clock motor guaranteed for 5 years. Provides precise timing from 40 to 208 beats per minute. Pendulum provides visual timing of beats. Compact modern black plastic case 5" high, 5" wide 3½" deep. 1.0 volt, 60 cycle AC only. F.O.B. New York. Ship. wt. 3 lbs.

Standard Franz Metronome. (Not Illustrated.) No light.

D74R115 1288 ..... RETAIL **$18.25**

Flash Beat Style Franz Metronome.

D74R116-1605 ..... RETAIL **$22.75**

Saxophones

I E♭ Alto Saxophone. Imported. Integral one piece tone hole drawn from body. Has 23 key mechanism easy to play low tones, quick response on the highest tones. Fine quality. Medium bore. Pearl covers. The pearl and key acceptable grade. Packed per dozen F.O.B. New York. Ship wt. 25 lbs.

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Deluxe Alto Saxophone Case. Gladstone, covered with scuff-proof vinyl, acetate, silk-plush lined. F.O.B. New York. Ship. wt. 12 lbs.

D74R118 1960 .. RETAIL **$37.50**

B♭ Tenor Saxophone. Same specifications as for above Alto saxophone. F.O.B. New York. Ship. wt. 17 lbs.

D74R119-17243 . RETAIL **$275.00**

Tenor Saxophone Case. Same specifications as for above Alto Sax case. F.O.B. New York. Ship wt. 18 lbs.

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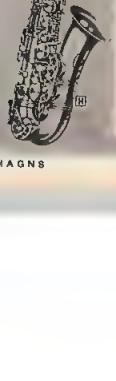

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The instruments shown on these pages are made to our exacting specifications under our own trade names, by the world's leading manufacturers of fine instruments. Their names will be furnished on request. **Each instrument is fully guaranteed for a period of 20 years.** If you wish further information about any of the instruments illustrated, or if you are interested in instruments not shown, please write. We can furnish every type of instrument from a Harmonica to a Sousaphone. Be sure to specify exact type of instrument and price, when writing for information about instruments not shown.

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ACCORDIONS
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THESE OUTSTANDING IMPORTED ACCORDIONS ARE MADE OF THE FINEST MATERIALS AVAILABLE AND ARE UNEXCELLED FOR THEIR TONAL QUALITY AND POWER.

(J) Piano Accordion. 41 treble keys, 120 basses. 2 sets of treble reeds, 4 sets of bass reeds. Fully automatic treble switch (2 levers). Superb workmanship and materials. Made by one of Italy's greatest manufacturers. Complete in finest Gladstone carrying case, lined with silk-plush. Medium or Small size. F.O.B. New York

Medium size. Ship. wt. 35 lbs
D74R131-13085..... RETAIL **$250.00**

Small size. Ship. wt. 33 lbs.
D74R132-13085 ..... RETAIL **$250.00**

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Piano Accordion. 41 treble keys, 120 basses. Hand-finished reeds of exceptional tonal power and quality. Three sets of treble reeds, 4 sets of bass reeds. Five treble switches and 2 bass switches. Complete in silk-plush lined deluxe Gladstone case. F.O.B. New York
D74R135-19800—Ship. wt. 36 lbs. .....RETAIL **$375.00**

Piano Accordion. 25 treble keys, 12 basses. 2 sets of treble reeds, 4 sets of bass reeds. Excellent tone, easy-playing exceptional volume. The perfect beginner's instrument. Complete in hard-shell Gladstone case. F.O.B. New York. Ship. wt. 25 lbs.
D74R128-4864..... RETAIL **$85.00**

Piano Accordion. 25 treble keys, 12 basses, 1 set of treble reeds, 2 sets of bass reeds. F.O.B. New York. Ship. wt. 25 lbs.
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(K) Piano Accordion. Full professional accordion with 7 treble switches and 3 bass switches, 4 full sets of treble reeds, 5 sets of bass reeds. Hand-finished and hand-tuned reeds of superior quality, for powerful tonal volume and color. Complete in deluxe Gladstone case, silk-plush lined. F.O.B. New York. Ship wt. 45 lbs.
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Guitars

(L) Guitar. Large master size. Full 17" width body in the new popular cutaway model. Spruce top and curly maple back are fully arched. Extra wide heavy white celluloid binding on top and back edges, black ivory on top edge. Oval rosewood fingerboard, bound in white celluloid, with nine position markers and professional type frets. Heavy white celluloid guard plate, white celluloid heel plate. Adjustable rosewood bridge. F.O.B. Grand Rapids, Mich. Ship. wt 8 lbs.

Above Guitar. In violin Brown with Golden Sunburst.
D74R121-3262 RETAIL **$88.50**

Above Guitar. In Honey Blond.
D74R125-5588..... RETAIL **$84.50**

Guitar. Super grand auditorium size. Spruce top, figured maple back and sides; fully arched. Oval rosewood fingerboard, deluxe heads and built-in covers; white celluloid guard plate. Hand-rubbed and polished, finished in violin Brown with Sunburst. F.O.B. Grand Rapids Mich. Ship. wt. 8 lbs.
D74R123-2648..... RETAIL **$45.00**

Carrying Case for 74R121, 74R122, 74R123 Guitars. F.O.B. Grand Rapids Mich. Ship. wt 9 lbs.
D74R124-915 ..... RETAIL **$17.50**

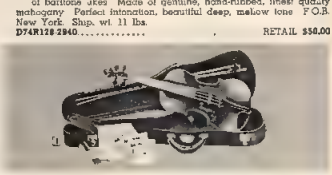
Guitar. Standard Size. Fingerboard has 14 frets clear of body. Spruce top, maple back and sides. White striping on top and back edges and sound hole. Attractive dark Brown shaded finish with curly maple graining on back sides and neck. F.O.B. Grand Rapids, Mich. Ship wt lbs
D74R125-2145 RETAIL **$31.50**

Carrying Case for above guitar (74R125) only F.O.B. Grand Rapids, Mich
D74R126-850—Ship. wt. 9 lbs ..... .RETAIL **$10.50**

Ukuleles

(M) Ukulele. Famous "Favilla" make. Genuine mahogany body and neck, ebony nut and bridge saddle. Beautiful, rich tone. Inlaid position dots. Finished in three coats of hand-rubbed lacquer. Shipped F.O.B. New York. Ship. wt. 4 lbs.
D74R127-1470 ..... RETAIL **$25.00**

(N) Baritone Ukulele. Genuine and famous "Favilla," the aristocrat of baritone ukes. Made of genuine, hand-rubbed, finest quality mahogany. Perfect intonation, beautiful deep, mellow tone. F.O.B. New York. Ship. wt. 11 lbs.
D74R128-2940..... RETAIL **$50.00**

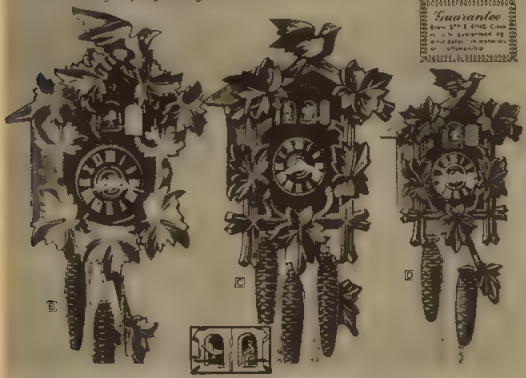


Violin Outfit

(I) Violin Outfit. Stradivarius model violin, hand carved. Finished in golden amber-brown, shaded. Finest materials. Extra quality brazilwood bow. Complete in keratol-covered, flannel-lined, hard-shell case. F.O.B. New York. Ship. wt 16 lbs.
D74R137-3236 . . RETAIL **$85.00**

Black Forest CUCKOO CLOCKS by Style King

First and finest are these Black Forest Cuckoo Clocks are stirring examples of Old World clock making, skill in creating fine timekeepers. On the hour and half hour door opens, bird pops out, calls the full hour and once on the half hour, accompanied by gong strike. Cuckoo calls are controlled by self regulating movement



8-DAY CUCKOO CLOCK — LARGE DE LUXE MODEL. Rich mahogany finish. Beautifully and realistically carved. A true masterpiece in craftsmanship and timekeeping. Needs winding only once a week. Size 14 x 9". Shpg. Wt. 11 lbs.

NO. 856CC2140 Retail $34.00

TWO-TONE BLOND FINISH. A most decorative clock to enhance the beauty of any room. 8 carved leaves. 30-HOUR movement. Size 12 x 8" Shpg. Wt. 4 lbs.

NO. 151BCC1195 Retail $18.95

MUSICAL 2-DOOR CUCKOO CLOCK. A useful and entertaining gift. After first door opens and cuckoo calls, second door opens, a musician appears and the music plays. 30-HOUR movement. Dark mahogany finish. Size 12 x 8". Shpg. Wt. 6 lbs.

NO. 270CC1825 Retail $28.95

30-HOUR MAHOGANY FINISH. Here's a style so popular we offer it in three models. Size 10 x 6". Shpg. Wt. 4 lbs.

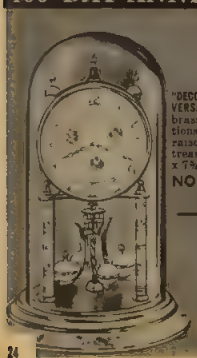
NO. 27CC820 Retail $12.95

As above but 8-DAY. Size 12x8". Shpg. Wt. 11 lbs.

NO. 851CC1670 Retail $26.50

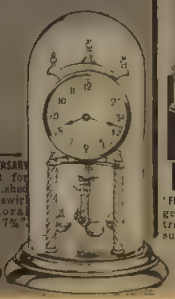
400-DAY ANNIVERSARY CLOCKS

All 400-day clocks need winding only once a year. Silently revolving pendulum adds charm to your home. Dependable timekeepers with pre-assembled pendulum and adjustment for levelling.



"DECOR"—400-DAY DELUXE ANNIVERSARY CLOCK. Ivory with brass trim and floral decorations. Exceptional dial with raised golden numerals. A treasured possession. Size 12 x 7¾". Shpg. Wt. 6 lbs.

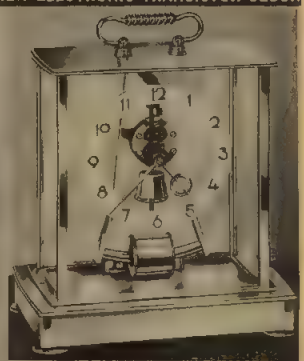
NO. 224CC1735 Retail $27.50



"HERITAGE"—400-DAY ANNIVERSARY CLOCK. The perfect gift for important occasions. Polished brass case and Flemish swirl posts with dainty floral enamel dial. Size 12 x 7¾". Shpg. Wt. 6 lbs.

NO. 219CC1385 Retail $22.00

NEW ELECTRONIC TRANSISTOR CLOCK

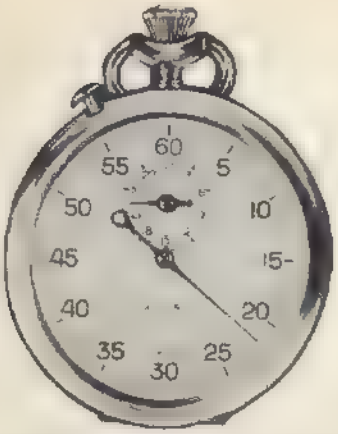


Runs 5 years, No winding, No cord

"FUTURA" A miracle of electronics. "Just set it and forget it!" Runs 5 years on one battery with help of transistor. Heavy brass case 6 jewel movement for supreme accuracy. Size 9¼ x 7½" Shpg. Wt. 8½ lbs.

NO. 262CC3620 Retail $57.50

10% Federal excise tax not included.



GALLET 1/5 SECOND FOOTBALL BASKETBALL AND BROADCASTING TIMER

A combination of the regular start stop and fly back and Football timer. A pressure on the crown will consecutively start stop and again start the timer. A pressure on the side pin will bring both hands back to zero. 7 Jewels.

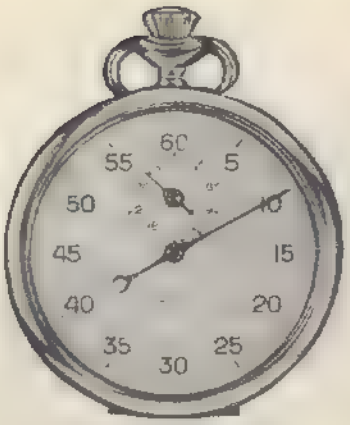
39W305-1985 ..... RETAIL $40.55

As above Galco 7 Jewels

39W815-1720 ..... RETAIL $35.10

As above Security 1 Jewel

39W515-1085 ..... RETAIL $22.10



GALLET PLAIN TIMER

An excellent timer for industrial and general sports. Long hand registers 1/5 of seconds and small hand minutes up to 30. Start, stop and fly back from crown lever movement, 7 Jewels.

39W300-1845 ..... RETAIL $37.70

As above Galco 7 Jewels

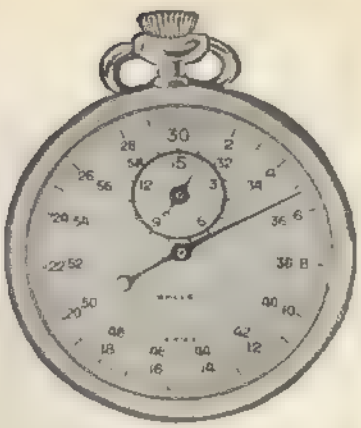
39W801-1625 ..... RETAIL $33.15

As above Security 1 Jewel

39W501-985 ..... RETAIL $20.15

As above Gallet, 7-Jewel. Water and dust resistant case.

39W1-2710 ..... RETAIL $55.30



GALLET 1/10-SECOND PLAIN TIMER FOR SWIMMING AND TRACK

Tenth-second. 15-minute register, start stop and fly back from crown

GALLET—7 Jewels.

39W401-1975 ..... RETAIL $40.30

GALCO—7 Jewels.

39W806-1720 ..... RETAIL $35.10

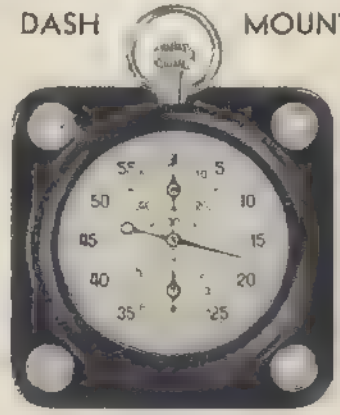
SECURITY—1 Jewel.

39W506-1085 ..... RETAIL $22.10

GALCO 1/5 SECOND TIMER WITH TIME OUT. 60-minute register. 12 hour totalizer. Start and stop from crown—side plunger restores hands to zero. 7 Jewels.

39W1015-2135 ..... RETAIL $43.55

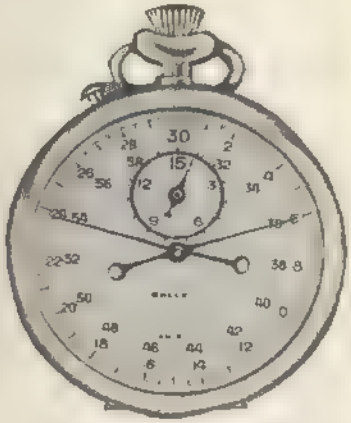
DASH MOUNT



IDEAL FOR SPORTS CARS

GALCO 12 HOUR 7 JEWEL TIMER. Outside plastic case and time out feature. Attaches to dashboard or other flat surface. Pressure on crown starts hand, another pressure stops it, one more and hand is reset. Or depress crown. Pressure on side pin brings all hands back to zero.

39W1016-2420 ..... RETAIL $49.40



GALLET TENTH-SECOND SPLIT RELAY TIMER

This watch is particularly useful where extremely precise timing is necessary. Tenth-second, 15-minute register; start, stop and fly back from crown. Side push for the split-second hand.

GALLET—7 Jewels

39W499 3920 ..... RETAIL $80.00

GALLET—As above: Large (22) Size

39W498-4015 ..... RETAIL $81.90

SHOCKPROOF DOUBLE-BUTTON GALLET CHRONOGRAPH

30-minute register. 14 Ligne 17 jeweled high quality movement steel case time out feature. 12 hour totalizer. A tele-tachometer scale, the sweep-second hand will show the miles per hour on the Tachometer scale.

Bad.um, Telemeter and Tachometer Dials.

39W8T-5125 ..... RETAIL $104.70

Same as above, but Water-Resistant.

39W8T-5830 ..... RETAIL $119.00

14K Gold case. Telemeter and Tachometer dial.

39W10T-13375 ..... RETAIL $273.00

NUN'S SILVER CASE WATCH

Accurate 10½ ligne Racine 17-jewel movement. Dial features sweep-second hand

39W962T-2805 RETAIL $57.20

GALCO 1/10 SECOND TIMER WITH TIME OUT. Start and stop from crown, side plunger restores hands to zero. 7 Jewels. Features 30 minute register.

39W955-1815 ..... RETAIL $37.05

Ⓐ Ⓑ Ⓒ Ⓓ

Cultured Pearls

Distinctive charm bracelets have two cultured pearls attached to chain. Discs are attractively engine turned with applied ornaments. Each set with a genuine cultured pearl. Length of bracelets, 7". Pins are fitted with safety catches. Earrings are screw-back for unpierced ears. Genuine cultured pearls in distinctive gold color metal settings to enjoy for years.

All illustrations approximately ⅔ actual size.

Ⓐ **Bracelet with wild flower ornament.**
28J443T-12X100/110 . . . . . RETAIL **$1.95**

Matching wild flower earrings.
37J362T-12X100/110 . . . . . RETAIL **$1.95**

Large wild flower pin, satin finish with cultured pearl.
36J351T-12X100/110 . . . . . RETAIL **$1.95**

Ⓑ **Bracelet with heart ornament.**
28J444T-12X100/110 . . . . . RETAIL **$1.95**

Double heart pin with cultured pearl.
36J348T-12X100/110 . . . . . RETAIL **$1.95**

Matching earrings.
37J360T-12X100/110 . . . . . RETAIL **$1.95**

Ⓒ **Bracelet with rose bud ornament.**
28J445T-12X100/110 . . . . . RETAIL **$1.95**

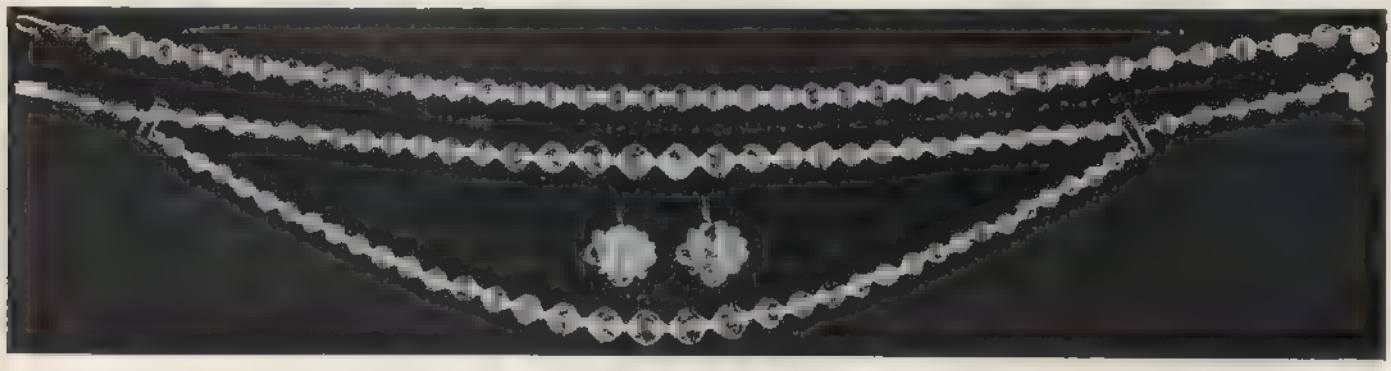
Triple rose bud pin with cultured pearls.
36J349T-12X100/110 . . . . . RETAIL **$1.95**

Matching rose bud earrings.
37J363T-12X100/110 . . . . . RETAIL **$1.95**

Ⓓ **Bracelet with "Key to my heart" ornament.**
28J442T-12X100/110 . . . . . RETAIL **$1.95**

Triple daisy pin with cultured pearls.
36J353T-12X100/110 . . . . . RETAIL **$1.95**

Matching daisy earrings.
37J361T-12X100/110 . . . . . RETAIL **$1.95**



Austrian Aurora Borealis Necklaces

Top. Sparkling uniform round Austrian Aurora Borealis crystal choke, with adjustable chain and crystal back. Gift boxed. Single strand
12J171T-375. . . . . RETAIL **$7.50**

Cluster Aurora Borealis crystal earrings with clip back. Matches above necklace
37J358T-150 . . . . . RETAIL **$2.95**

Bottom. Sparkle reaches its glittering zenith in these lovely graduated Austrian Aurora Borealis crystal necklace. Hand knotted between each bead. Has adjustable chain and crystal back. Lovely lantern gift. Gift boxed. Two-strand
12J168T-895. . . . . RETAIL **$17.95**

As above: Single strand necklace
12J169T-441. . . . . RETAIL **$8.95**

80 years

of making

EVERYTHING ON WHEELS

for Young America!

The huge line Garton is featuring for you in 1959 is a far cry from that first and pioneer steel-tired wagon that launched Garton in the toy field 80 years ago. As the oldest and largest manufacturer of its kind, we are proud of the long record of "firsts" that have marked our 80 years of leadership . . . and we are grateful to a quality-conscious trade that has contributed so much to us in ideas and the support to which we owe our progress and growth.

We pledge to you that again, in 1959, Garton will provide you with the kind of merchandise that "moves" . . . to continue to help build your sales and profit picture to new "highs" *this* and *every* year with "everything that's new in wheel goods."

Our newest catalog of wheel goods, croquet sets, children's table and chair sets and sleds is now ready for you. Write for it today!

SEE US AT THE

TOY FAIR

March 9-14th

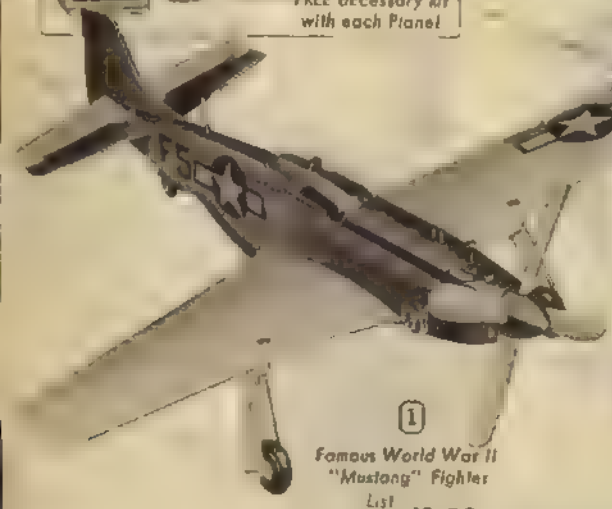
1107 Broadway
New York, N. Y.

Garton 1959 TOY COMPANY

SHEBOYGAN, WISCONSIN

READY TO FLY GAS

FREE accessory kit with each Planel



(1) Famous World War II "Mustang" Fighter
List ~~12.95~~ 10.98

(2) True-to-scale Piper Tri-Pacer
List ~~8.95~~ 7.99

(1) MUSTANG P-51. Herkimer ½-A 049B gas engine, auto-recoil starter. 16 in. wing span, about 14 in. long! Accessory kit worth 3.00! Lead wire, fuel. 2-tone hi-impact plastic. Use one 1½ volt battery (sold below). List 13.95!
35 Y 6489E—Wt. 6 lb. Mail....10.98

(2) "TRI-PACER". Famous Cub, .049A gas engine, twist-cord starter, 18 inch wing span, about 11⅜ in. long. With accessory kit, cushion rubber tires, control handle lines. 2-tone hi-impact plastic with tri-cycle landing gear. List 8.95!
35 Y 6488E—Wt. 5 lb. Mail 7.98

BATTERIES. 1½ Volt for planes described above and below. Mailable.
35 Y 4787—Shipping weight 2 pounds 7 ounces. . . . . Each 98c

(3) Visual Ant Farms 2.59 up

(3) GIANT ANT-FARM. Watch the world's tiniest engineers dig tunnels, build rooms, erect bridges, move mountains before your eyes! In heavy plastic air vented case with barn, silo, bridge, homestead, etc. Mailable. Positively escape-proof and unbreakable! Ants shipped separately.
35 Y 6492—Giant 15x10 in. Wt. 3 lb. . . . [illegible]
35 Y 6493—Economy 9x6 in. Wt. 1 lb. . . . 2.59

(4) Joke and Novelty Set
List ~~2.60~~ 1.98 up

(4) Fun for all! Foil wrapped package includes Butter patty, Rubber-dollar, Squirtflower, plus ring, rubber pencil, ink bottle and blotter; and many others! Both sets Mailable
DELUXE
35 Y 6414 .. 2.98
Ship. wt. 14 oz.
STANDARD
35 Y 6415 ..1.98
Ship. wt. 14 oz.

Hobby Toys Sold on Opposite Page

(5) P-40 FLYING TIGER. Powered by Super-Bee Thumble-Drome gasoline engine made especially for this plane! Extra power for exciting loops, wingovers, other maneuvers! Special Nylon, Vinyl liftings. Full 20 in. wing span, 15 inch fuselage. Sells elsewhere to 12.00. Mailable
35 Y 6478E—Ship. wt. 5 lb.....9.89

(6) SNARK SM-62-True-to-scale model of Air Force intercontinental guided missile; of hi-impact plastic. Cub 049B engine, automatic recoil starter, control handle, lines and mobile launcher. Wing span 13-9/16 in.; length 18⅜ in. Ready-to-fly; complete with free accessory kit! List price 15.95!
35 Y 6477E—Wt 5 lb Mail 12.98

(7) "SALVO" ROCKETS. Fires one, two or all three rockets at a time! 13½ in. launching platform, 4 ft. launching cord. Air pressure pump built into platform. 8-inch rockets whoosh off up to 200 feet! Safe—uses water as fuel! Includes fuel funnel and 2 anchoring guns. Durable plastic. List 2.98! Mail.
35 Y 6530—Wt. 1 lb. 12 oz.....2.79

(8) CARTOON-O-SCOPE projects cartoon characters on wall or ceiling! Turn dials to create over half-a-million different human characters and animals on lighted screen. Enclosed parts—nothing to break or lose. 14x8½x9 in. Durable plastic takes plenty of use, keeps children laughing, busy
35 Y 6537—Wt 3 lb 2 oz. Mail 7.98

(9) TRANSISTOR RADIO. World's smallest—a 3-transistor model with 4-transistor performance! Full A.M. band coverage; on-off switch with volume control and built-in ferrite rod antenna. Red hi-impact case; contrasting tru-fi personal earphone. Complete with battery. Big 12.00 value! Order early.
359 Y 6540—Ship. wt. 13 oz....6.69

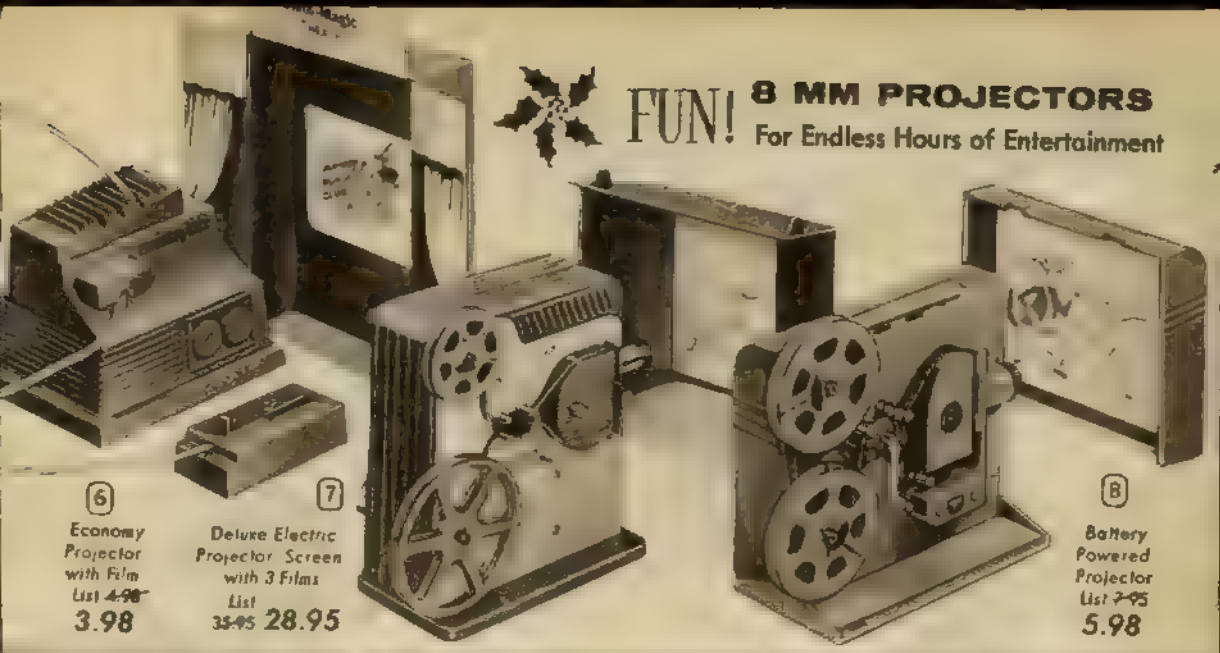
(10) "SNEAKY PETE" magic sets. Big collection of exciting tricks! Your magic act will include "cutting lady in half" with mystic vanishing box, talking dice, magic slate, wedding ring, etc. All sets are mailable.
35 Y 6410—Deluxe 3 lb. 14 oz. 7.98
35 Y 6411—Stand. 2 lb. 14 oz. 5.79
35 Y 6412—Economy. 1 lb. 6 oz. 2.79

(11) FIREBIRD "99" — automobile-like dashboard really works! Insert ignition key, turn, and operate windshield wiper, directional signals, blow horn. Adjustable rear view mirror, glove compart. opens. 13¼x6¾x9¾ in. Uses 2 "D" batteries. Plastic. Mailable.
35 Y 6527—Ship. wt. 3 lb. 4 oz. 5.98

(12) WEEKEND SKIPPER 12 in. outboard cabin cruiser—motorized to really work! Model of Lincoln Continental hardtop convert with trailer—scaled to size of boat! Overall length 23 inches. Bright colored plastic. Mail. List 5.95
35 Y 6505—2 lb. Complete set 4.69
35 Y 6503 Wt 1 lb. Boat only.2.39

FUN! 8 MM PROJECTORS

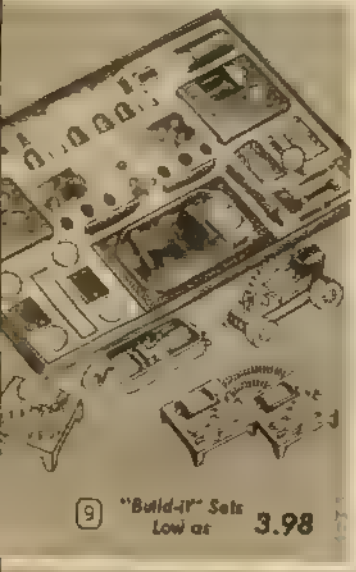
For Endless Hours of Entertainment



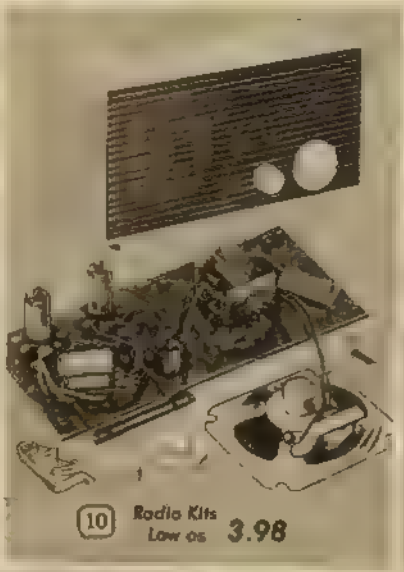
6 Economy Projector with Film
List ~~4.98~~
3.98

7 Deluxe Electric Projector Screen with 3 Films
List ~~35.95~~ 28.95

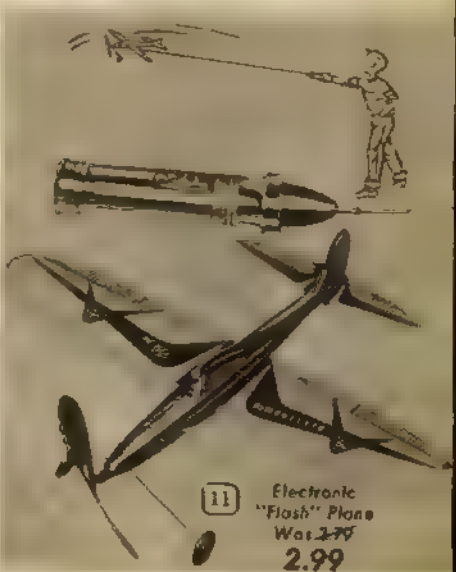
8 Battery Powered Projector
List ~~7.95~~
5.98



9 "Build-It" Sets Low as 3.98



10 Radio Kits Low as 3.98



11 Electronic "Flash" Plane
Was ~~3.79~~
2.99

12 New! Magnajector
List ~~7.95~~
6.79

Astronomy Sets for Indoor Space Adventures
Low as 3.99

13

SPEEDLINER *the Championship Line for 59*

116-D TROPICANA
16' of beautiful, smooth riding, runabout. Seats 6. Two-tone decking. Available in 3 models.

SPEEDLINER Its very name suggests the finest boat for fun afloat. And whether you favor Philippine Mahogany or fiberglass, your boating dreams come true with the 32 spectacular Speedliner models for 1959. Here are superbly designed boats that have everything . . . sports car performance . . . breath-taking speed (Speedliner has won 52 racing championships in the last 9 years) . . . safe, rugged construction . . . beautiful interiors . . . smooth, dry ride on even choppy water. See them at your Speedliner dealer. Then take a look, take a ride, take the helm—and you'll take Speedliner. Speedliner boat kits also available priced from $118 to $545. Use the convenient coupon below to write for a FREE SPEEDLINER CATALOG.

In Plywood or Fiberglass, Everything You've Ever Wanted in a Fine Boat!

TAKE YOUR PICK FROM 32 BRILLIANTLY STYLED RUNABOUTS

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Speedliner's finest! 18' of exciting boat beauty. 72" beam. Seats 7 with ease and comfort. Convertible top optional.

M-4145 CONTESSA

A fast 14' general purpose runabout that seats 6. Sporty, walk-through front seat.

M-714 RAJAH

Fiberglass with a flair! Sculptured snow-white hull with your choice of contrasting colored decks. Seats 5.

M-617 SULTANA

A great new 17' fiberglass runabout. COLORS: White hull with red, blue, orange or turquoise decks.

SPEEDLINER DEALERSHIPS

Still available. Get with the fastest selling, best performing line. Write for dealership details.

NEW! SPEEDLINER AQUADYNAMIC WATER SKIS

Enjoy the family fun of water skiing with the strongest, safest water skis made—9 ply Philippine Mahogany Aquadynamic Speedliners. Practically indestructible, yet light weight and flexible for perfect control. Available in popular sizes and in low-cost kits.

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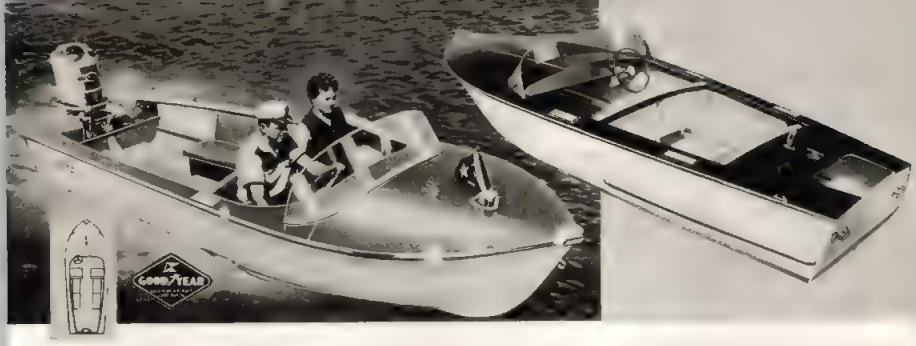
Please send me information on the items checked: _____Protected Speedliner Dealerships _____Speedliner Boats _____Boat Kits _____Marine Plywood _____Water Skis and Kits _____Speedliner Resin and Fiberglass.

NAME _____ ADDRESS _____

CITY AND STATE _____



GENEVA 16-Ft. "Aqua Maid" Runabout

With Super-Strong Plastic Hull by Goodyear Aircraft

To leave cares ashore and have fun afloat, come aboard the "Aqua-Maid!" Between you and the water is a one-piece, leak-proof hull built of the strongest, most resilient material ever used in boat building. It's reinforced plastic . . . hydro-dynamically engineered by Goodyear Aircraft and precision molded at high temperatures under uniform pressure of 700 tons. For extra safety, ballast keel and molded-in flotation run the full length of the hull (so stable that an "Aqua-Maid" has never been tipped over or sunk, regardless of horsepower or water conditions) Molded-in stringers make hull bottom nearly 4" thick . . . achieve a noiseless, vibration-free ride. Even at high speeds, spray never hits passengers. And the "Aqua-Maid" maneuvers with hardly more effort than a sports car. In luxury she compares favorably with inboard boats costing four times as much . . . as you can see from her beautifully finished mahogany deck. Factory installed equipment includes custom-fitted seat cushions, wrap-around windshield, complete steering assembly; chrome hardware; bow light and pennant with flag pole; stern light and flag pole with ensign flag, bow chocks; deck and fender cleats; stern lift handles; rubber step pads. Length is 16 ft. has 67" beam, 30" bow depth. Three seats. The 54¾" wide transom takes up to a 60 HP outboard motor F.O.B. Minn. or La. Wt 370 lbs.

810-747 D7960 Geneva "Aqua-Maid" **$995.00**

Dolphin Boat Kit

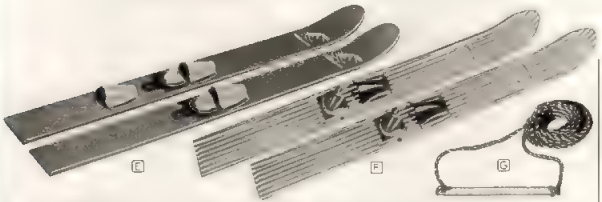
Pre-Assembled 12 or 14-ft. Runabout

Makes boat-building a cinch! No fussing with lots of parts, no persnickety measuring, no temporary form or building jig. Frames and transoms come factory-assembled, notched and ready to install . . . clues are already fastened to side planking. Frames and structural parts (other than marine plywood parts) are precision-machined from best mahogany or oak hardwoods Kits include all wood parts, marked to correspond with illustrated step-by-step instruction, plus Phillips-head screws and glue. Takes up to 40 HP Motor From Minn

811-596 D22174 Sea Cutter, 14 ft. long, 68" beam, 30" center depth. Wt. 250 lbs. **$295.75**

811-604 D19354 Flying Wave, 12 ft. long, 62" beam, 25½" center depth. Wt. 200 lbs. **$258.00**

You Need These for Water Fun and Safety



E **WHITE BEAR COMBINATION SKIS** . . regular 6-ft. outboard skis with slalom toe Painted select ash is waterproof, has "permanent bend" Foot harness adjusts to shoe sizes 3 to 13

810-572 D2657 From Minn 21 lbs. **$42.95**

Standard White Bear Skis. Specify 5¾ or 6-ft

809-749 D2393 From Minn 20 lbs **35.95**

F **KIMBALL STANDARD WATER SKIS** . . molded of 100% Fiberglas to prevent warping, denting, fading Light and smooth for greater speed Automatic adjustable Neoprene bindings 6⅛" wide

810-820 C2297 Skis, 5'6" long **$54.95**

G **WHITE BEAR PLASTIC ROPE.** Single handle

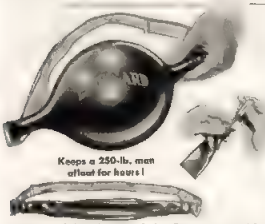
811-703 B417 Tow Rope, 70-ft. long **6.95**

TA-PAT-CO LIFE VESTS . . give freedom of action as well as safety, stay in place. Java Kapok is electronically sealed in vinyl plastic for permanent buoyancy Orange, Coast Guard approved

809-178 B480 For men, women **$7.95**

809-186 B357 For child to 50 lbs. . **5.95**

809-194 B390 For child 50-90 lbs. **6.50**

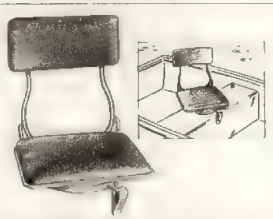


LIFEGARD. Wear it as a belt Squeeze cartridge and double rubber bladder inflates automatically Easy to reload Nylon belt Heavy Duty Lifegard uses 2 cartridges, Standard uses 1.

811-612 B780 Heavy Duty Lifegard **$12.95**

811-620 B480 Standard Lifegard **7.95**

811-638 B192 Set of 8 Extra Cartridges **3.20**



RIVIERA SWIVLER BOAT SEAT. Portable folding seat fits all boats with tank or flotation-type seats up to 16" wide Turns complete circle on ball-bearing base Padded plastic back rest and 13x15" seat Wt 12 lbs From Ohio

811-117 D795 Swivler Boat Seat. **$12.95**

811-752 D477 Non-Swivel Boat Seat **7.50**

LAKE OUTBOARD MOTOR CARRIERS. Move motor, gas can and equipment easily Tubular steel frame, dual tired wheels, folding legs. From Mich.

811-646 D1797 Super-Strong Carrier, for motors to 60 HP. 20" wide Wt 42 lbs. **$29.95**

811-653 D1317 Standard Carrier, for motors to 25 HP. 16" wide Wt 30 lbs. . . . . **.$21.95**

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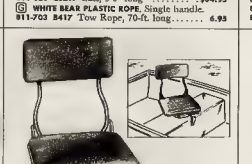

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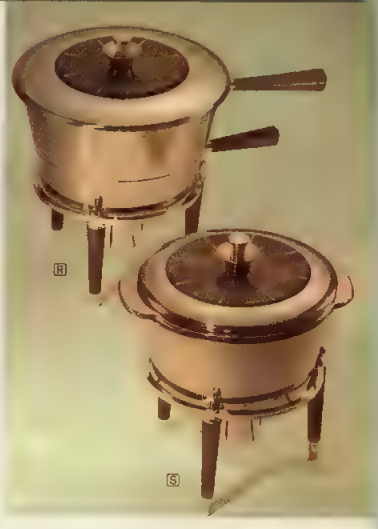


Georges Briard Porcelainite

Georges Briard, one of America's outstanding designers, has created this complete collection of colorful stove-to-table ware in a gay modern blend of beauty and utility. Gleaming triple-coated white porcelain enamel on steel...you can cook in it (foods cook quickly and thoroughly)—and serve in it (goes smartly from kitchen to dining table). Cheerful, beautiful in attractive "Ambrosia" pattern...the go-together pieces have white enamel backgrounds gaily decorated in bright colors and rich gold. Casseroles and percolators come with their own gleaming brass plated candle warmers to keep food and coffee piping hot. Choose one piece or several and start your collection of elegant Briard ware. An excellent gift choice for the bride or for anyone who loves beautiful things.

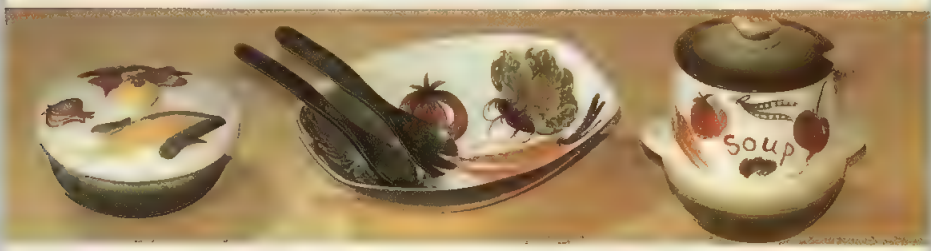
(L) **714-410 B910** 8-Cup Percolator with Brass Finish Warmer..... **$12.95**
(M) **714-402 B665** 2-qt. Casserole with Brass Finish Warmer..... **9.50**
714-295 B770 4-qt. Casserole with Brass Finish Warmer..... **10.95**
(N) **714-436 B525** 2½-qt. Covered Sauce Pan..... **7.50**
714-279 B455 1-qt. Covered Sauce Pan..... **6.50**
(P) **714-428 B700** 2-qt. Tea Kettle..... **9.95**
714-287 B560 32-oz. Tea Kettle..... **7.95**

Brass and Walnut

GEORGES BRIARD CHAFING DISHES in an elegant design that combines the burnished glow of brass with the rich graining of walnut. Lends charm to formal or informal dining, prepares your favorite chafing dish recipe to perfection. Brass plated warming stand with brass trimmed walnut legs uses Sterno for cooking, a candle for warming. Brass lids have walnut insets.

(R) ***Chafing Dish*** with walnut handles. Holds 2 quarts—enough to serve a party. Stainproof, acid resistant interior. 11½" high overall.
714-394 B1540 Chafing Dish..... **$21.95**

(S) ***Casserole*** in brass chafing pan. 2-qt. Fire King oven proof casserole with brass trim and handles. For hurry-up cooking, use the casserole in the oven, transfer it to the chafing pan to keep warm. 9½" high.
714-386 B1050 Casserole and Chafing Pan..... **$14.95**



HAND DECORATED CASSEROLE...ovenproof to cook in, large enough to feed a lot of hungry people, and appealingly colorful on any table or buffet. California pottery with white lid, hand decorated with raised vegetables—yellow corn, brown onions, red beets with green leaves. Casserole has white interior, green exterior. Matches pieces at right.
716-803 B325 1½-qt. Casserole..... **$4.95**

3-PIECE SALAD or SPAGHETTI SET. Toss a crisp, cool salad or serve a heaping dish of spaghetti in this deep, colorful bowl. White California pottery is embossed and hand decorated with colorful vegetables. 16x10x 3¼" deep. Outside of bowl and two 10½" long pressed wood servers are green. Matches Tureen (right) and Casserole (left).
716-871 B350 3-Pc. Set..... **$4.95**

TUREEN and LADLE...big 4-qt. pot for serving family size helpings of stew, beans, soup or chili. White California pottery, charmingly hand decorated with colorful vegetables. "Cracker-crowned" lid (indented to hold the matching melamine ladle) and bottom are green. 8½" high, 9½" in diameter. Matches Salad Set and Casserole at left.
716-795 B388 Tureen and Ladle..... **$5.95**

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Never have Yachtsmen said yes so fast!

Within three years the

KING'S CRUISER

has become the most popular auxiliary yacht sailing American waters!

Little wonder that this sleek, racing-cruising beauty has captured the heart of the American yachtsman. High performance, luxurious accommodations and unexcelled Swedish craftsmanship have made it an instant favorite. One of the finest boats in its class, it comes equipped with stainless sink, icebox and stove -- American toilet, four foam rubber berths, drop-leaf mahogany table, glass, chinaware, flatware, cabin lights, shipping tarpaulin, plus many other extras. There's a trouble-free Penta Diesel, too—with electric starter and full forward, intermediate, neutral and reverse gears.

For brochure and further details, consult the following dealers

Swedish Boating
P.O. Box 1528, Annapolis, Maryland

Georgetown Yacht Basin, Inc
Georgetown, Maryland

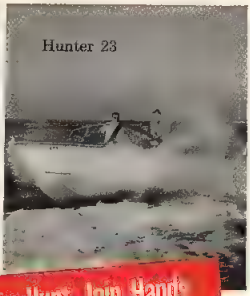
Wm. P. Jenkins Boat Yard
Rowayton, Connecticut

F. Gardner Schirmer
79 Abbot Road, Wellsley Hills 82, Mass.

Fred J. Driver Assoc.
2575 So. Bayshore Dr., Miami 33, Fla.

Olof Pritsh
5350 Glenwood Ave., Chicago 40, Ill.

GEORGE B. WALTON, INC. / P.O. Box 1528, Annapolis, Maryland
Phone COlonial 8-5181



Marscot Plastics and Ray Hunt Join Hands

TO BRING YOU A THRILLING NEW CONCEPT IN POWER BOATING

This is a brilliant new line of powerboats. New features, new ideas and new designs make each boat a star performer in her class. All are made by Marscot Plastics whose experience in plastic and fiberglas construction dates from 1950. Marscot today has the background and skills essential to mold the 33 ft. cruiser for regular production. Their workmanship, materials and techniques coupled with the newest and best in design ideas produce boats that are truly new, truly outstanding. Hunter Hulls are unique. They have great lift and stability due to the special hull section and the longitudinal "skis" under the hull. This feature gives a *soft* ride in rough weather. In addition the Hunter 23 has a centerboard for increased maneuverability in crowded anchorages. The Hunter 19 has a new "water tunnel ballast tube" — a device which prevents pooping on quick power shut-downs. It provides over four hundred pounds of ballast stability at rest, but drains at speed to increase the lift.

★ The MARSCOT 33 — Designed with an eye to giving maximum room for offshore fishermen. Single or twin screw engines available. Accommodations for 4. Speeds up to 20 mph.

★ The Marscot 26 — Designed for offshore fishing under all conditions. Extremely seaworthy. Available as open launch, cruiser or well to suit customer's specifications. Speeds up to 20 mph.

★ The Marscot 22 — Ideal boat for fun, family and fishing. Originally designed as a heavy weather boat, it has speeds in excess of 35 mph, available in 2 models — Bass boat, Day boat and cruiser.

★ The Marscot 18 — Perfect drive boat for fishing the rugged New England Coast. Seaworthy dry and with speeds in excess of 25 mph. Over 200 have been delivered.

▼ SEE BOOTH 14—NEW YORK BOAT SHOW

GEORGE D. O'DAY

Unfinished hulls also available.

modern and miraculous

Won't chip or break, need no pampering, even when the kiddies use 'em.

You'll like the solid weight of this beautifully smooth dinnerware. It feels as good as it looks!

Impregnated with rich, glowing color all the way through—can't wear off, rub off, or scratch off!

Safe in even boiling water. Easy-to-clean smooth, cornerless profiles. Clatter free!

Guaranteed against Breakage

Florence by Prolon

Guaranteed by Good Housekeeping

selected by the Museum of Modern Art in New York for GOOD DESIGN

Featuring new art colors:
SUNSET RED • HIGH NOON YELLOW
TURQUOISE BLUE • RAINBOW

Until now...even a millionaire couldn't buy such LASTING beauty!

Translucent dinnerware, called China, was first perfected under the Ming dynasty. When traders' caravans returned from the Orient, many of these treasures were damaged. Soon the great artisans of Europe reproduced exquisite porcelain, but theirs too was subject to breakage

FLORENCE... created by George Nelson, leading authority for today's casual living... is molded of tested unbreakable, heat and chip-proof melamine... a tribute to America's scientific and engineering genius... a symbol of gracious living at its best!

Service for 8 at the price of service for 6, on easy budget terms.

Please specify color. Wt. 23 lbs.
43-92D4995 ..... $70.00

Costs over $70.00 in open stock in America's Finest China Departments—including Bonus Gift

Matching snack-n-salad bowl, 14½-inch oval platter-tray and dual purpose vegetable dish—flower bowl. *A $12.90 value!*

HANDY TABLE MODEL FANS

3-SPEED CIRCULATOR by FRESH'ND-AIRE

Fresh'nd-Aire 3-Speed 17" All-Purpose Air Circulator. Use it as a floor fan, a table fan, or hang it on the wall. Handy swivel head tilts up and down for easy control of air direction. Features carrying handle, chrome safety grilles, beige housing and stand and quiet plastic pro-peller. Moves 2400 CFM. Ship. wt. 17 lbs.

18E186-3X3197/3330 . . . . . RETAIL **$49.95**

Gilbert Windstreamer. [illegible] remendous volume of [illegible], 3-speed. Ar[illegible] mesh. Measure 14x14x10" [illegible] 60 cycle, AC. Ship. wt. 16 lbs.

18E345-1495 . . . . . RETAIL **$34.95**

As above [illegible] Super high velocity airjet (30 MPH at [illegible]). Size 17x17x7". Ship. wt. [illegible] lbs.

18E346-1795 . . . . . RETAIL **$49.95**

3-SPEED by Gilbert

Gift Suggestions from our Appliance Section

Highlander Electric Charcoal Lighter. Lights bar-b-que fires fast, easily and safely without explosive fluids or foul-smelling chemicals. Cool bakelite han-dle with [illegible] Effi-cient 600 watt, AC/DC, 120 volt element. To make charcoal cooking easier and faster. Ship. wt. 1 lb.

18E437-330.....RETAIL **$4.95**

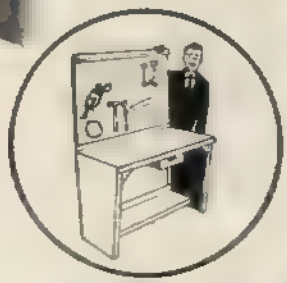
West Bend Immersible Auto-matic Coffee Maker. Brew [illegible] coffee every time with exclusive "Mini-Wink"—controls temperature and timing to guard coffee flavor. Complete [illegible] Glass [illegible] [illegible] [illegible]

ALL STEEL WORK BENCH

by EDSEL

- **ALL STEEL ECONOMY LINE WORK BENCH**
- **COMPLETE WITH MASONITE TOP, STEEL DRAWER, BACK STOP and SHELF**
- **A HANDY UNIT FOR HOME, OFFICE AND LIGHT FACTORY USE**
- **IDEAL FOR SHIPPING, INSPECTION and LIGHT ASSEMBLY**

Add your own pegboard for added efficiency



Edsel offers smooth, round contours eliminating sharp corners and edges that may snag [illegible] cause injuries. Modern styling offers economy with efficiency. Recessed work shelf acts as a strong and rigid reinforcing member and offers additional storage space. Quickly and easily assembled. Bench can be bolted to the floor if desired. Size 48" [illegible] 24" wide, 33" high. Gray baked enamel finish. Packed K.D. Ship. wt. 75 lbs. (Pegboard back and tools not included.)

D25E1803-1683.....RETAIL **$24.95**

(F.O.B. Factory, Ill.)

Combine miracle of Heat with magic of Massage

HEAT and MASSAGE CUSHIONS

Relax-A-Therm Electric Massage Cushion. [illegible] massage action give soothing relaxation [illegible] and aches and pains. Invigorating [illegible] and won[illegible] Easy switch gives heat [illegible] massage action desired. Use anywhere on the body [illegible] or [illegible] Adjustable [illegible] Ship. wt. 9 lbs.

32E76-1195.....RETAIL **$17.95**

Casco Radiant Massage Pillow. Combines [illegible] with [illegible]" size [illegible] with [illegible] and heat [illegible] relax [illegible] and tension [illegible] circulation and relieves aches [illegible] Ship. wt. 6 lbs.

32E71-1987.....RETAIL **$29.95**

Oster 4-Way Electric Massage Pillow [illegible] Ship. wt. [illegible] lbs.

32E73-1330.....RETAIL **$18.95**

As above, [illegible] Ship. wt. [illegible] lbs.

32E72-995.....RETAIL **$14.95**

DURABILT TRAVEL IRONS

Fully Automatic

Perfect for home or travel use. [illegible] for selecting any degree of heat desired. Quick heating. 500 watts, 115 volts AC-DC. With carrying bag and 6 ft. cord set. Weighs just 1½ lbs. folds to 1½" high. Warranted one year.

11E121-3X529/658.....RETAIL **$9.95**

Companion

Lowest-priced quality travel iron. Perfect for good grooming "on the go." Heat indicator for rayons, silks, wools, cottons, linens. 375 watts, 115 volts AC-DC. With carrying bag and 6 ft. cord set. Weighs just 1½ lbs.—folds to 1½" high. Warranted for one year.

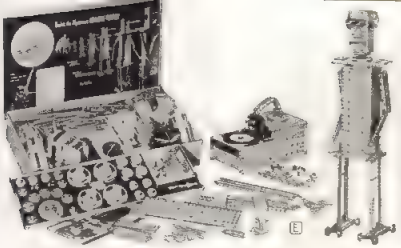
11E89-3X501/524.....RETAIL **$7.95**

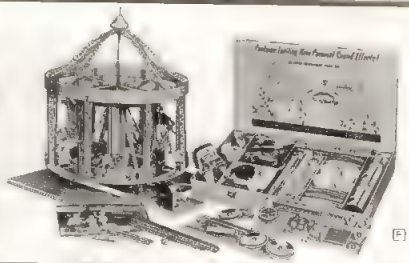
Continental

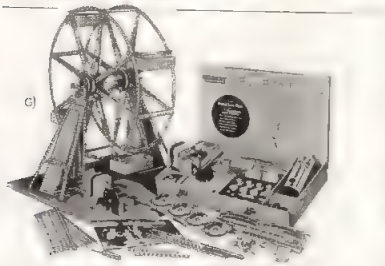
A must for the world traveller. Use it at home or overseas [illegible] set for 115 or 230 volt current AC only or D.C. 375 watts. With carrying bag and 6 ft. cord set. Weighs just 1½ lbs. folds to 1½" high. Warranted one year.

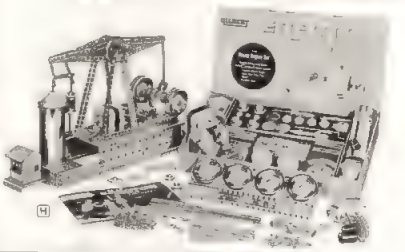
11E120-3X815/853.....RETAIL **$12.95**

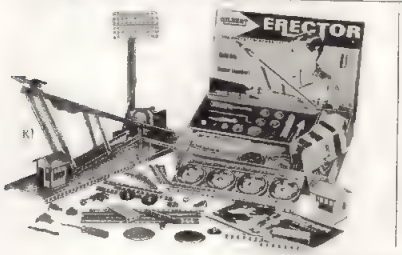
HAGNS—48 Years of Dependable Service











Gilbert Erector Sets

(E) **ERECTOR Master Builder Set.** Build a record player that actually plays 6" records at 78 rpm, or make a Giant Robot that walks by itself, with this finest of all Erector sets! Contains 37 pounds of parts to make these and every model imaginable . . . hoists, derricks, bridges, parachute jump, etc. Massive assortment includes new Sound Effects Unit, 110-volt electric motor, wind-up motor, clam shell bucket, truck chassis, axles, girders, electro-magnet, lights, caterpillar treads plus lots more. All in a big steel storage chest, 24⅜x14¼x4" high.
883-546 B4665 Erector Set **$69.98**

(F) **ERECTOR Amusement Park Set.** Now builds record player too. Set includes new Sound Effects Unit to reproduce carnival music for merry-go-round, airplane ride, parachute jump; construction sounds for cranes, hoists, lifts, etc. Big all-steel hinged cabinet, 22x13⅛x2¾" high, contains nearly 25 pounds of parts and equipment—over 300 toys in one! Includes 110-volt electric motor with forward-and-reverse operation and 4 geared speeds, electro-magnet, horses, bridge tender's shack, lights.
883-553 B3332 Erector Set. **$49.98**

(G) **ERECTOR Musical Ferris Wheel Set.** New Sound Effects Unit adds carnival music or building noises to action models . . . consists of record, turntable and reproducer, 4-speed, forward-reverse electric motor provides power. Set contains nearly 18 pounds of parts to make more than 100 engine-driven models including real record player, scores of others. Has electro-magnet, lights; Flex-O-Matic magic coupling to transmit motor power in twists and loops. The complete set comes in a compart, hinged-cover metal cabinet, 20½x12¼x2¾" high
883-561 B2199 Erector Set. **$32.98**

(H) **ERECTOR Steam Engine Set.** Includes more than 360 all-metal parts (nearly 11 lbs.), a powerful electric engine with a variety of speeds, reverse or forward operations . . . steel boiler and engineer's shack. Builds the Walking Beam engine, dockside hoists, robot, rocket towers, airplanes, etc. With red light, socket and battery holders, a real firebox glow can be installed in models. Add gear arrangements, and electric engine produces scores of varied speeds; turns vertically and horizontally. Chest 18⅜x10⅛x2⅞".
883-579 B1500 Erector Set. **$22.50**

(K) **ERECTOR Rocket Launcher Set.** Over 325 parts (about 10 lbs.), in big steel chest. Jam-packed with girders, gears, pinions, wheels, plates, bolts. Models that can be built feature new action Rocket Launcher plus trucks, cranes, rocket servicing tower, others. Powerful electric motor with forward and reverse gear shift has two power take-offs. Magic-Twist flexible coupling enables you to transmit power from motor to model in bends, twists, loops. All-steel bridge tender's shack is finished in bright colors. Chest is 18x10x3" high . . . stores all parts compactly.
883-587 B1199 Erector Set **$17.98**

(L) **ERECTOR Power Model Set.** Two-tier, sturdy steel chest holds a multitude of parts (about 6 lbs.)—girders, plates, wheels . . . everything you need to build such big models as trip hammer, radar scanner, airplane ride, walking beam engine, RR bridge, self-propelled trucks, cranes, aircraft, many others. Has a powerful 3-volt electric motor that operates on two ordinary flashlight cells (not included); runs trucks, windmills, etc. Complete instructions included. Comes in a storage chest 16¾x10½x3" high.
883-603 B732 Erector Set **$10.98**

ERECTOR

See what you can build with
America's Greatest Construction Toy

Compare Sears low, low prices! A.C. Gilbert Erector Sets . . $2.39 to $57.95

Each set includes steel girders, wheels, nuts, bolts, illustrated booklet. Electric motors UL approved; 110-120 volt, 60-cycle AC. Parts from all sets interchangeable. All sets except Engineer's in steel chests!

Master Builder Set. Build a record player that plays standard 6-in. 78 RPM records; a giant, walking robot. Jets; Texas tower; satellite scanners; rocket launcher, many more! Huge parts assortment. Two electric motors (one with forward and reverse speeds), 2 power take-offs and 4-position gear shift. *$6.00 down*
79 N 02021K—24½ x14½ x4 in. Shpg. wt. 39 lbs. . Cash **$57.95**

Amusement Park Set. Sound effects unit reproduces carnival music for merry go-round, parachute jump, similar models; construction sounds for cranes, hoists, lifts, etc. Electric motor; electromagnet. *$4.00 down*
79 N 02020K 22x13½x2¼ in. Shpg. wt. 29 lbs. . . Cash **$38.44**

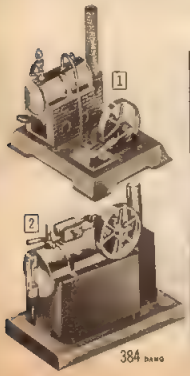
Musical Ferris Wheel Set. Sound effects unit reproduces carnival music and building noises. Makes real record player. Includes electric motor. *$3.00 down*
79 N 02019L—20¼ x12½ x2¾ in. Shpg. wt. 19 lbs. . . Cash **$26.50**

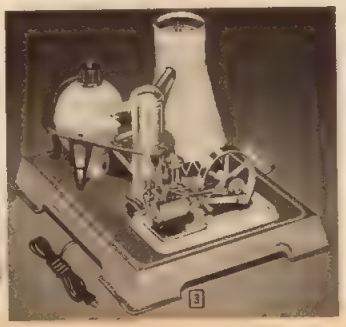
Rocket Launcher Set. Includes electric motor
49 N 2017 18x10x3 inches. Shpg. wt. 10 lbs. **$14.22**

Automatic Radar Scope Set. Battery-operated electric motor. Uses 2 batteries (not included)
49 N 2016 16½ x10½ x3 in. Shpg. wt 6 lbs 3 oz. . . . **$7.88**
34 N 4650 Batteries for above. Wt. for two, 8 oz. . . 2 for 33¢

Engineers' Set. Makes jet fighter, rockets, robot
49 N 2015—14x5-in. tube. No motor. Wt 2 lbs 4 oz. **$2.39**

Real Steam Engines, Atomic Power Plant change heat into energy





[1] **Low-priced Steam Engine.** *Oscillating* brass cylinder engine. Safety valve, real dome whistle. Water heats in nickel-plated 3¼-in. brass boiler with copper-plated, embossed, brick type walls. Steam operates piston, turns separate flywheel with grooved pulley. To be heated with solid alcohol. Finely varnished metal base 5x8 inches. German import.
49 N 2144—8 in. high overall. Shpg. wt. 3 lbs. **$6.98**

[2] **Our Standard Steam Engine.** 3-in. flywheel. Throttle valve controls speed . . engine runs fast or slow. Double-acting, *oscillating* brass cylinder, slide valve. Positive-acting safety valve, large water gauge, real whistle. Electric unit heats water in 6-in. brass boiler; develops steam to operate piston and turn flywheel. 6-ft. cord. UL approved. 4½x9-inch wood base
49 N 2321—8 inches high overall. Shpg. wt 4 lbs. **$13.29**

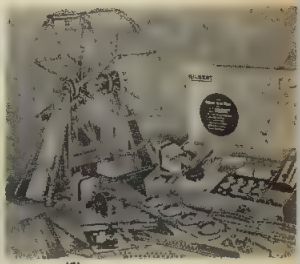
[3] **Operating Atomic Power Plant Steam Engine.** Power plant actually uses the principles of nuclear energy production to create mechanical power. 110-volt house current substitutes for uranium pile in heat generation. Authentic-looking Graphite Moderator, Heat Exchange Tower, etc. UL approved. All metal. German import. 9x11-inch base.
49 N 2145—9 in. high overall. Shpg. wt. 5 lbs. $2 dn. . . . . Cash **$19.95**

Scientific Toys for Boys and Girls

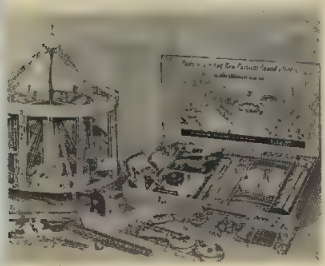
BY GILBERT

(A)

(B)



(C)



(D)

ERECTOR

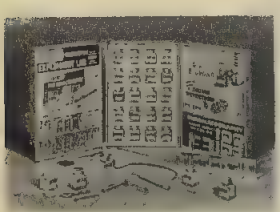
(A) GILBERT POWER MODEL ERECTOR SET. For today's young engineers. Set features DC-3 battery-operated electric motor to put action into many models. Two tiers of parts, to build radar scanner, airplane ride, self-propelled trucks, cranes, aircraft, etc. Ship wgt. 6½ lbs.
22-412 B730 .....Retail **$10.98**

(B) GILBERT ROCKET LAUNCHER SET. For the engineers of tomorrow! Includes a powerful electric motor with forward and reverse gear shift, plus two power take-offs, girders, wheels, etc. Builds rocket launcher, trucks, cranes, rocket servicing tower and many others.
.....Retail **$17.98**
22-413 B1197 Ship. wgt. 10¾ lbs.

(C) GILBERT MUSICAL FERRIS WHEEL SET. A new type of construction set, excitingly different! Sound effect unit adds carnival music or building noises (jack hammers, whistles, etc.) to action models. Includes motor, record turntable, and reproducer, plus accessories and equipment to build ferris wheel, rocket launchers, and other models.
.....Retail **$32.98**
22-414 B2195 Ship. wgt. 18¾ lbs...

(D) GILBERT AMUSEMENT PARK SET. With sound effects unit to reproduce carnival music for Merry-Go-Round, Airplane Ride, Parachute Jump and similar models, or construction sounds for cranes, hoists, lifts, etc. Has nearly 25 lbs. of parts and features forward-and-reverse electric motor, electro-magnet and huge supply of parts.
.....Retail **$49.98**
22-415 B3295 Ship. wgt. 29 lbs.

GILBERT CHEMISTRY SETS



GILBERT CHEMISTRY EXPERIMENT LAB
Exciting experiments in the field of Crime Detection plus apparatus and chemicals for experimentation in glass blowing, chromatography, food testing, secret writing, inks, etc. 3 large 13¾" high compartments hold safe chemicals and apparatus for hundreds of experiments and years of scientific fun. Steel cabinet opens to over 2 feet. 8½ lbs.
22-409 B730 .....Retail **$10.98**

GILBERT DELUXE CHEMISTRY LAB
All new model. Huge assortment of chemicals for hundreds of experiments in glass blowing, chromatography, chemical magic, atomic energy, food testing and others. Contains test tube rack, alcohol lamp, apparatus kit, gas delivery tube, chemicals, plastic bound manual. Four 13¾" high compartments. Opens to over 3 feet.
22-410 B1130 11½ lbs. .....Retail **$16.98**

PROFESSIONAL CHEMISTRY EXPERIMENT LAB
Opens to over 4 feet! Giant 6 compartment steel cabinet, stocked with chemicals and equipment. Apparatus includes lamp, test tube racks, gas generating bottle, graduated cylinder, ring stand, balance, beaker, etc. Experiments in chemistry, chemical magic, glass blowing, chromatography, crime detection, mineralogy, plastics and more. Wgt. 16 lbs.
22-411 B1864 .....Retail **$27.98**

Scientific Toys by GILBERT

New discoveries in chemistry, metallurgy, meteorology and engineering have set the pace. The challenge of space has been met! And matching the pulse of today's scientific adventures are the Career-building toys from Gilbert's Hall of Science. Fine erector sets, chemistry sets, laboratory sets and precision-engineered microscopes to capture the imagination of any youngster . . . scientific toys for years of fun, pleasure and career-building excitement.

These Gilbert toys are created to satisfy the interests of youngsters and parents alike. Dramatic displays of scientific equipment, bigger and better than ever, the original do-it-yourself sets that have been America's favorite for years. Each colorfully packaged, with carefully prepared instruction manuals.

GILBERT PROFESSIONAL MICROSCOPE AND LAB SET

The ultimate in labratories! Brings the world of adventure to youth. Gold Medal Mirroflector Electrically Illuminated Microscope with 4-stop turrets. New Micro-Color provides two sets in one images in glorious color or black and white! Quick-switch Power Eye-piece gives 60-, 100-, 150-, 200-, 250-, 350-, 405-, 650-power magnification! Micro-adjustable specimen table, shrimp eggs, Polaroid filters, plus additional laboratory equipment. Precise, scientific microscope has 3-point suspension, heavy metal die-cast base. Large steel cabinet opens to over 2½ feet. Complete with beautiful full-color manual. Ship. wgt. 6⅘ lbs.

22-300 B1330 . . . . . Retail **$19.98**

GILBERT SENIOR MICROSCOPE AND LAB SET

A fine laboratory kit with new 3-objective turret microscope designed like latest professional models. Has large adjusting wheel, parfocalized lens system, Ramsden type eye-piece, precision optical glass lenses, accurate table focus. 60, 90 and 150 power. Set contains live shrimp eggs that are ready to hatch into swimming shrimp in 24 hours! Dissecting equipment, chemicals, microscope accessories, etc. Includes instruction manual.

22-416 B730 4 lbs. . Retail **$10.98**

GILBERT GOLD MEDAL MICROSCOPE

Gilbert professional-type scientific model. Features quick-switch power eye-piece to give this Mirro-flector Microscope a selection of 60, 100, 150, 200, 250, 350, 405 and 650 powers. With professional table focus, large, sharp field of view, selective turret. Equipped with dissecting tools, and accessories. With attractive featherette carrying case. A fine instrument to please the most critical user. Ship. wgt. 2⅗ lbs.

22-417 B995 . . . . . Retail **$14.98**

GILBERT GIRLS LAB TECHNICIAN SET

Brand new! The first time anywhere. Complete professional laboratory, in pastel-hued steel chest, designed especially for girls. Includes new 60 power microscope, Polaroid filters, dissecting tools, shrimp eggs ready to hatch in 24 hours. Suitable for basic experiments in biology, food testing, medicine, research. Big assortment of stains, chemicals, apparatus. Ship. wgt. 5 lbs.

22-418 B667 . . . . . Retail **$9.98**

GILBERT MAGIC STAR FINDER

The set that's new, different and guaranteed to create real excitement among every science-minded boy and girl! Constellations like Big Dipper, Urea Minor, Cygnus, etc., are "etched" on Plexiglas slides that light up when viewed at night through illuminated Star Finder. Built-in illuminated compass for quick reference location. Slides permit user to find constellations easily, help fix names in mind. Set includes leak-proof batteries and illustrated manual. Ship. wgt. 3⅗ lbs.

22-420 B530 . . . . . Retail **$7.98**

GILBERT ASTRONOMICAL TELESCOPE

View close-ups of the Moon, space Satellites, such planets as Jupiter and Saturn, with this big 40 power Gilbert Telescope. Has large, parabolic mirror, precision ground lenses, aluminized reflecting mirror, Ramsden type eye-piece. Rugged metal swivel locks in any position for viewing; no wobble or shifting. Has steel tripod, scope tube 26" long Includes Star Map and illustrated booklet.

22-419 B995 Ship. wgt. 6⅘ lbs. . . . . Retail **$14.98**

Glasbake®

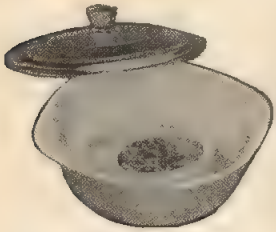
MILK-WHITE OVENWARE

RIGHT COLOR — Lovely Milk-White Ovenware contrasts boldly, becutifully with colorful tablecloths now in fashion.

RIGHT STYLE — Smartly styled baking-serving dishes, guaranteed for life against breakage due to oven heat.

RIGHT LABELS — Big, full color labels stop the shopper's eye, illustrate its uses supply information women want to know.

BASKETWARE in beautiful, practical combination of heat resistant ovenware with imported woven baskets. Packed in handsome new gift boxes. Use the glass for baking, slip the baked dish into the basket for serving.

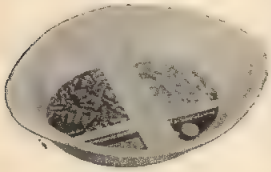


2 QT. CASSEROLE

205W—2 qt. casserole and knob cover, round. Pk. ½ dz. N.B.

6 dz. asst.

5M4175. List $1.19. . 98573 98145 Doz.

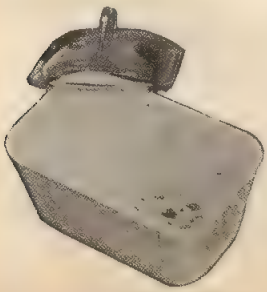


BAKING DISH

239W—Partitioned baking dish. 10½x8½x2⅜". Pk. ½ dz. N.B.

6 dz. asst.

5M4182 . . . List $1.00 . . . 87203 76843 Doz.

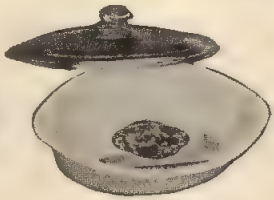


1½ QT. OBLONG CASSEROLE

803KW—1½ qt. oblong casserole and cover Pk. ½ dz. N.B.

6 dz. asst.

5M4184 . . List $1.00 87207 76846 Doz.

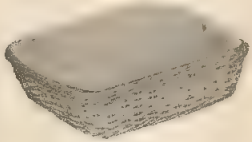


1 QT. OVAL CASSEROLE

225KW—1 qt. casserole and knob cover. Pk. ½ dz. N.B.

6 dz. asst.

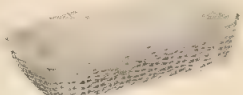
5M4176 . List 89c. . 76413 76095 Doz.



CAKE DISH

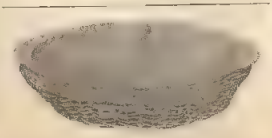
2-qt capacity.

			Each	Lots-6
5L7708	247B	List $3.50	32107	21998 Ea.



OBLONG UTILITY DISH

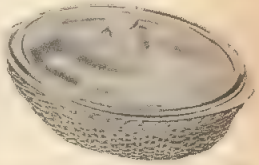
			List	Each	Lots-6
5L7703	263B	2½ Qt. 12¾x8¼x2"	$3.50	32107	21998 Ea.
5L7704	264B	1½ Qt. 10½x6½x22'	43296	21978	21877 Ea.



PARTITIONED BAKING DISH

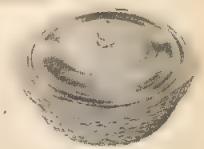
Each side holds one pint. 10½x8½x2¾".

			Each	Lots of 6
5L7705	239B	List $3.29	21978	21878 Ea.



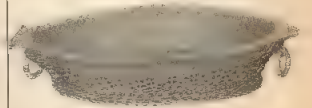
OVAL CASSEROLE WITH COVER

			List	Each	Lots-6
5L7709	226B	1 Qt.	$2.25	21761	21672 Ea.



COVERED CASSEROLE ROUND

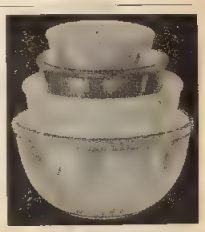
			List	Each	Lots-6
5L7706	205B	—2 Qt.	$3.50	32107	21998 Ea.
5L7707	206B	—1½ Qt.	3.30	21928	21827 Ea.



FISH & SALAD DISH

18x8½x2¼".

			Each	Lots-6
5L7712	4141B	List $4.75	32858	32719 Ea.



4-PC. FIRE KING BOWL SET

4 beautifully colored bowls. One each 4⅞" (green), 6" (blue), 7¼" (yellow), 8¾" (red). Will withstand oven heat, guaranteed 2 years against heat breakage. Beautiful for table serving. Gift cartoned Pack 8 sets F.O.B. Mpls.

	Fac No.	List	
5M3910	W300/149	$2.29 Set	21496★ Set

DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

No. 13042 A. C. GILBERT CO.
MICROSCOPE SET (3) $17.00

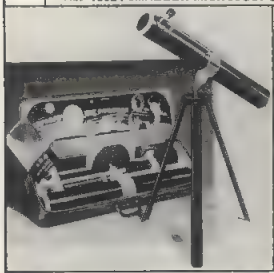
An advance precision, three objective girder-type scope with 60, 250 and 500 power with revolving turret. With Ray Illuminator, plug in cord, Ramsden eye piece, dissecting equipment and live shrimp eggs.

No. 13024 SMALLER MICROSCOPE SET (3) . $10.00

DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

*** No. 125 GOLDBERGER DOLL CO.**
SNIFFLES BABY DRINK AND WET (12). $4.00

11 inch all vinyl drink and wet baby doll with bottle, moving eyes, rooted hair, moveable arms and legs. Dressed in diaper. Layette of printed taffeta dress, diaper, booties, tissues, powder puffs and clothespins. In carrying box.



DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

No. 13211 A. C. GILBERT CO.
TELESCOPE (2). $18.00

Explore the mysteries of space with this 80-power reflecting telescope. New sighting device makes it easy to locate various constellations. Sturdy, all-steel 26 inch tripod with locking metal swivel. Packed in simulated zippered leather case.

DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

No. 3100 GOLDEN NEEDLE CORP.
ONE-A-DAY BRACELETS (12). $3.00

Make a glamourous different bracelet for every occasion. Fabulous action charms that children cherish. In Christmas design, Rock 'N Roll and Sea Shell motif. Attractively boxed.

DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

*** No. 1683 GOLDBERGER DOLL CO.**
BABY DOLL (12) $5.00

16 inch all vinyl drink and wet doll with bottle, moving eyes, rooted hair and moveable arms and legs. Dressed in diaper, taffeta dress, vinyl shoes and socks. Individually boxed in sitting position in window box.

DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

No. 39R2 GONG BELL RANCH PHONE (6) . . . $3.00

Realistic replica of old time telephone. Upper crank rings bell, lower crank operates record mechanism that talks. Lithographed in Western Scenes. Strongly constructed 13¼ inches high. Individually boxed.

DATE	ON HAND	ORDER
	3	
TOTAL		
LAY AWAY		

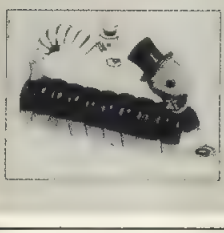
☐ *No. 306 GERBER PLASTIC CO.
LACING SHOE (24) $1.00

Amusing and educational. A soft, polyethylene shoe and a two-color lace. Designed to teach children the coordination of lacing and tying shoes. 8½ inches long and 7½ inches high. Attractively boxed.

DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

☐ No. 11061 A. C. GILBERT CO.
EREC–TRONIC SET (3) $15.00

Builds 9 different radio sets, each takes only 10 minutes. Requires no special skill or tools, includes crystal diode, 250 mm fd. Capacitor, regeneration coil, earplug and base, code sending key, batteries, antenna wire, tuner, transistor and other parts. With instruction book.



DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

☐ *No. 341 GERBER PLASTICS CO.
WILLIE WORM (12) $2.00

Unique pull toy that moves like real worm. Body made of soft polyethylene and all dressed up in gay colors and top hat. Head is made of acetate. 12 inches long and 8 inches high. Attractively boxed.

DATE	ON HAND	ORDER
	1	
TOTAL		
LAY AWAY		

☐ No. 12036 A. C. GILBERT CO.
CHEMISTRY SET (3) $10.00

Crime Experiment Lab Set featuring chromatography, the science of analyzing chemicals by color. Includes new Molecular Model Building Kit. Experiments in testing food, drinks, etc. Steel cabinet 9½ x 13¾ x 3¼ inches.

DATE	ON HAND	ORDER
	1	
TOTAL		
LAY AWAY		

☐ No. 10053 A. C. GILBERT CO.
ERECTOR SET (3) $19.00

Rocket Launcher Set. Steel chest with sides lithographed to represent factory. With powerful electric motor. Miniature launcher that fires rocket plus trucks, cranes, towers, etc.

☐ * No. 10042 SMALLER ERECTOR SET (6). . .$10.00

DATE	ON HAND	ORDER
	1	
TOTAL		
LAY AWAY		

☐ No. 12055 A. C. GILBERT CO.
CHEMISTRY SET (3) $18.00

Giant Set featuring new Balance for precision weighing, plus Molecular Model Building Kit for creating chemical compounds. Large assortment of chemicals. With alcohol lamp, test tube rack, two manuals.

FIBERGLASS MARINE TANKS

Marine gas and water tanks of fiberglass construction are manufactured by Speckler & Son Co., Plastic Products Division, 22 Jones St., New York 14, N. Y. The tanks are guaranteed against rust and corrosion and offered in a range of custom and stock sizes with 9- to 80-gallon capacities. Because of the workability of fiberglass, special shapes can readily be made to fit ordinarily unused and wasted spaces.

The translucent fiberglass constantly exposes fluid levels, and its insulating qualities minimize condensation. In addition, fiberglass is a non-conductor and greatly reduces the possibilities of electrical explosion. The tanks are thoroughly baffled to prevent slosh and are equipped with bronze fittings.

MARINE SPEEDOMETERS

A marine speedometer is the featured item in a complete line of instruments and panels presented by the Instrument Division, Stewart-Warner Corporation, 1840 Diversey Parkway, Chicago 14, Illinois. This instrument acts as a safety device for compliance with posted speed limits, a navigation aid, and an engine check. Construction is all-brass; installation is easy. It is calibrated in mph and knots, with two ranges for speeds up to 40 or 60 mph. Five models are available with a choice of blue or black dials.

PERMABUOY SKI BELTS

Burlington Mills Inc., Burlington, Wis., introduces Bur-Tex Ski Belts, featuring Permabuoy unicellular plastic foam construction that does not waterlog, is pliable and soft, and never deteriorates. Additional kapok front pockets float the wearer face up. Children's swim vests are available in permabuoy or kapok. The deluxe model is equipped with double straps for water skiing. New fabrics in plaid or circle and square designs are available.

READY-RIG BOAT TRAILERS BY DEXTER

Ready-Rig boat trailers are offered by the Liggett Supply and Equipment Company, 2044 South Main St., Elkhart, Indiana. Strongly built Dexter trailers feature good control with Dextraulic automatic braking system or electric brakes available; soft riding, Ease-O-Matic construction which provides low-angle launching, and cradling, adjustable to all boats.

RANDY BOATSHUS

Randy Boatshus by Randolph Shoe Co., Inc., Dept. M.O., 32 South Main St., Randolph, Mass., are now available in narrow as well as medium lengths. They come in 2 styles and 6 colors.

FOLDING PORTABLE TABLES

Universal Converting Corporation, New Bedford, Mass., has announced a complete line of lightweight tables. These new tables will retain the quality identification of the Delighter name, and will be designed for indoor or outdoor use. Table tops will be lithographed in gold on white or gold on turquoise in an oriental design. The legs will be of aluminum alloy in natural color. These tables will be folding and portable, and will be made available in two styles with two sizes for each style.

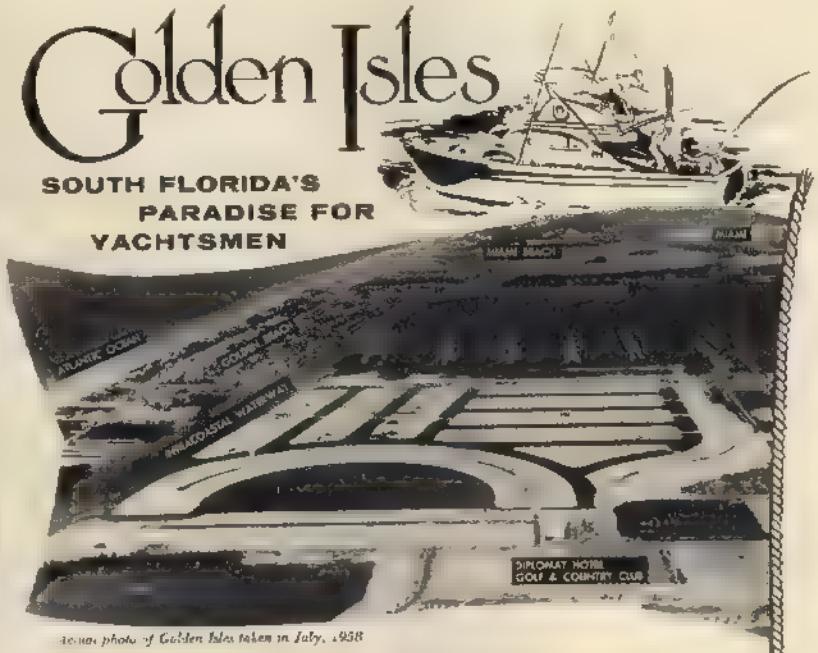
A companion chair, the new Delighter No. 125, with a padded Tuflex filled seat covered in supported plastic to match or harmonize with the new tables, will also be available.

MASTERCRAFT BOAT TRAILERS

Redesigned boat trailers of high quality and low price are offered by Mastercraft Trailers, Inc., Middletown, Conn. New design and engineering features include Total-Tilt frame and charcoal-gray and tan color. Distribution is nationwide. A twelve-page color catalog is available upon written request.

Golden Isles

SOUTH FLORIDA'S PARADISE FOR YACHTSMEN



Aerial photo of Golden Isles taken in July, 1958

IDEALLY LOCATED

WATERFRONT HOMESITES

MORE THAN $5,000,000 IN SALES IN 18 MONTHS

ONLY 40 WATERFRONT ISLAND LOTS REMAIN!

Every lot has its own waterfront in Golden Isles' exclusive community of tropical islands. Here you can cast off from your own front yard—cruise down silvery canals to the Intracoastal Waterway or the Atlantic Ocean. Midway between Hollywood-Fort Lauderdale and Miami-Miami Beach, Golden Isles is in the center of South Florida's fabulous Gold Coast.

★ 120-foot wide canals accommodate ocean going yachts
★ Uniform seawalls surround and protect each island
★ Utilities and paved streets are already installed

LAYNE INC., OF FLORIDA
410 E BEACH BLVD. • HALLANDALE, FLA.

Please send me your brochure on Golden Isles.

Name . . . . . .

Address . . . .

City . . State . .

DIRECTLY ACROSS FROM THE DIPLOMAT HOTEL GOLF & COUNTRY CLUB, LESS THAN A MILE FROM GULFSTREAM PARK RACETRACK

On the way from... GONG BELL

5 new toys with Action ★ Sound ★ Color

#910 Sports Cars
Four colored pistons go up and down; driver's head bobs back and forth.

#911 Fire Truck
Raise ladders for "2nd-story rescues"; fireman's head revolves.

#912 Farm Tractor
Big green umbrella revolves; farmer's head bobs back and forth.

#913 Tow Truck
Winch really works; driver's head revolves while driving

#914 Navy Jeep
Driver's head bobs, passengers' heads revolve while driving.

Each toy approximately 7" long, 3" wide; to retail for 98¢ each. See them all at the Toy Fair along with dozens of other brand new sales makers!

Gong Bell is on the way . . . look for the complete, exciting line!

THE GONG BELL MFG. CO.
East Hampton, Conn.
N. Y. Sales Office: Suite 316-318, 200 Fifth Ave.

Again in "FIFTY-NINE"

6 NEW ITEMS . . .

in the PROLL-O-TONE line!

THE GREATEST SELECTION IN MUSICAL TOYS IN THE U.S.A

"The STUDENT" *Electric Organ*

PROLL-O-TONE

No. 1200

Golden Keys, sparkling white Body, golden Base and Superstructure, golden Organ Pipes.

See Our Complete Line at the Toy Fair!

Hotel New Yorker: Room 830
200 Fifth Ave: Room 350
(New York Showroom)

PROLL TOYS INC.

100-106 VERONA AVENUE • NEWARK 4, NEW JERSEY

For the finest in Yachts it's GREBE

NO EQUAL VALUES ANYWHERE

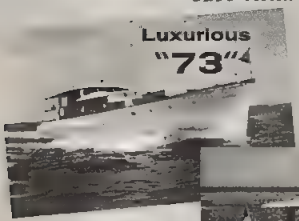
GREBE custom built yachts are designed and built to each owner's individual requirements and furnished to his tastes and needs. The very finest craftsmanship and materials are used throughout. Many optional features. The final result, whatever the model, is a truly fine yacht—distinctively your own—at moderate cost—the greatest value obtainable for the amount you want to spend.

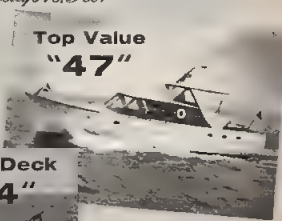
WHICH MODEL DO YOU PREFER?

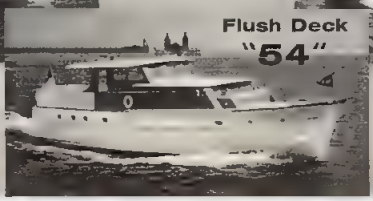
All GREBE yachts are available in flush deck or cockpit design. Write us for plans, specifications, estimates on the size and type you prefer. Immediate delivery on the "47". Spring delivery on any other if you start now.

HENRY C. GREBE & CO., INC.

3250 North Washtenaw Ave., Chicago 18, Ill.







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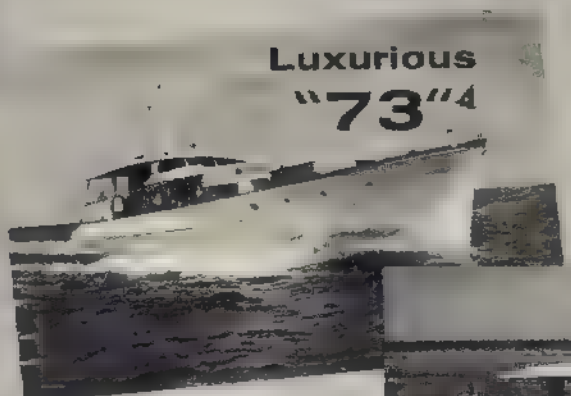
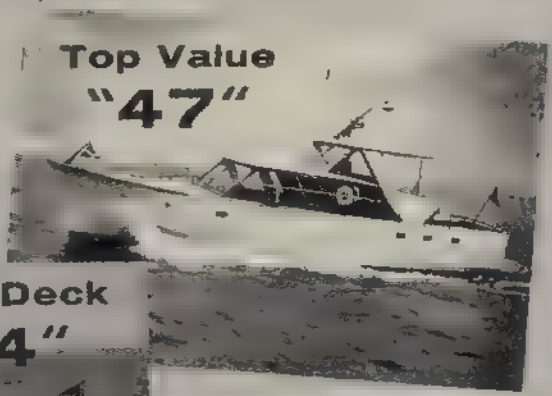




SKIS for EVERYONE

(A) GREGG "ROYAL" STEEL SKI POLES. Flexible steel ski poles in three lengths: 45", 48", and 51" State length when ordering.
79-212 P730 Ship. wgt. 2 lbs. . . . . Retail **$11.00**

(B) GREGG "ELITE" ALUMINUM SKI POLES. Fine lightweight aluminum ski poles are perfectly balanced, extra strong. Lengths: 45", 48", and 51".
79-213 P333 Ship. wgt. 2 lbs. . . . . Retail **$5.00**

(C) GREGG "CONTINENTAL" SKIS. With "Ski-free" cable binding attached. Multiple laminated all hickory. Plastic bottoms. Metal heel protector Interlocking spring edges Sizes: 6'6", 6'9", 7'. Grey finish with black trim.
79-205 P4695 Ship. wgt. 21 lbs. . . . . Retail **$70.00**

(D) GREGG "VICTOR" SKIS. All hickory laminated skis with "Ski-free" cable bindings attached. Walnut finish, white trim Lengths: 6'3", 6'6", 7'.
79-207 P3259 Ship. wgt. 21 lbs. . . . . Retail **$50.00**

(E) GREGG "ARISTOCRAT" SKIS. With "Ski-free" bindings attached. Multiple laminated, all hickory. Lengths· 6'6", 6'9", 7'. (Specify.)
79-206 P4057 Ship wgt. 21 lbs. . . . . Retail **$60.00**

(F) GREGG "STANDARD" SKIS. All hickory laminated skis with "Trailmaster" bindings attached. Walnut finish, white trim. Lengths: 6', 6'3", 6'6", 7'.
79-208 P2395 Ship. wgt. 21 lbs. . . . . Retail **$37.50**

(G) GREGG JR. ASH SKIS. Solid ash skis with grooved bottoms. Sturdy one-piece construction. Bindings attached.
79-209 P865 5' length. Ship. wgt. 12 lbs . . Retail **$13.00**
79-210 P930 5'6" length. Ship. wgt. 13 lbs. . Retail **14.00**

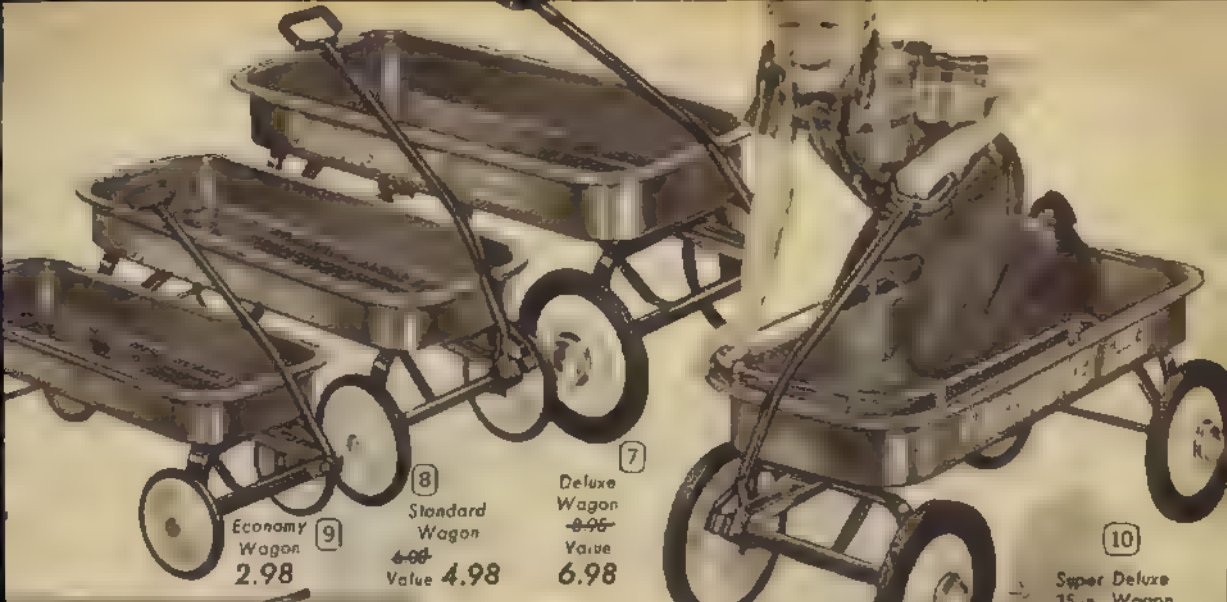
(H) CAMPBELL'S "TYROL" SKIS. Imported from the famous Tyrolean Alps! Laminated handmade Italian ash. Tempered steel edges. Swiss screws, plastic bottom. Very light. Black with white trim. Aluminum Aspen bindings included. Lengths: 6'5", 6'7", 6'9".
79-1031 P3150 Ship. wgt. 21 lbs. . . . . Retail **$47.50**

QUALITY SKI BOOTS

(K) ITALIAN "ROLLE" SKI BOOT. Imported from the world's Skiing Center — made by professional skiers! Skillfully-made boot has extra narrow heel for that necessary tight fit; full inner boot; plastic back hinge; rubber sole. NOTE: Italian made boots are one size wider last than comparable domestic boots.
Men's—Narrow width Sizes· 6, 7, 8, 9 Med.—10, 11, 12 (Specify)
79-1028 B2100 Ship. wgt. 6 lbs. . . . . Retail **$32.50**

Ladies—Very Narrow—Sizes: 5, 6. Narrow — 7, 8.
79-1029 B2100 Ship wgt. 6 lbs . . . . Retail **32.50**

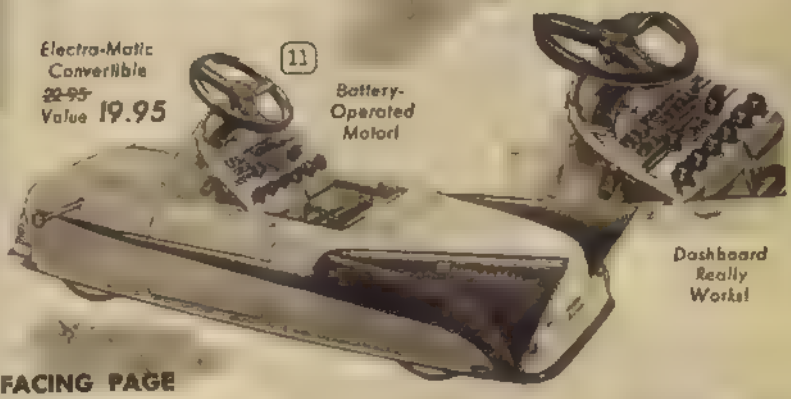
(L) MEN'S "ROLLE DELUXE." Perfect in every stitch! Lace back assures a snug fit for slalom, downhill skiing and jumping. Good for experts and beginners. Narrow -Sizes 7, 8, 9. Med.—10, 11, 12.
79-1030 B2995 Ship. wgt. 7 lbs. . . . . Retail **$45.00**



FUN ON WHEELS

FOR ACTIVE YOUNGSTERS!

UNBEATABLE BUY! Outstanding quality and construction. Features streamlined, stamped 1-piece steel frame and fork. 10-in. wheels have lifetime bearings, ¾-in. tires. Equipped with brake and kick stand. Plastic hand grips. Red baked-on enameled finish. 41x32-in. high. Mail.
35 Y 7096E—Ship. wt. 15 lb....4.69



SPEEDSTERS SHOWN ON FACING PAGE

(1) HOOK AND LADDER FIRE TRUCK WITH HOSE. Sleek realistic beauty. 9-position pedal drive. Sturdy steel. Red fin.
E35 Y 7141E—18x43-in. long. Wt. 31 lb. 15.98
Fire House. Spacious, colorful. Fiberboard construction.
35 Y 7142E—58x36x36-in. Wt. 11 lb. Mailable 3.98

(2) DELUXE CHAIN DRIVE KIDILLAC. Real car features. Electric headlights, horn (batteries not incl.), antenna, rear-view mirror, removable spare. 6-in. wheels, 1¼-in. tires.
35 Y 7134R—20x45-in. Wt. 49 lb. Frt./exp. Chicago 29.95
35 Y 4777—"D" Batteries. Wt. 1 lb. 2 oz. ..... 4 for 65c
Economy Pedal Drive Kidillac. As above with no accessories.
35 Y 7135R—20x45-in. Wt. 41 lb. Frt./exp. Chicago 19.95

(3) BARGAIN AUTO. 12.95 elsewhere! Features, construction of higher priced models. 8-in. wheels, ¾-in. tires.
E35 Y 7145E—37-in. long. Wt. 28 lb. 10.98

(4) DUMP TRUCK. Actually works ... just pull handle, unload cargo! Adjustable pedal drive. 8-in. wheels, 1¼-in tires. Welded steel enamel finish. Easy assembly. 16x20x46-in.
35 Y 7132R—Wt. 41 lb. Shpd. frt. or exp. Chicago 18.95

(5) CHAIN DRIVE AIR FORCE JEEP. New improved design! 8-in. wheels, 1¼-in. semi-pneumatic tires. Easy assembly. Welded steel. Air Force Blue enameled. 17x19x41-in. long.
35 Y 7147R—Wt. 39 lb. Shpd. frt. or exp. Chicago 17.95
Pedal Drive Jeep . . . otherwise same features, size as above.
35 Y 7148R—Wt. 34 lb. Shpd. frt. or exp. Chicago 15.95

(7)-(9) GREYHOUND WAGONS. Built for rugged play. Steel bodies, Red enamel finish. Easy to assemble.
(7) **Large Deluxe Wagon.** 8.95 value! Heavy gauge steel body. 10-in. wheels, ¾-in. tires. Lifetime ball bearings.
E35 Y 7092E—35x16x4-in. Ship. wt. 30 lbs. 8.98
(8) **Standard Wagon.** 6.00 value! 7-inch rust-resistant wheels with ¾-in. molded tires. Lifetime bearings. Red.
35 Y 7095E—30x13½x3½-in. Wt. 17 lb. Mailable 4.98
(9) **Economy Wagon.** 3.50 value! 6-inch rust-resistant wheels with ¾-in. molded tires. Lifetime bearings. Red.
35 Y 7081E—28½x16½x3½-in. Wt. 12 lb. Mailable ..
"Tot" **Wagon.** 4-in. wheels, 1½-in. molded tires.
35 Y 7090—17½x8x2-in. Red. Wt. 4 lb. 4 oz. 1.98

(10) BALL BEARING DELUXE WAGON—CHROME RAIL. Extra-heavy steel construction. 7-in ball bearing wheels, 1¼-in automobile-type, semi-pneumatic tires. Chrome guard rail. Red enamel finish. Easy to assemble.
E35 Y 7097E—35x16½x4-in. Ship. wt. 34 lb. 9.88

(11) ELECTRA-MATIC CONVERTIBLE by Marx! Motor-driven car powered by 6V battery (not incl.)! Speeds up to 5 miles per hour; goes forward and reverse. Working dashboard with replicas of wind shield wiper, directional signal, ignition button, lighter, radio dials, push-button controls. Telescoping foot rests. Smart 2-tone lithographed steel body.
E35 Y 7127E—14x13x30-in. Wt. 21 lb. 19.95
35 Y 4785E—6V Hot-Shot Battery. 11 lb. 2.98

BIKES 'N' TRIKES . . . YEAR 'ROUND

FAVORITES

Stelber Convertible Sidewalk Bikes for Girls and Boys!

FAMOUS ENGLISH SIDEWALK BIKES

(1) Junior 16-in. Value ~~27.95~~ **23.95**

(2) 20-inch Was ~~32.95~~ **29.95**

(3) Mobo Bike **14.88**

(4) Mobo Safety Bicycle **10.88** up

(5) U-Bone Trikes ~~13.95~~ Value **11.75** up

(6) Economy Trikes **6.98** up

(7) Bargain Trikes **4.49**

(1) 16-in. Roadmaster Jr. Convertible to boy's or girl's. AMF Safe-T brake. 2 removable trainer wheels. 16-in. wheels, 1.75-in. semi-pneumatic rubber tires. Padded vinyl plastic seat. Adjustable 19 to 21-in. leg reach.
Color: Turquoise with White.
E35 Y 7045E—Ship. wt. 38 lb. **23.95**
E35 Y 7044E—92 lb. No brake. **17.95**

(2) Stelber 20-in. convertible bicycle for boys or girls. Comes with removable training wheels. Steel tube frame, coaster brake for positive stopping. 20-inch wheels, 1.75-in. semi-pneumatic tires. Vinyl plastic seat. Was 32.95. Adjustable 21 to 23 inch leg reach.
Color. Red with White trim.
35 Y 7052E—Ship. wt. 40 lb. **29.95**

(3) "Mobo" Motobike — speedy racer with removable trainer wheels. Enclosed chain drive. Adjustable saddle; rubber grips, pedals. 10½-in. wheels. Leg reach adjustable from 12 to 17-in.
35 Y 7035E—Ship. wt. 18 lb. . . **14.88**

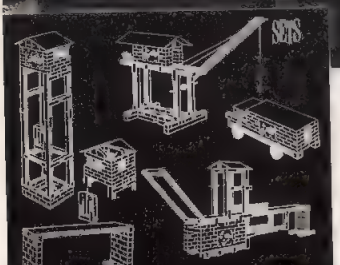
(4) 12-in. "Mobo" Senior safety bike for ages 5-8. Comes with removable trainer wheels. Leg reach adjustable from 14 to 18-in.
35 Y 7047E—Ship. wt. 17 lb. . . **13.88**
16-in. Junior adjusts 12 to 16-in.
35 Y 7049E—Ages 2-5. 14 lb. . . **10.88**

(5) Save up to 4.80 on U-Bone frame trikes! Tube steel backbone and head. Ball bearing front, plain bearing back wheels with chrome plated hub caps. Heavy steel spoked wheels have puncture proof tires. Adjustable vinyl seat. Jet design handlebar, satellite fender design.
E35 Y 7040E—16-in. front wheel. Wt. 27 lb. Was 17.95—Save 4.00. . . . . **13.95**
E35 Y 7041E—12-in. Wt. 23 lb. **12.75**
35 Y 7042E—10-in. Wt. 21 lb. **11.75**

(6) Economy trike has ball bearing pedal wheel. Adjustable handlebar, saddle. 1-in. semi-pneumatic tires. Rubber pedals.
35 Y 7015E—10-in. Wt. 16 lb. **6.98**
E35 Y 7014E—12-in. Wt. 18 lb. **8.75**
E35 Y 7013E—16-in. Wt. 23 lb. **9.95**

(7) Bargain Trike—[redacted] Steel tubing head and backbone. 8-in. steel wheels, plated hubcaps. Rubber tires, grips, pedals. Steel handlebars, adjustable seat. Red with Ivory. Outstanding buy!
35 Y 7062E—Ship. wt. 10 lb. . . **4.49**

Now $3 DOWN No matter how large your Credit order!



"You can take my word for it . . .

TOWN & COUNTRY CONSTRUCTION SETS

with mechanical moving parts are really news!"

Says Arthur Euben (above, right) L. A. Sales Co., Inc., of New York City. That's because, as **Greyshaw's Mike Linder (above, left),** pointed out, "This is the very first time that large construction and mechanical toys can be built with a plastic building and construction set . . . and priced at $6 and $8!"

- **Structural girders!**
- **New method of locking (no nuts, bolts, or glue)!**
- **New, simple, spring-wound motor!**
- **Compartmentalized boxes ($4 and $5 sets); $6 and $8 sets feature both compartments and drawers to serve as permanent parts chest!**

New! Newer! Newest!

GREYSHAW MANUFACTURING CO.

(division of Greyshaw of Georgia, Inc.) 2740 Apple Valley Road, N.E. Atlanta 19, Ga.

NAT'L SALES OFFICE: Suite 1139, 200 Fifth Ave., New York City, Berstan Associates

Gund Stuffed Toys are DESIGNED for LOVING

© Walt Disney Productions

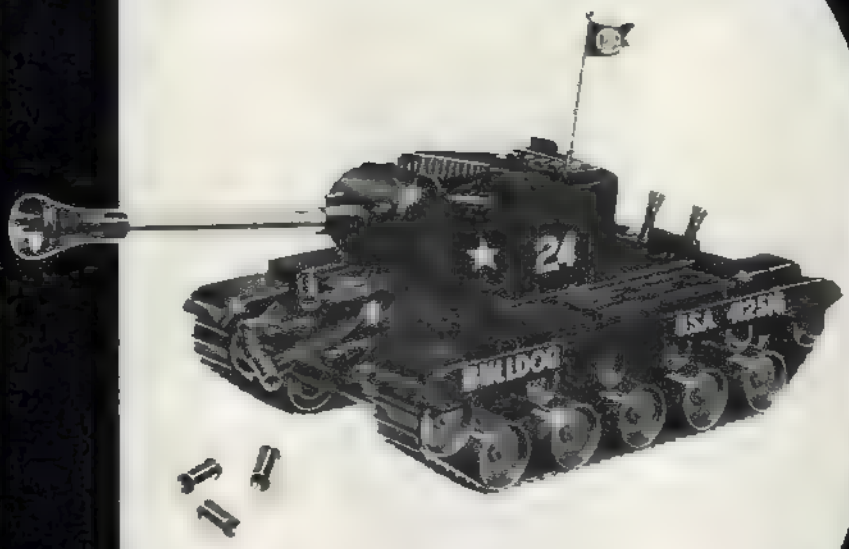
Also New Creations in:

- STUFFED ANIMALS
- SOFT DOLLS
- MUSICAL TOYS
- WALT DISNEY FAVORITES
- HAND PUPPETS
- POPEYE CHARACTERS

You owe it to yourself to see the Gunderful new additions to the Famous Family of Gunds...

During the TOY FAIR...Visit the Gund Showrooms at 200 Fifth Ave., New York 10. – Room 226

Gund Manufacturing Co.
I. Swedlin, Inc.



Remco's Record-Breaking U. S. Army Bulldog Tank Blasts Ahead in '59!

You can *repeat* the landslide sales you scored during the holidays with Remco's sensational BULLDOG TANK — the greatest seller ever!

No 'resting on our laurels' for us: we're bombarding the *big* TV shows for kids *through Spring* to keep you busy ringing up the sales on *all* Remco profitmakers.

Inventory low? Stock up in depth and be ready to go, man, GO!

Bulldog Tank — Retail Price: $12.95

REMCO INDUSTRIES, INC.

113 N. 13th Street, Newark, New Jersey

Gund Stuffed Toys are DESIGNED for LOVING

© Walt Disney Productions

Also New Creations in:

- STUFFED ANIMALS
- SOFT DOLLS
- MUSICAL TOYS
- WALT DISNEY FAVORITES
- HAND PUPPETS
- POPEYE CHARACTERS

You owe it to yourself to see the Gunderful new additions to the Famous Family of Gunds...

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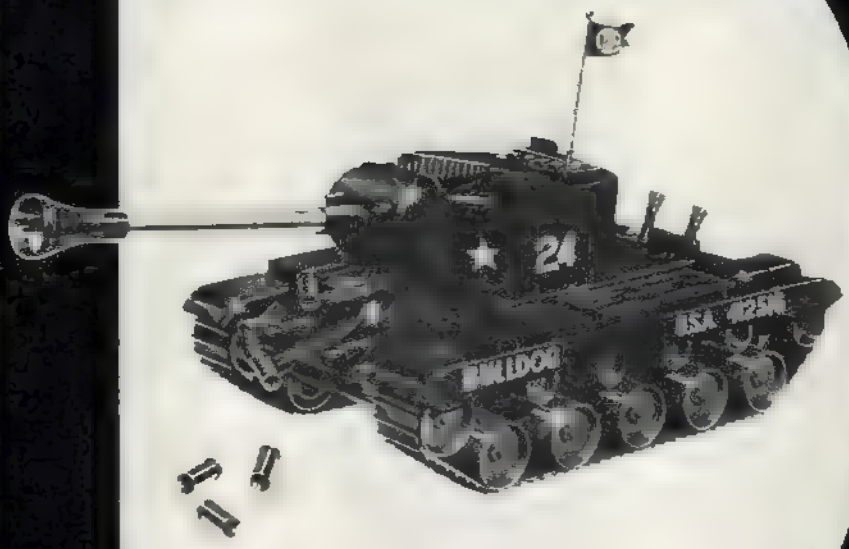
Gund Manufacturing Co.
I. Swedlin, Inc.



Remco's Record-Breaking U. S. Army Bulldog Tank Blasts Ahead in '59!

You can *repeat* the landslide sales you scored during the holidays with Remco's sensational BULLDOG TANK — the greatest seller ever!

No 'resting on our laurels' for us: we're bombarding the *big* TV shows for kids *through Spring* to keep you busy ringing up the sales on *all* Remco profitmakers.

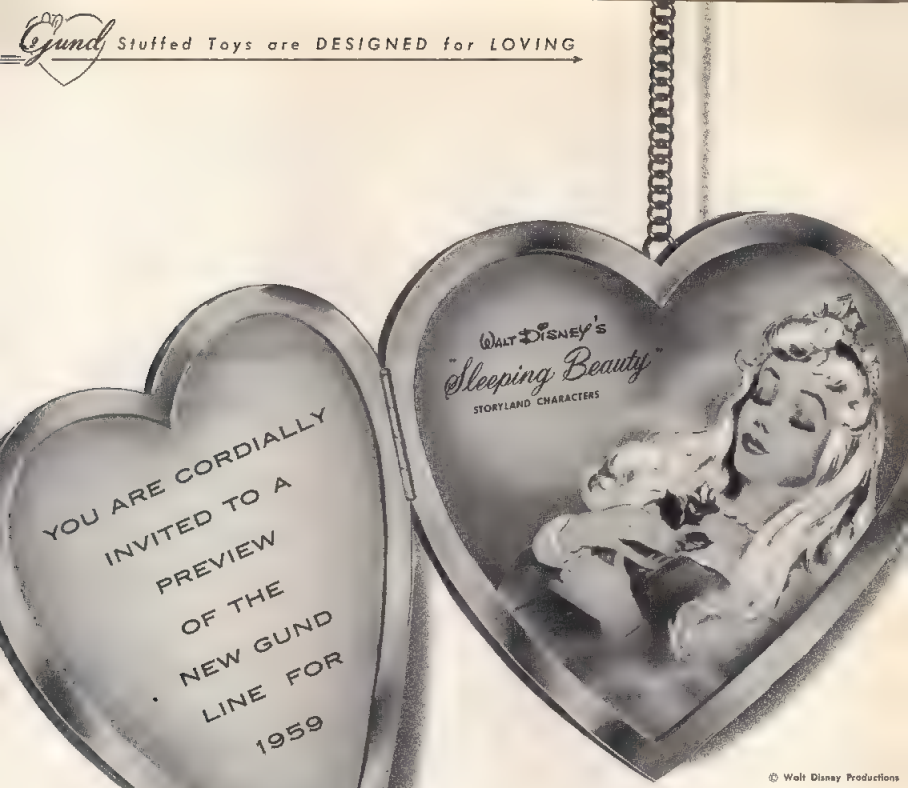
Inventory low? Stock up in depth and be ready to go, man, GO!

Bulldog Tank — Retail Price: $12.95

REMCO INDUSTRIES, INC.

113 N. 13th Street, Newark, New Jersey

Gund Stuffed Toys are DESIGNED for LOVING



© Walt Disney Productions

Also New Creations in:

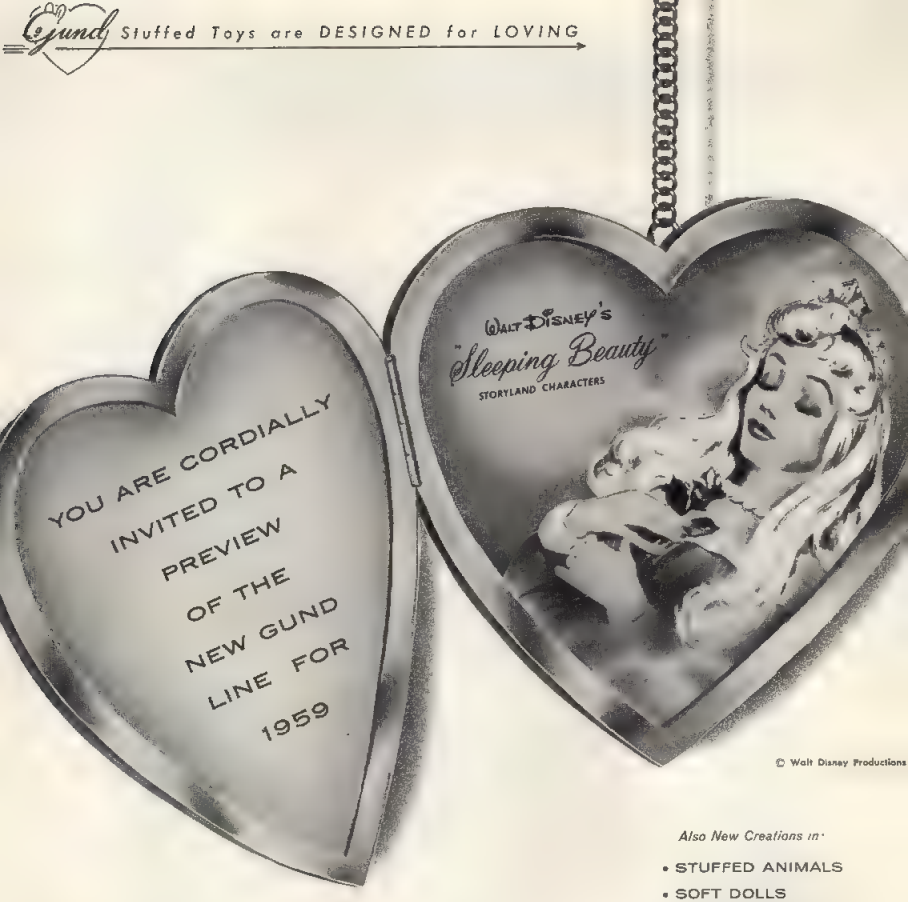
- STUFFED ANIMALS
- SOFT DOLLS
- MUSICAL TOYS
- Walt Disney FAVORITES
- HAND PUPPETS
- POPEYE CHARACTERS

You owe it to yourself to see the Gunderful new additions to the Famous Family of Gunds...

During the TOY FAIR...Visit the Gund Showrooms at 200 Fifth Ave., New York 10. – Room 226

Gund Manufacturing Co.
Swedlin, Inc.

Gund Stuffed Toys are DESIGNED for LOVING



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Gund
Manufacturing Co.
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Haddon ORIGINALS

STARLITE
with SILHOUETTED ILLUMINATION

24Kt gold plated time indicator ring and sleek modern hands against Ebony black 8 pointed star INDIRECT LIGHTING also serves as night light 20" in diameter Also in white flecked with gold. Fully guaranteed

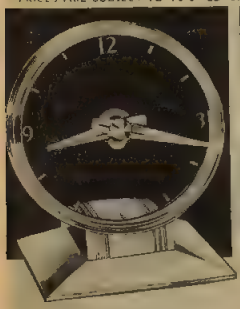
NO. 103H1077 Retail **$17.95**

BOSTONIAN ILLUMINATED BAROMETER CLOCK

Modern See Thru illum nated Mystery Dial with 3 dimens'onal time markers Check weather as you look at time Mahogany finish, brass and gold trim, Hidden light switch 30" x 9" x 2".

NO. 116H2097 List **$34.95**

PRICES ARE SUBJECT TO 10% FED EXCISE TAX



GOLDEN VISIONETTE

"See-Thru" mystery dial in 24Kt gold plate Deep etched 3rd dimensional arabic numerals filled with gold.

Appropriate for every appointment For the desk, bedroom, mantel or table setting. 7½" x 6¼" x 4¼"

NO. 80H1137 Retail **$18.95**

GOLDEN SECRETARY

Base and rim are pressure cast of heavy 24Kt gold plated metal Numbers are 3rd dimensional and deep etched with gold on the remarkable "See-Thru" mystery crystal dial Ball point pen and pencil are made to keep moist for instant writing pleasure Refil with advertised brands Dial thermometer registers to standard accuracy. 7½" x 6¼" x 4¼".

NO. 80SH1437 Retail **$23.95**

CHURCH STRIKE CLOCK

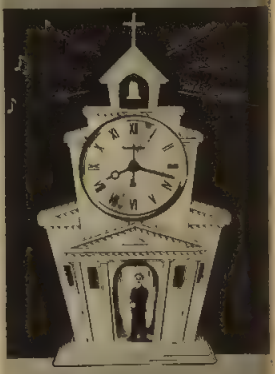
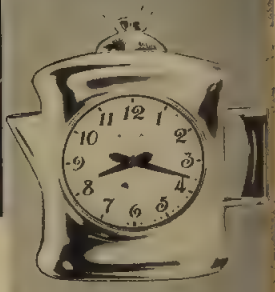


Figure at bottom pulls cord to ring bell on hour and half hour Illuminated stained windows Plastic case. 12½" high, 7½" wide, 2¾" deep. 4 lbs.

NO. 560MC1075 Retail **$17.95**



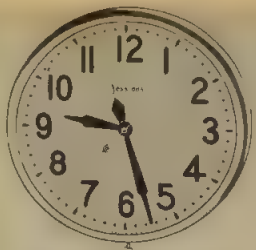
PERKY CLOCK

Fascinating, realistic percolating action. So life like, you can smell the coffee. Plastic case in red, white or yellow. Clock can hang or stand on mantel 4" dia 7½" x 7½" Weight 1¼ lbs

NO. 470MC564 Retail **$8.95**

Sessions

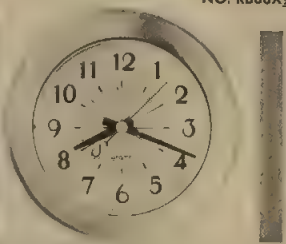
BRADFORD WESTMINSTER CHIME. Time honored Westminster melody chime. Hand finished, solid imported wood. Solid brass bezel. 17½" x 5-5/16" x 4⅛"
NO. CC68DX5100 Retail **$85.00**



COMMERCIAL CLOCK. Choice of white, blue-grey or brown. 12¾" white dial 13½" diameter
NO. RB89X808 Retail **$12.95**

As above in gleaming chrome.
NO. RB88X995 Retail **$15.95**

BEAUTY KITCHEN CLOCK
White plastic case, white dial with charcoal numerals. Choice of red, white or yellow case. Brass sweep hand—7¼" square. Concealed cord
NO. CK51X320 Retail **$4.95**



ELEGANCE. Gleaming chrome case, 7½" diameter. Dial in white or spun aluminum with charcoal hands and numbers. "Cordklamp" conceals excess cord. 2 Lbs.
NO. RK54EX445 Retail **$6.95**

COPPERSMITH KITCHEN CLOCK
Burnished solid copper case, with tarnish proof finish. Black hands and numerals on ivory ring with gleaming copper center 7½" diameter
NO. CK58X512 Retail **$7.95**

Sessions Electric Clocks operate on 110-120 volts, 60 cycle, A. C. only

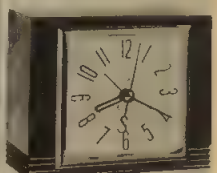
PIXIE BEDROOM ALARM
New style buzzer alarm Cream white plastic case. Textured dial with forest green numerals and hands. 4 inch dial. Sweep hand.
NO. CA14V330 Retail **$4.95**

As above with luminous dial.
NO. CL14V385 Retail **$5.95**

ENCHANTMENT ALARM
Honey-colored plastic case with protruding "wide screen" brown Brazilian dial, white numerals and hands, or white dial with brown hands and numbers.
NO. CA73VX445 Retail **$6.95**

Same as above with luminous dial.
NO. CL73NX512 Retail **$7.95**

Prices Subject to Federal Excise Tax



New Bravo Alarm. New wood desk alarm with light mahogany-finish case. Polished brass bezel surrounds off-white dial, contrasting numbers and hands. 5" wide, 4" high. Buzzer alarm.
NO. RA57DX585
Retail **$8.95**

WADSWORTH

Product of Elgin

E Corsair . . . for the man of good taste who values top quality. Shock-resistant, waterproof* . . . the handsome chrome case is precision engineered to protect the 17-jewel movement from dust and moisture. Dura-Power mainspring. Luminous dial; sweep second hand. Leather strap.
191-122 A1995 Chrome **$29.95**

F Cody . . . a good looking watch that will serve you faithfully at work or at play. Handsome polished chrome case has a non-corrosive steel back. Luminous dial lets you see the time—day or night. Shock-resistant, waterproof*. Leather band. 7-jewels; Dura-Power mainspring.
191-106 A1495 Chrome **$19.95**

G Sharon . . . a complument to a lady's wrist! Cushion shaped case is especially dainty . . . has a gleaming 10K yellow rolled gold plate top, a stainless steel back. Black nylon cord bracelet carries out the theme of classic simplicity. 7-jewel movement with Dura-Power mainspring.
191-460 A1495 10K Yellow RGP **$19.95**

H Avia . . . first choice of nurses, beanticians, all women to whom split-second accuracy is important. Shock-resistant, waterproof* 17-jewel watch with Dura-Power mainspring, unbreakable crystal, luminous dial, red sweep second hand. Chrome case with steel back. Black leather band.
191-452 A2495 Chrome **$39.95**

HALLMARK

K Automatic Self-Winder . . . the normal motions of your wrist keep it wound! Water-resistant* while case, crown and crystal remain intact. Handsome chrome case has stainless steel back; matching expansion band. Radium dial lets you tell time in the dark. Sweep second hand. 17-jewels, shock-protected with Incabloc.
183-871 A2725 Chrome **$87.50**

L Rugged He-Man Styling . . . for the man of action! Shock-protected with Incabloc, water-resistant while case, crown and crystal remain intact. This watch can be depended upon for excellent service under all conditions! Handsome chrome case with steel back; matching expansion band with leather inserts. 17 jewels.
183-889 A1595 Chrome **$55.00**

M Exceptionally Lovely Dress Watch . . . any fashion-right woman would wear it proudly! Dainty cushion-shaped, carved yellow case with petal-like end pieces; non-corrosive steel back. Matching faceted expansion bracelet completes the pretty picture. 7 jewels, shock-protected with Incabloc for utmost dependability.
183-897 A1530 Yellow Case **$32.50**

N Perfect Circle of Daintiness . . . held to her arm with an expansion bracelet of intricately formed links. A lovely watch with yellow case, non-corrosive steel back. Full figure dial, small second hand. Dependable 7-jewel movement has an unbreakable mainspring. Shock-protected with Incabloc for years of trouble-free wear.
183-905 A1350 Yellow Case **$27.50**

Guaranteed waterproof while case, crown and crystal remain intact*

HALLMARK

Time For A Lifetime

Time rests lightly on the woman's wrist wearing a Hallmark watch . . . renowned for beauty, elegance and high precision. This fine selection features newest casual-to-dress styles . . . each one a designer's masterpiece. Movements are shock-protected with Incabloc . . . take all the abuse of daily wear without sacrifice to accuracy. Extra jewels give maximum life. For moments to remember . . . give her a Hallmark.

**Includes RESEVOIL (U.S. Pat. No. 2478865) oil reserve jewels that add extra jewels to the customary 17 friction-bearing jewels to assure better service, longer wear.*

E Carioca . . . romantic as a tropical night. Gleaming gold plate case tapers into matching gold-filled expansion bracelet . . . styled to harmonize with dress or casual wear. 17-jewel movement is shock-protected with Incabloc . . . will serve her faithfully for years.
183-145 A2195 10K Yellow Rolled Gold Plate **$71.50**
183-152 A2195 10K White Rolled Gold Plate **71.50**

F Samba . . . 21*-jewel charmer boasts design as rhythmic as its namesake—in step with young moderns of any age! Scalloped rolled gold plate case is backed with stainless steel, matched perfectly with gold-filled expansion bracelet. Accurate shock-protected 21*-jewel movement.
183-160 A2360 10K White Rolled Gold Plate **$75.00**

G Lucretia . . . glamor in gleaming gold. Case is daintily carved and styled to enhance any ensemble. Modern stick figure dial is easy to read. Matching gold-filled expansion bracelet. Precise 21*-jewel movement has unbreakable mainspring, shock protected with Incabloc.
183-178 A2830 14K Yellow Gold **$90.00**
183-186 A2830 14K White Gold **90.00**

H Chevy Chase . . . 25*-jewel beauty, dramatically attuned to today's slim-lined fashions—looks equally smart with dress or casual wear. Tapered 14K gold case flows into matching gold-filled expansion bracelet. Shock-protected with Incabloc. Unbreakable mainspring.
183-194 A3025 14K Yellow Gold **$95.00**
183-210 A3025 14K White Gold **95.00**

K Capri . . . fired with 2 diamonds, its regal case joins a matching gold-filled expansion bracelet carved to echo the theme. Stainless steel back. Precise 25*-jewel movement, shock-protected with Incabloc.
183-228 A2995 10K Yellow Rolled Gold Plate **$95.00**
183-236 A2995 10K White Rolled Gold Plate **95.00**

L Garland . . . self-winding, waterproof**—and styled for high fashion news! Combination expansion bracelet is a boldly tapered series of gold-filled links . . . sets off smart simplicity of dust-protected case. Stainless steel back, 23*-jewel movement. Unbreakable mainspring, shock-protected with Incabloc.
183-244 A4210 10K Yellow Rolled Gold Plate **$135.00**

On these pages, RETAIL prices include 10% Federal Excise Tax.

New toys . . . . . *on parade*

Cross Bow Gun has a real compass in the stock, arrow holders and target. Instructions are included. Set is packaged in vivid red box with an acetate window and retails for $3. Withington, West Minot, Maine.

Presto Paints, a new concept in water colors, eliminates need of water or brushes. They are solid paints in plastic holders. Set has six colors and outline pictures. $1. Kenner, 912 Sycamore st., Cincinnati.

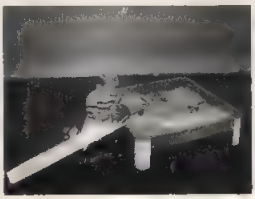
Goomicus now comes in deluxe edition. Word game is suitable for family, but it also can be played by one person. Rules and score card are included. $2.98. Alphabet Soup Co., 419 Eldert lane, Brooklyn.

Four Player set includes four mallets with handles and four balls. It also has two stakes and nine wickets. Non-toxic colors. $2. Six-player set available for $3. Creative Products, Pittsfield, Me.

Tractor is all steel and is equipped with step plate, spark plugs and full bucket seat. Universal steering joint permits 360 degree turn. Automobile type tires. Red and white. $19.95. Hamilton, 1845 West 74th st., Chicago.

Lucky is watch type radio that operates without electricity or batteries. It is made of shock-proof plastic and comes equipped with earphone. Toy can be carried anywhere. $3.98. Wolfset & Co., 26 E. 22nd st., New York.

Polyraft is an attractive raft made of polyethylene and available in 40 or 60 inch sizes. It is buoyant and flexible. It also can be used as a beach mat. $10 and $15. Polyco, 312 Dobbs st., Marietta, Ga.

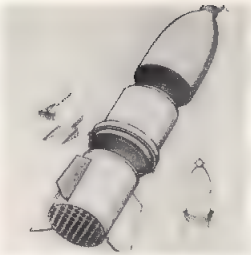


Sun Box has an adjustable sliding wooden seat which can be converted into a play ramp. Toy serves as a sand box and a wading pool for small youngsters. It is sturdily made. $12.95. Amsco, Hatboro, Pa.

Arlington House patio furniture is painstaking duplicate of that used by grownups. Made of wrought iron, it comes in white, pink, blue, green and black. $24.95. Plantation Patterns, Birmingham, Ala.

Silver Trampoline has tubular steel frame and weather-resistant canvas body. It stands at a height which permits it to be used in the home or outdoors. It retails under $25. Bayshore, Box 151, Elkton, Md.

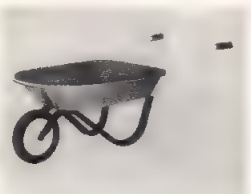
Bride and Bridegroom are squeeze toys. Bride is dressed in white and carries bouquet of roses. Bridegroom is dressed in formal attire. Each is seven inches high. $1 each. Alan Jay, 2822 Park ave., New York.



Space Ship sand set has three parts which can be separated to become a funnel, pail and sieve. Set includes shovel and rake. It is made of polyethylene. 98¢. Plastic Toy & Novelty, 29-01 Coney Island, Brooklyn, N.Y.

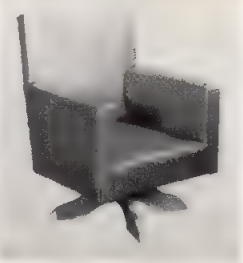
Poleo canteen holds one pint. It is light weight and easy to carry and is equipped with dual purpose cover so that it may be worn on shoulder or belt. Screw cap is unbreakable. Worcester, 6 Hope Ave., Worcester, Mass.

Junior Glider has aluminum tubular frame and is designed for one-to-five age group. It can be used in home or outdoors. Motion of glider is pleasing to child. $13.95. Holly Ho, 3540 Foothill blvd., La Crescenta, Cal.



Toy wheelbarrow is just like those used by adults. Made of heavy gauge steel with offset handles and wheel for level carrying. Puncture proof wheels. $3.98. Radio Steel, 6515 W. Grand Ave., Chicago.

My Dolly's clothespins and clothesline set holds dozen pins, eight in color and four in neutral finish. Line is ten feet long. 29¢. Hoffman Lion Mills, 58 Hillside st., Fall River, Mass.



Swivel type rocker has plastic upholstery in red, turquoise or gray. Base has blonde finish. Rocker has smartly finished lines. Nice for child's room. $11.95. Reider, 2377 Front st., Cuyahoga Falls, O.

Roll-O-Hoop has twenty four inch hardwood handle with molded hand grip. Child can play with it while roller skating. It also can be used in "follow the leader" games. $1.39. Peggy Lee, PO Box 375, Inglewood, Cal.

DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

☐ ★ **No. 866 HARTLAND PLASTICS – PALADIN "HAVE GUN WILL TRAVEL" FIGURE (12) . . $4.00**

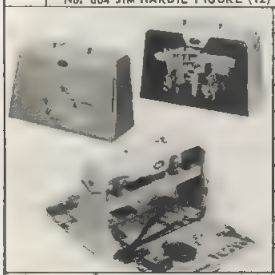
"Top Guns". Replicas of favorite gunfighters. Molded of acetate material with the finest of detail. Hand painted to obtain authenticity. Hat comes off; guns come out, remove saddle. 10 inches high.

☐ **No. 864 JIM HARDIE FIGURE (12) $4.00**

DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

☐ ★ **1975 HASSENFELD BROS., INC. NEW U.S. MAP WITH ALASKA & HAWAII (12) . . $3.00**

A bright colorful plastic inlaid map of the United States (50) Set contains plastic tabs of State Capitols and plastic tabs of principle products to assemble. Size 19 x 14 inches. Attractively boxed.



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LAY AWAY		

☐ **No. 1380 HASSENFELD BROS., INC. SUPER DOCTOR SET (6) $5.00**

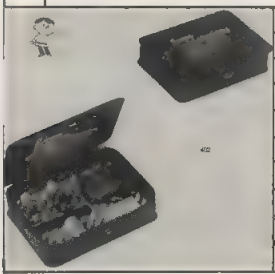
A complete miniature Doctor Case made of washable, colorfully decorated vinyl loaded with 44 realistic toy medical instruments and items. Safe, sturdy and harmless fun.

☐ **No. 1780 SUPER NURSE SET (6) $5.00**

DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

☐ **No. 5250 HASSENFELD BROS., INC. PLA-FORM MOLDING MACHINE (12) $3.00**

An ingenious extruding molding machine made of durable plastic, complete with 6 molds Complete with famous Play-Doh and instructions. Practical for extruding ice box cookie mix. Packed in full colored box.



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TOTAL		
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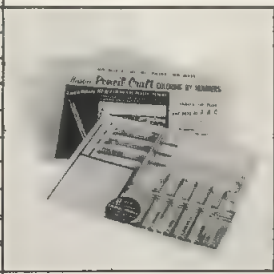
☐ ★ **No. 1402 HASSENFELD BROS., INC. DELUXE JR. SHAVER CASE (12) $2.00**

A Hasbro non-electric safe shaver with 2 squeeze bottles of lotion, comb, powder, soap, etc. in a handsome decorated washable vinyl case. Includes book on good grooming hints.



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☐ ★ **No. 3600 HASSENFELD BROS., INC. DELUXE PENCIL CRAFT SET (24) $1.00**

Each set contains six 9 x 11 inches pre-sketched pictures with 6 color guides to be colored with 8 revolutionary color-vue plastic pencils. Size 13¾ x 9¾ x 1 inch. Assorted subjects.

HISTORICAL RIDERS and HORSES. Out of America's colorful past ride these heart-stirring figures . . . lifelike replicas of the exciting heroes who portray them today on TV and in the movies. Each has the "take-apart" features children love. Authentically detailed and handpainted in vivid colors, they're collector's items, too! Made of unbreakable acetate. 9½" high (mounted).

L ***Lone Ranger*** . . . famous masked rider of the West on his beautiful horse "Silver".
894-261 B280 Lone Ranger **$3.98**

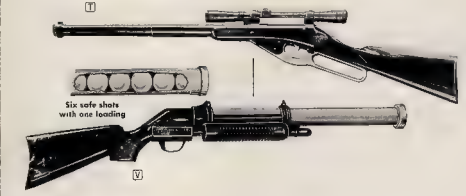
M ***Tonto*** . . . the Lone Ranger's faithful Indian companion mounted on "Scout".
894-287 B280 Tonto **$3.98**

N ***Wyatt Earp*** . . . "brave, courageous and true", the Marshal rides "Tombstone".
894-295 B280 Wyatt Earp **$3.98**

P ***Cochise*** . . . hero of "Broken Arrow", TV's latest sensation, riding his Pinto.
894-279 B280 Cochise **$3.98**

R ***Matt Dillon*** . . . Gunsmoke's marshal of Dodge City mounted on his horse.
894-337 B280 Matt Dillon **$3.98**

S ***Cheyenne*** . . . the television hero, riding into adventure on his big bay stallion.
894-345 B280 Cheyenne **$3.98**



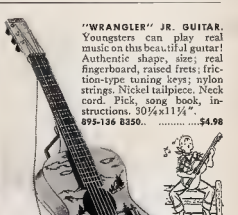
T DAISY SUPER SCOPE SMOKE RIFLE . . . shoots harmless smoke and makes a noise loud enough to please the toughest backyard hunter. In brilliant bronze-and-gold color combination with 11" magnifying scope, silvery trigger. Has full-fashioned plastic stock, measures 32" long. A safe play rifle, commended by Parents' Magazine.
895-201 B350 Super Scope Smoke Rifle **$4.98**

V JET AUTOMATIC REPEATING RIFLE . . . 6 shots at one loading—gives little sharpshooters plenty of opportunity to "get" their target. All they do is insert the 6 plastic balls into muzzle of gun at one time then start shooting! Absolutely safe; cannot harm children or break glass. Polished aluminum barrel, plastic stock. 29" long.
896-340 B210 Rifle **$2.98**

JR. DYNAMITE BLASTER . . . sounds and acts like the real thing! When plunger is pushed, soft plastic blasting unit erupts throws blocks into air with authentic "explosion" noise. Completely safe, blocks are made of fireproof Styrofoam. Includes detonator unit, blasting base, dome, danger flags and 27" color panorama of actual stone quarry
895-946 B550 Jr Dynamite Blaster **$7.98**

REALISTIC MACHINE GUN . . . shoots harmless rubber tipped wooden "bullets" with a realistic rat-ta-tat-tat sound. Gun swivels to any angle . . . or can be lifted from tripod and carried under arm. All-steel; has no sharp edges. Olive drab finish Overall size: 28x42". The safe, fun-filled way for the youngsters to let off that excess steam.
895-953 C420 Machine Gun **$5.98**

GUNSMOKE TARGET GAME. Young marshals can shoot down the outlaws as fast as they want . . . figures automatically spring back into position for the next volley of shots Two double barrel guns shoot one or two safe darts at a time Big 3-dimensional target, 21½x14x7", features TV's famous hero, Matt Dillon. 8 darts included.
895-722 B210 Gunsmoke Target Game **$2.98**



"WRANGLER" JR. GUITAR. Youngsters can play real music on this beautiful guitar! Authentic shape, size; real fingerboard, raised frets; friction-type tuning keys; nylon strings. Nickel tailpiece. Neck cord. Pick, song book, instructions. 30¼x11¼".
895-136 B350.. ..... **$4.98**

"Bound for real Pleasure and Relaxation" at

Hatchet Bay

WESTERN STAR
57' ketch out of Marblehead. Owner, J. J. Wilson.
Frequent Visitor to Hatchet Bay

HATCHET BAY YACHT CLUB
invites you to use their facilities Club bar, lounge, shower baths, stationery. Yacht Club membership available to Out Port members with privilege to fly the attractive new Hatchet Bay Yacht Club burgee.

- Port of entry for Bahamas
- Fresh Water, Ice, Electricity
- Mooring & Docking Facilities
- Telegraph, Banking, Mail & Periodicals
- Gasoline & Diesel fuel, Diesel Mechanic
- Lounge, Bar & Shower Facilities
- Land-locked Harbour
- Sightseeing Taxis, Excellent Roads, Tranquil Lakes, Woodlands
- Farm Fresh Dairy Products Milk, Ice Cream, Poultry, Eggs
- Air Strip, Regular & Charter Flights
- Complete Groceries, Frozen Foods
- Limited Guests Motel
- 3 weekly round trips via boat to Nassau
- Beautiful Beaches

Cable address: Combing Hatchet Bay

Hatchet Bay Plantation
MILK · ICE CREAM
POULTRY · EGGS

ELEUTHERA ISLAND, BAHAMAS

BAHAMAS CIRCLE CRUISE

(Continued from page 87)

the detailed charts compiled by Harry Etheridge will make navigation and pilotage easier.

Highly valuable also is a copy of "Yachtsman's Guide to the Bahamas," available through the Bahamas Development Board and major marine outfitters.

Pinpoint accuracy when navigating in the Bahamas isn't essential. Most inter-island voyages are short, and seldom is the yachtsman out of sight of an identifiable shoreline or aid to navigation for more than an hour or two at a time.

Newcomers to the Bahamas, however, aren't advised to follow the navigational methods used by the native skippers who get their fixes by squinting at the sun, peering at the bottom and glancing at the nearest land. The Bahamas visitor will find that an error of ten degrees in plotting or steering will result in nothing more serious than an extra half hour's trolling and a few extra fish for supper.

Two radios are best to handle the communications situation properly: a ship to shore radiotelephone equipped with the Nassau (2190) and Miami (2031.5) crystals, and a reliable battery portable for standard broadcast.

Should an emergency arise, the radiotelephone can get the Bahamas Rescue Service or the Coast Guard into action within minutes, and the portable will be handy for checking weather reports and newscasts.

Common sense assumes that the cruising man follows Coast Guard requirements and good cruising practice with regard to safety and signaling equipment, fresh water, food, spare engine parts and reserve supplies of fuel and motor oil.

A good starting point for a Bahamas circle cruise is West Palm Beach, springboard for the dash across the Gulf Stream to West End, Grand Bahama, one of 19 ports of entry for the Bahamas.

Most of the year, the crossing of the Gulf Stream is an effortless run of 53 nautical miles. When the wind swings to the northerly quadrant, however, a big sea can build up fast and make the voyage wet and uncomfortable. Common sense again comes into play: check the weather reports.

The northward flow of the Gulf Stream varies from almost zero to nearly five knots, depending on location and wind direction. Under most conditions, a two-knot average can be figured for navigational purposes. *(Continued on page 388)*

New Hope Lodge and Yacht Marina is the largest of the facilities for yachtsmen at Hope Town, Abaco.

B&W Lathrop

. . . creating new dimensions in maritime engine efficiency!

Here is one of the new outstanding B&W Lathrops—quiet, dependable, efficient offspring of the famous Lathrop line. These superb engines incorporate all the recent design achievements of the Lathrop engineers and those of the renowned firm of Burmeister & Wain of Copenhagen, now working together to develop even better marine propulsion

Whether you have an original installation or a repowering job in mind, it will pay you to investigate the B&W Lathrop line, consisting at present of the following models

B&W Lathrop Model	H.P.	Disp., Cu. in.	R.P.M
30	30	58	4,000
60	60	133	3,200
130	130	320	3,000
155	155	339	3,400

B&W-Lathrop 130 - a capable six-cylinder engine for popular cruising boats, developing 130 horsepower at 3000 r.p.m.

BURMEISTER & WAIN B&W

PARTS AND SERVICE
AVAILABLE THROUGH
CONVENIENTLY LOCATED
AUTHORIZED REPRESENTATIVES

BURMEISTER & WAIN AMERICAN CORPORATION
MYSTIC 2, CONNECTICUT

BURMEISTER & WAIN AMERICAN CORPORATION
MYSTIC 2, CONNECTICUT

Please forward detailed information on the B&W Lathrop engines.

Name .....

Street .....

City .....Zone.....State.....

FIRE RETARDANT YACHT PAINTS

Federal Fire Retardant Yacht Paints are presented by the Federal Paint Company. Inc., Dept. 13, 33 Rector Street, New York 6, N. Y. These paints feature the same fire-fighting paint formula proved and used in U. S. Naval Operations, and are now offered by Federal in tints especially designed for yachts. The paints fight flames by releasing fire-smothering gases when exposed to intense heat.

FAMILY CRUISER BY WOLFF PRODUCTS

A new 23′ Sea Wolf family cruiser is introduced by Wolff Products, Inc., 71 Elinor Avenue, Akron 5, Ohio. Features include mahogany and chrome steering wheel, Rose cruiser steerer, Stewart-Warner instrument panel, built-in bunks with cabin light, and enclosed toilet. Equipment includes chrome-plated fittings, two 30-gallon Koven galvanized gasoline tanks, bronze rudder, convertible top with Vivatex side curtains, two folding pilot seats and a removable dinette table.

Construction is oak, marine plywood, and mahogany. Beam is 9′. Power is provided by a 95 hp Chris-Craft engine.

New 23′ Sea Wolf is powered by a 95 hp Chris-Craft.

CRUISING ONTARIO WATERS

Burleigh Falls (Ontario, Canada) one of many intriguing locks on Trent Waterway. When planning an Ontario cruise write the Department of Travel and Publicity, 67 College St., Toronto, Ont., Canada, for "Cruising Ontario Waters."

U.S. GOVT. NAVIGATIONAL COMPASS

Unused U.S. Govt. navigational compasses are offered by the Job Lot Trading Co., Box 351, Church St. Station, N. Y. 8, N. Y. This instrument was designed for simple compensation and installation. Height is 8″; width 6″; weight 4 pounds. Features include horizontal and vertical correctors, a corrector for induced error, a built-in light, movable index, course indicator, built-in shock mounts, and adjustable brackets.

Also included in this package are an instruction book, drawings and charts, a deviation calculator, a set of bars for induced magnetism, and spare parts.

Haviland . . . a name renowned all over the world for more than 100 years! Here is finest quality china for you to enjoy all your lifetime . . . superlative in brilliant translucency and gem-like glaze. 5-pc. place setting illustrated consists of one each: dinner plate, salad plate, bread-and-butter plate, cup and saucer. (Services for 12 available on special order. Write for composition and prices.)

E CHARMOY . . . romantic, elegant, young-in-heart china for bright-eyed brides as well as silver anniversary celebrants. A pattern that interprets the contemporary style with classic elegance. There's subtle enchantment in the gold stroked aquamarine band, gently overlaid with gold branches and raised white berries. Contents on page 470

707-620 B1870 5-pc. Setting (1) **$ 24.95**
707-638 C21580 53-pc. Set (for 8).. **308.25**

F LASERRE . . . perfect example of all the qualities Haviland is known for throughout the world! Its strong, light body is fired to the zenith of translucency . . . then adorned with delicate sprays of petals and flowers colored in muted shades of blue, white, olive and gray on gold circled background of purest white. Contents on page 470

707-646 B1495 5-pc Setting (1) **$ 19.95**
707-653 C17765 53-pc. Set (for 8).. **253.75**

G APPLE BLOSSOM . . . by Haviland. The pride of your home through years of beauty and service! This is its ever-fresh, ever-loved appeal: sprays of apple blossoms in pale pink and white with fresh green leaves on a wide ivory border. A tiny nosegay nestles in the white center. Rimmed with gold lines and edges. Contents of sets on page 470

707-257 B1195 5-pc Setting (1). **$ 15.95**
707-265 C14845 53-pc Set (for 8) **197.95**

H LIDO . . . glorious proof that gracious living and peerless Haviland china belong together! Tenderness is its theme . . . endurance its composition. "Lido" soars through the bounds of conventional design with its free-and-easy clear teal blue and dove gray floral design enhanced by a gem-like glaze on white. Platinum rims. Contents on pg. 470.

707-661 B1345 5-pc. Setting (1) **$ 17.95**
707-679 C15900 53-pc. Set (for 8) **227.10**

K SHELTON and DANVILLE . . . dinnerware with a classic simplicity that's pure poetry. Flawless ivory-toned, translucent porcelain, embellished only by a gleaming band of precious embossed gold or platinum with a matching inner circle. Elegant in any decor! Specify: Shelton (with platinum) or Danville (with gold). Contents on page 470

707-331 B1870 5-pc Setting (1) **$ 24.95**
707-349 C22445 53-pc. Set (for 8 . **299.25**

Castleton . . . of course! It marks you as a hostess to be envied . . . for here is china so superbly fashioned that it is displayed in many of the world's great art museums. There is a Castleton pattern just for you. 5-pc. place setting (illustrated) consists of one each: dinner plate, salad plate, bread-and-butter plate cup and saucer. (Services for 12 are available on special order. Write us for composition and prices.)

F CORSAGE . . . new pride of Castleton, crafted of translucent ivory white china. A border of gentle turquoise sets the background for a raised garland of Queen Anne's lace in hues of pink, white and rosy beige. Twin platinum bands highlight the pattern further; platinum handles make the cups unique. Contents on page 470.
707-299 B1765 5-pc. Setting (for 1) **$ 22.75**
707-307 C22745 53-pc. Set (for 8). **293.50**

H TROUSSEAU . . . a delightfully romantic pattern you'll treasure forever! Delicate sprays of subtle white flowers in rich raised enamel, with wispy gray leaf stems, decorate the lovely sea shell pink rim in a fantasy of daintiness. Smart complementing platinum bands ring the artistry of this fanciful pattern by renowned Castleton. Contents on page 470.
707-000 B1765 5-pc. Setting (for 1) **$ 22.75**
707-018 C22745 53-pc. Set (for 8). **293.50**

E LACE . . by Castleton. A lovely, delicate pattern, inspired by the sweetest of American wild flowers, Queen Anne's lace! Tiny white and pink blossoms scatter 'round the dove gray border . . . platinum frames the pattern on Castleton's classic Century shape. Choose Lace for elegance . . . in traditional or contemporary settings. Contents on page 470.
707-182 B1765 5-pc. Setting (for 1) **$ 22.75**
707-190 C22745 53-pc. Set (for 8). **293.50**

G TURQUOISE and SHELL PINK . . Castleton's gem of rare beauty in translucent porcelain. A bold stroke of delicate turquoise or blushing pink flows between wisps of gleaming platinum, creating a striking effect on the classic Century shape. Pure perfection, even to platinum brushed cup handles. Specify Turquoise or Shell Pink. Contents on pg. 470.
707-125 B1695 5-pc. Setting (for 1) **$ 21.75**
707-133 C21700 53-pc. Set (for 8). **280.00**

K SEVERN and APOLLO . . symbolic of the ancient Greek love of life and beauty! The delicate transluscence and rare "dimensional" glaze of superior china create an elegance suited to any color scheme, any setting . . . bands of precious metal set off purest white. Specify: Severn (with platinum bands) or Apollo (gold bands). Contents on page 470.
707-026 B1375 5-pc. Setting (for 1) **$ 17.75**
707-034 C17845 53-pc. Set (for 8) . **230.25**

the rule of thumb that speed goes up as the cube of the power increases. In the second place, part of his increased horsepower went into pushing the additional weight of the larger engine. And in the third place, increasing the propeller diameter 25% was much too big an increase. The large blades displaced so much water the engine couldn't carry the load, and ran far below top rated revolutions.

Bud told about another owner, with a 27' boat driven by a 155-hp engine with built-in reduction of 1½:1. The engine turned at a rated speed of 3800 rpm driving a 16 x 13 propeller at about 3600 rpm. This drive produced a boat speed of 23 mph.

Our friend decided to replace the 155-hp motor with a new direct drive engine of 225 hp. Rated speed of the new engine was also 3800 rpm, same as the old, and under the right conditions the additional 70 hp could be expected to increase the boat speed a little more than 4 mph. The change in engine was made, but the 16 x 13 propeller was not replaced. On the test run, the results were disappointing, with little, if any, apparent increase in the speed of the boat.

Of course the trouble here was that the new engine had no reduction drive; it was direct-connected to the propeller shaft. The 16 x 13 propeller that was right for the boat when turned at 2600 rpm was too big for the direct drive engine rated at 3800.

Replacement with a new 14 x 12 propeller immediately corrected the trouble and gave the desired increase in speed.

Now, if the new engine, like the old, had the 1½:1 reduction, the original propeller would have been replaced with a larger rather than a smaller wheel. The point is that, in either case, a new propeller was indicated.

"Propeller selection for a given horsepower and rpm is a complex subject, due to the many different types and lengths of boats," Bud continued, "and in most cases each problem has to be worked out separately."

"Trying to maintain a progressive record of known propeller applications for quick reference is not too satisfactory, either. Take for example a 115-hp engine at 4000 rpm and apply it to different hulls."

"With direct drive, in a 16' Jersey speed skiff, a 12 x 15 or 12 x 16 would be the proper size depending on hull efficiency or speed. Install the same engine in a 25' cruiser and the wheel size would change to a 14 x 10. A 30' cruiser with the same engine requires a reduction gear for best efficiency; using a 2:1 reduction, this engine would swing a 19 x 16 or 18 x 17, or possibly an 18 x 18—again depending on hull speed. The same application, except twin screw, requires about 19 x 19."

"So far we have covered four installations for this one engine size, many more are possible, with variations in hull length and other reductions, for this same engine. Can you picture the problems of propeller selection involved? Then multiply the problem by all other possible power plants ranging from 1½ hp air-cooled to 500 hp at various rpm ratings, and you'll see why each case is different."

The problem of selection has been complicated by the effect of steadily increasing engine speeds during the past few years, Bud points out. "Just when you think you're an expert on propellers," he says, "something comes along to upset your theory." He was referring to the effect of higher engine speeds. When most marine engines operated at 3200 rpm or less it was pretty easy to pick the proper diameter and pitch. Now, revs up to 3600, 4000 and even 4400 rpm have changed the picture, making it necessary to work to more intricate calculations. Today, it really is a job for an expert.

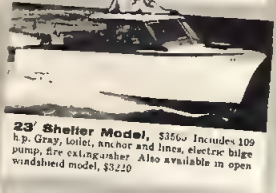
I'd heard enough. For my own part, I'll try no half-baked ideas of my own for propeller changes on my boat. I'll put the job up to Bud Dixon, or experts like him.

☆ ☆ ☆

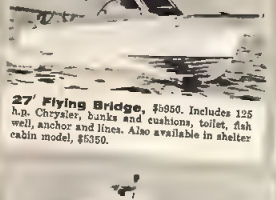
CALIFORNIA DEALERS PREVIEW SCOTTS

More than one hundred dealers from northern California gathered in Oakland recently to preview the 1959 line of Scott outboard motors. Sponsored by Scott-Atwater California Co. of San Francisco, northern California distributor for Scott outboards, the meeting revealed the new 60 hp, 3 cylinder Flying Scott and a new 25 hp Scott. Other Scotts shown were the 3.6, 5, 7½, 10 and 40 hp models.

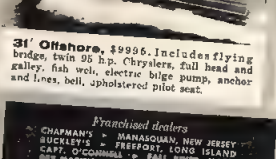
HENRY LUHRS SEA SKIFFS



23' Shelter Model, $3560. Includes 109 h.p. Gray, toilet, anchor and lines, electric bilge pump, fire extinguisher. Also available in open windshield model, $3220.



27' Flying Bridge, $5950. Includes 125 h.p. Chrysler, bunks and cushions, toilet, fish well, anchor and lines. Also available in shelter cabin model, $5350.



31' Offshore, $9995. Includes flying bridge, twin 95 h.p. Chryslers, full head and galley, fish well, electric bilge pump, anchor and lines, bell, upholstered pilot seat.

Franchised dealers

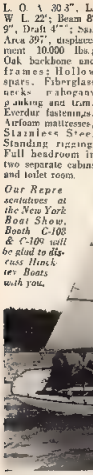
CHAPMAN'S ▸ MANASQUAN, NEW JERSEY
BUCKLEY'S ▸ FREEPORT, LONG ISLAND
CAPT. O'CONNELL'S ▸ FALL RIVER, MASS.
SEA MARINE ▸ SOUTH NORWALK, CONN.
WATTS & DEGAMO ▸ BABYLON, NEW YORK
DALTON MARINE ▸ DANIA, FLORIDA

Dealer inquiries invited

HENRY LUHRS SEA SKIFFS INC.
Marcon, New Jersey Parkway 1-1063

L. O. A. 30.5". L. W. L. 22'; Beam 8' 9". Draft 4'"; Sail Area 397", displacement 10,000 lbs.; Oak backbone and frames; Hollow spars. Fiberglass decks; mahogany planking and trim. Everdur fastenings. Airfoam mattresses. Stainless Steel Standing rigging. Full headroom in two separate cabins and toilet room.

Our Representatives at the New York Boat Show, Booth C-103 & C-104 will be glad to discuss Hinckley Boats with you.



It's a *wonderful* feeling...

to own a Sou'Wester Jr. It's a wonderful thing to sail her, to cherish and care for her as a prized possession. You get that feeling the minute you step aboard and look about you. Complete accommodations and smart appointments impress you with the quality of the Sou'Wester Jr with the over-all excellence of her design and construction. Get under way and you'll delight in her clean, swift way of sailing, her one man ease of handling. Then settle back and relax in her complete comfort as you leave shore-bound cares in the wake behind you

It's a wonderful feeling to own a Sou'Wester Jr. And it's heightened by your feeling of pardonable pride in owning the very finest boat of her size and class afloat

Join the proud fleet of lucky Sou'Wester Jr skippers.

Write now for illustrated brochure.

HENRY R. HINCKLEY & CO., SOUTHWEST HARBOR, MAINE

The Largest Builders of Auxiliaries

U

UNITED BOATBUILDERS INC., 14 Squalicum P., Bellingham Wash
U S FIBER GLASS PRODUCTS INC., 4720 Lakewood Blvd, Paramount, Calif
U S. MOLDED SHAPES INC., 640 Market Street, S.W., Grand Rapids, Mich

V

VALLEY ALUMINUM CO., INC., P O Box 648, Fresno, Calif
VAN BREEMS INTERNATIONAL CORP., Seaview Avenue, Stamford Conn.
C. S. VAN GORDEN & SON, 2 S 8th Avenue, Eau Claire, Wisc.
VARA-RAY BOATBUILDERS, 810 W. 46th Street, Gardena, Calif.

W

GEORGE E. WALTON, INC., Box 1528, Annapolis, Md
WILLIAMS MARINA CORP., 3594 Ocean Avenue, Seaford, N. Y.
M. W. WILLS & SONS BOAT WORKS, Marshallberg, N. C.
WILMAR BOAT CO., INC., Round Bar, Road, Richmond, Ind.
WINNER MANUFACTURING CO., INC., Trenton 3, N. J.
WIZARD BOATS INC., 2075 Harbor Blvd., Costa Mesa, Calif
WOLFE PRODUCTS, INC., 71 Elinor Avenue, Akron, O.
JOHN M. WOOD, JR., Ocean & Centra Avenues, Island Heights, N. J.
JOHN WRIGHT, JR., 308 W. Queen Lane, Philadelphia, Pa.

Y

YELLOW JACKET SALES, INC., P.O. Box 56, Denison, Tex.

☆ ☆ ☆

MARION YACHT RENTALS

Latest Chris-Craft cruiser models are available for renting from Marion Yacht Rentals, Inc., R.D. No 2, Chestertown, Md. and Box 8333, Ft. Lauderdale, Fla. Yachts are fully equipped and insured. Details are available in Brochure M.

PANAMA CITY MARINA

Panama City, Fla., opens its multi-million-dollar marina May 1. Located on the Intracoastal Waterway, 20 minutes from the open Gulf, Panama City Marina will feature many conveniences including water, electricity, restaurant and cocktail lounge, service dock, marine supply store, shopping center and protection from winds and wash. Leasing information is available from M. B. Watkins, City Manager.

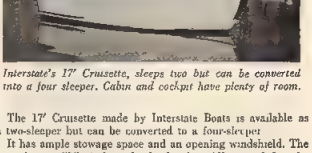
NEW RUNABOUT BY NYLOX

The Nylox aquadynamic hull, the Nylox Adventurer "15," is introduced by Nylox Corp., Arcadia, Calif. Its design couples a general-purpose hull with a ski-boat style.

QUALITY CABLES FOR MARINE USE

A line of metal and plastic boating cables is presented by the Hackensack Cable Corporation, 102 Orchard St., Hackensack, N. J. The following items are included: vinyl or nylon-covered tiller ropes of preformed galvanized steel cable, and nylon-covered stainless steel cable; extra flexible winch cables; dock hoist cables of galvanized and stainless steel, either plain or nylon-covered; life lines of white vinyl-covered stainless steel; sailboat rigging of stainless steel and Monel; plain or vinyl-covered bronze antennas; and a sailmaker's cable with special finish of vinyl-covered stainless steel.

INTERSTATE'S 17' CRUISETTE



Interstate's 17' Cruisette, sleeps two but can be converted into a four sleeper. Cabin and cockpit have plenty of room.

The 17' Cruisette made by Interstate Boats is available as a two-sleeper but can be converted to a four-sleeper.

It has ample stowage space and an opening windshield. The extra beam—79"—is for safe, dry boating. All seams below the waterline are fiberglassed. The mahogany finish and matched fabrics in the cabin make a pleasing decor.

Further information can be obtained by writing Interstate Boats, Dept. A, Highspire, Pa. The company is a division of the Interstate Forging Supply Co.

LUND HOCKEY STICKS

Made of first quality tough hardwoods. Laminated construction. Built to give fine service. All sticks have shellacked blades, attractively taped. Numbers 50, 52, 54 and 55 have pinned blades. Numbers 55 and 57 have bright colored labels. All sticks are neatly stamped for identification.

No. 52 LUND PROFESSIONAL

Meets the exacting requirements of the country's outstanding professional players. Especially selected for lightness, stiffness, and perfect balance. Made in rights and lefts. Lies 1 to 10. 53" shaft.

1U7567	Left	List $3.75	32506★ Ea.
1U7568	Right	List 3.75	32506★ Ea.
1U7569	Neutral	List 3.75	32506★ Ea.

LUND SPECIAL FIBERGLASS

Strong, well balanced and carefully modeled. Made in rights, lefts, and neutrals.

All No's.	1U7574 Left	1U7575 Right	1U7576 Neutral
		List $4.50	32707★ Ea.

No. 54 LUND SPECIAL

This stick appeals to the amateur player. Strong, well balanced and carefully modeled. Made in rights and lefts. Lies 3 to 8. 53" shaft.

1U7565	Left	List $3.00	21808★ Ea.
1U7566	Right	List 3.00	21808★ Ea.

No. 56 AMATURE

A full sized, nicely patterned stick. Assorted lies. 53" shaft.

1U7563 List $1.50 9902★ Ea.

No. 57 CHALLENGER

A correctly proportioned, carefully made stick. 46" to 48" shaft.

1U7572 List $1.00 87202★ Doz.

FRANKLIN HG4 HOCKEY GLOVE

Full professional size—entire hand-made of selected plump weight willow cowhide—gauntlet of black cowhide—flexible fibre reinforced thumb—fingers heavily padded and contoured—molded vulcanized fibre wrist protector—gauntlet fully protected with high impact Vinyl foam.

1U1792 List $16.00 99602★ Pr.

FRANKLIN HG2 HOCKEY GLOVE

Professional size—made of plump weight willow cowhide palm, thumb and back of fingers. Contoured padded fingers—vulcanized fibre thumb reinforcement. Gauntlet made of heavy contrast color simulated leather. Gauntlet padded with high impact Vinyl foam.

1U1791 List $10.75 76453★ Pr.

FRANKLIN HG1 BOY'S SIZE HOCKEY GLOVE

Made of plump weight glove leather—reinforced thumb—gauntlet—made of heavy weight simulated leather—vinyl padding encased in gauntlet.

1U1790 List $8.00 54802★ Pr.

FRANKLIN P70 LEG PROTECTORS

Full adult size—corrugated, heavy gauge, red, vulcanized fibre leg pieces, cowhide faced at top, and with deep, cowhide instep protectors—2 cowhide, hair-filled rolls at knee to cushion shock—vulcanized corrugated fibre knee-caps, thick, all-wool felt, knee protectors—full length inner shock absorbers

1U1789 List $6.75 54055★ Pr.

FRANKLIN P-65 LEG PROTECTORS

Leg pieces of heavy gauge, corrugated red, vulcanized fibre, finished off at top with cowhide facing, and deep, cowhide covered felt instep protectors — vulcanized, corrugated knee-caps, securely stitched to thick, all-wool felt knee protectors—2 web straps with slide buckle, metal-tipped ends—2 strong wide, inner shock absorbers.

1U1788 List $5.50 43306★ Pr.

FRANKLIN P-50 LEG PROTECTORS

Red fibre leg pieces corrugated, finished off at top with leather facing, and felt faced at bottom. Fibre knee-caps, felt knee protectors — 2 web straps with slide buckle, inner shock absorbers.

1U1787 List $4.00 32407★ Pr.

HOCKEY PUCKS

Seamless Rubber—Official Size and Weight.

1U7557 List 35c 32807★ Dz.

SEMI-PORCELAIN dinnerware

lavishly designed in 22K GOLD AND PLATINUM

32-pc. Set Service for Six — Ship. Wgt., 21 lbs.
Six each: Tea Cups, Tea Saucers, Bread and Butter Plates 6", Large Dinner Plates 10", and Sauce Dishes
One each: Platter 11½", Round Open Vegetable Dish.

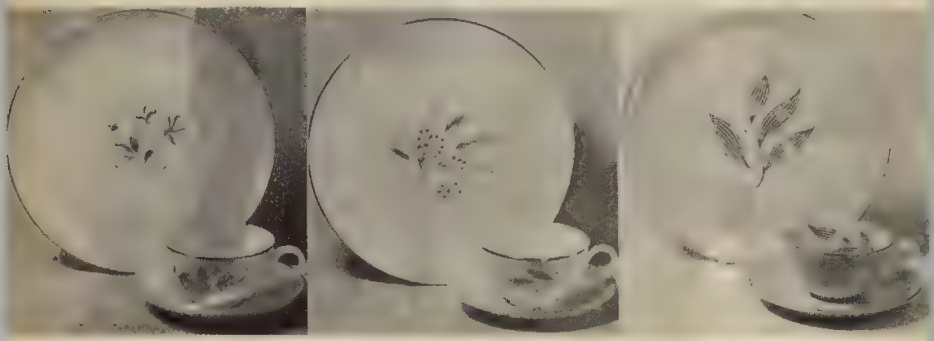
35-pc. Set COMPLETE Service for Six — Ship. Wgt. 25 lbs
Same as 32 pc. Set above PLUS Covered Sugar Bowl (2 pcs., and Creamer

53-pc. Set Service for Eight — Ship. Wgt. 38 lbs.
Eight each: Tea Cups, Tea Saucers, Bread and Butter Plates 6", Large Dinner Plates 10", Soup Plates, and Sauce Dishes
One each: Large Platter 13½", Round Open Vegetable Dish, Covered Sugar Bowl (2 pcs.), and Creamer.

93-pc. Set Service for Twelve — Ship. Wgt., 73 lbs
Twelve each: Tea Cups, Tea Saucers, Bread and Butter Plates 6", Fruit or Salad Plates 7", Large Dinner Plates 10", Soup Plates, and Sauce Dishes
One each: Platter 11½", Extra Large Platter 15½", Gravy Boat, Gravy Boat Stand, Covered Sugar Bowl (2 pcs.), and Creamer.
Two each: Round Open Vegetable Dishes.
92-pc. Set Service for Twelve in "Star Dust" pattern — same as 53-pc. set above but Gravy Boat has attached stand — 1 pc. Ship. wgt., 73 lbs.

CAPRI — Yes, the fascinating Capri pattern is one of the best selling patterns in America. One lingering look and you too will agree . . . you'll love the appealing center decoration with feathery charcoal lines tipped with pink . . . modern coupe shape ENRICHED with PLATINUM edge lines. For breakfasts . . . for banquets . . . you'll always be proud of the table you set!

37-308 P1317	—32-pc.	Set for 6	Retail **$18.75**
37-310 F1567	—35-pc.	Set for 6	Retail **23.50**
37-311 P2500	—53-pc.	Set for 8	Retail **37.50**
37-312 P4367	—93-pc.	Set for 12	Retail **65.50**



MAYTIME — Delightful as a spring morning. Wide sunny yellow band sets off soft white and yellow blossoms and stylized tan leaves. PLATINUM edge lines provide the perfect finishing touch. *Rhythm* coupe shape.

37-321	**P1450**	32-pc	Set for 6	Ret. **$21.75**
37-322	**F1767**	35 pc	Set for 6	Ret **26.50**
37 323	**P2797**	53 pc	Set for 8	Ret **41.95**
37-324	**P4850**	93-pc	Set for 12	Ret **72.75**

GOLDEN WHEAT — Everyone will always love this ever popular pattern with warm and friendly tones of yellow, tan and sepia embellished with rich 22K GOLD edge lines. *Rhythm* coupe shape is both graceful and modern

37-313	**P1317**	32-pc	Set for 6	Ret **$19.75**
37 314	**F1567**	35 pc	Set for 6.	Ret. **23.50**
37-315	**P2500**	53 pc	Set for 8	Ret. **37.50**
37-316	**P4367**	93 pc	Set for 12	Ret **65 50**

STAR DUST — Different! Acclaimed internationally for its smart combination of blue body with white handles and knobs. White flowers have scarlet centers. Each piece is lavishly trimmed with PLATINUM

37-317	**P1317**	32-pc	Set for 6	Ret. **$19.75**
37-318	**F1567**	35-pc	Set for 6	Ret **23 50**
37-319	**P2500**	53-pc	Set for 8	Ret **37.50**
37-320	**P4367**	92-pc	Set for 12	Ret **65 50**

guaranteed forever against checking or crazing

cavalier egg-shell **DINNERWARE** edged in priceless PLATINUM

master-crafted by world renowned

We proudly present 8 nationally acclaimed patterns by Homer Laughlin . . . world's largest manufacturer of fine semi-porcelain dinnerware. Each lovely piece is **TRIPLE SELECTED . . . GUARANTEED** FOREVER against checking or crazing. Each piece is completely oven proof. Bake in them and serve right to your table. Choose from service for 6, 8 or 12 . . . all patterns available in the banquet compositions shown on the reverse of this page.

ROMANCE—So smart . . . so new. Dainty and delicate pastel leaves dotted with pink buds grace the full turquoise rim band. Here's real elegance with PLATINUM edging and stunning Cavalier shape.

64 7825 F 1662	32 Pc. Set, serves 6	Retail $24.95
64 7933 F 2015	35 Pc. Complete service for 6	Retail $30.25
64-7841 F 3162	53 Pc. Complete service for 8	Retail $47.50
64 7858 F 5510	93 Pc. Complete service for 12	Retail $82.75

BARCLAY—Delightfully refreshing. You'll adore the everlasting beauty of the bud pink band framed with PLATINUM edge lines on Cavalier shape. Center has pretty pink flowers with stylized grey leaves and stems.

64 7966 F 1662	32 Pc. Set, serves 6	Retail $24.95
64-7974 F 2015	35-Pc. Complete service for 6	Retail $30.25
64-7962 F 3162	53 Pc. Complete service for 8	Retail $47.50
64 7990 F 5510	93-Pc. Complete service for 12	Retail $82.75

SPRING SONG

SPRING SONG—Softly delicate . . . elegantly sophisticated. A perfect blend of turquoise and grey with that just right touch of scarlet. The choice of America's most discriminating hostesses. PLATINUM rim, of course. Cavalier shape.

64-9006 F 1662	32 Pc. Set, serves 6	Retail $24.95
64-8014 F 2015	35-Pc. Complete service for 6	Retail $30.25
64-8022 F 3162	53-Pc. Complete service for 8	Retail $47.50
64-8030 F 5510	93 Pc. Complete service for 12	Retail $82.75

SOMERSET

SOMERSET—A most enticing decoration. Delightfully simple with its border of sun-drenched, ripened wheat . . . and pale blue field flowers. Graceful Cavalier shape is trimmed with priceless PLATINUM.

64-8048 F 1538	32 Pc. Set, serves 6	Retail $23.25
64-8055 F 1874	35-Pc. Complete service for 6	Retail $28.25
64-8063 F 2966	53-Pc. Complete service for 8	Retail $44.50
64-8071 F 5141	93 Pc. Complete service for 12	Retail $77.25

See other side for set composition.

Shipped from West Virginia. Not available—pay shipping charges on delivery. Allow two weeks.

HOMER LAUGHLIN

semi-porcelain dinnerware

lavishly designed in

22K GOLD AND PLATINUM

GOLDEN WHEAT—Everyone will always love this ever popular pattern with warm and friendly tones of yellow, tan and sepia embellished with rich 22K GOLD edge lines. *Rhythm* coupe shape is both graceful and modern.

		Retail
64-8121 F 1397	32-Pc. Set, serves 6	$20.95
64-8139 F 1662	35-Pc. Set, serves 6	$24.95
64-8147 F 2651	53-Pc. Set, serves 8	$39.79
64-8154 F 4629	93-Pc. Set, serves 12	$69.50

CAPRI—You'll adore the appealing center with feathery charcoal lines tipped with pink modern coupe shape ENRICHED with PLATINUM edge lines. For breakfasts for banquets . . . you'll always be proud of the table you set.

		Retail
64-8069 F 1397	32-Pc. Set, serves 6	$20.95
64-8097 F 1662	35-Pc. Set, serves 6	$24.95
64-8165 F 2651	53-Pc. Set, serves 8	$39.79
64-8113 F 4629	93 Pc. Set, serves 12	$69.50

MAYTIME—Wide sunny yellow bands sets off soft white and yellow blossoms and stylized tan leaves. PLATINUM edged *Rhythm* coupe shape.

64-8204 F 1538	32-Pc. Set, serves 6	Retail $23.25
64-8212 F 1674	35-Pc. Set, serves 6	Retail $28.25
64-8220 F 2866	53-Pc. Set, serves 8	Retail $44.50
64-8238 F 5141	93-Pc. Set, serves 12	Retail $77.25

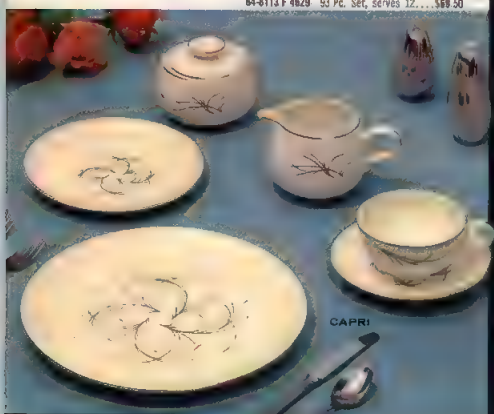
COMPOSITION OF SETS

32-pc. Set: Service for Six—Shpg. Wt., 21 lbs.
Six each, Tea Cups, Tea Saucers, Bread and Butter plates 5⅝", Large Dinner Plates 10", and Sauce Dishes.
One each—Platter 11½", Round Open Vegetable Dish

35-pc. Set COMPLETE Service for Six—Shpg. Wt. 25 lbs.
Same as 32-pc. Set above PLUS Covered Sugar Bowl (2 pcs.) and Creamer

53-pc. Set Service for Eight—Shpg. Wt. 38 lbs.
Eight each—Tea Cups, Tea Saucers, Bread and Butter Plates 6", Large Dinner Plates 10", Soup Plates, and Sauce Dishes.
One each Large Platter 13½", Round Open Vegetable Dish, Covered Sugar Bowl (2 pcs.), and Creamer

93-pc. Set Service for Twelve—Shpg. Wt., 73 lbs.
Twelve each—Tea Cups, Tea Saucers, Bread and Butter Plates 6", Pie or Salad Plates 7", Large Dinner Plates 10", Soup Plates, and Sauce Dishes
One each Platter 11½", Extra Large Platter 15½", Gravy Boat Gravy Boat Stand, Covered Sugar Bowl (2 pcs.) and Creamer
Two each Round Open Vegetable Dishes.



BOUQUET—A best seller in fine stores throughout the country. White roses with pink centers and fresh green leaves trim both plate centers and cup sides. Lavishly trimmed with PLATINUM edge lines.

64-8162 F 1397	32-Pc. Set, serves 6	Retail $20.95
64-8170 F 1662	35-Pc. Set, serves 6	Retail $24.95
64-8188 F 2651	53-Pc. Set, serves 8	Retail $39.79
64-8196 F 4629	93-Pc. Set, serves 12	Retail $69.50

GUARANTEED OPEN STOCK • GUARANTEED FOREVER AGAINST CHECKING OR CRAZING • GUARANTEED PACKING ASSURES SAFE ARRIVAL

 Shipped from West Virginia Not mailable—pay shipping charges on delivery. Allow two weeks.

HOMER LAUGHLIN
semi-porcelain
dinnerware

lavishly designed in
22K GOLD AND PLATINUM

CAPRI

COMPOSITION OF SETS

32-pc. Set: Service for Six—Shpg. Wt., 21 lbs
Six each Tea Cups, Tea Saucers, Bread and Butter Plates 6", Large Dinner Plates 10", and Sauce Dishes
One each—Platter 11½", Round Open Vegetable Dish

39-pc. Set COMPLETE Service for Six—Shpg. Wt. 25 lbs.
Same as 32-pc. Set above PLUS Covered Sugar Bowl (2 pcs.), and Creamer

53-pc. Set: Service for Eight—Shpg. Wt. 36 lbs
Eight each Tea Cups, Tea Saucers, Bread and Butter Plates 6", Large Dinner Plates 10", Soup Plates, and Sauce Dishes
One each—Large Platter 13½", Round Open Vegetable Dish, Covered Sugar Bowl (2 pcs.), and Creamer

93-pc. Set: Service for Twelve—Shpg. Wt., 73 lbs.
Twelve each—Tea Cups, Tea Saucers, Bread and Butter Plates 6", Pie or Salad Plates 7", Large Dinner Plates 10", Soup Plates, and Sauce Dishes
One each, Platter 13½", Extra Large Platter 15½", Gravy Boat, Gravy Boat Stand, Covered Sugar Bowl (2 pcs.), and Creamer.
Two each—Round Open Vegetable Dishes.

92-pc. Set: Service for Twelve as "Star Dust" pattern—same as 93-pc. set, above but Gravy Boat has attached stand—one piece. Shpg. wt., 73 lbs

CAPRI—Yes, the fascinating Capri pattern is one of the most [illegible] American Dinnerware ever made and you too will agree . . . you'll [illegible] sparkling center decoration [illegible] edged with pink . . . modern coupe shape ENAMELED & PLATINUM edge lines. For breakfast [illegible] you'll always be proud of the table you set

D44G293 1317	32-pc. Set for 6	Retail $19.75
D44G217 1567	35-pc. Set for 6	Retail 23.50
D44G213 2508	53-pc. Set for 8	Retail 37.50
D44G214-4367	93-pc. Set of 12	Retail 65.50

MAYTIME

MAYTIME—Delightful as a spring morning. Wide sunny yellow band sets off soft white and yellow blossoms and stylized tan leaves. PLATINUM edge lines provide the perfect finishing touch. *Rhythm* coupe shape.

D44G303 1450	42-pc. Set for 6	Retail $24.75
D44G394 1767	45-pc. Set for 6	Retail 26.50
D44G305 2797	53-pc. Set for 8	Retail 41.95
D44G396-4859	93-pc. Set for 12	Retail 72.75

GOLDEN WHEAT

GOLDEN WHEAT—Everyone [illegible] love this ever popular pattern [illegible] friendly tones of yellow, tan and sepia embellished with rich 22K GOLD edge lines. *Rhythm* coupe shape is both graceful and modern.

D44G294 1317	32-pc. Set for 6	Retail $19.75
D44G218 1567	35-pc. Set for 6	Retail 23.50
D44G219 2508	53-pc. Set for 8	Retail 37.50
D44G220-4367	93-pc. Set for 12	Retail 65.50

STAR DUST

STAR DUST—Different. Acclaimed internationally for its smart combination of blue body with white handles and knobs. White flowers have scarlet centers. Each piece is lavishly trimmed with PLATINUM.

D44G295 1317	32-pc. Set for 6	Retail $19.75
D44G215 1567	35-pc. Set for 6	Retail 23.50
D44G215 2508	53-pc. Set for 8	Retail 37.50
D44G2[illegible] 1367	[illegible]-pc. Set for 12	Retail 65.50

GUARANTEED OPEN STOCK • GUARANTEED FOREVER AGAINST CHECKING OR CRAZING • GUARANTEED PACKING ASSURES SAFE ARRIVAL

"SHIPPED FROM FACTORY, NEWELL, W. Va., ALLOW TWO WEEKS FOR DELIVERY"

cavalier egg-shell
semi-porcelain
DINNERWARE
edged in priceless
PLATINUM
master-crafted
by world renowned
HOMER LAUGHLIN

ROMANCE

We're proud to present you with these 8 award-winning nationally advertised patterns by famous Homer Laughlin . . . world's largest manufacturer of fine semi-porcelain dinnerware. Each lovely piece is TRIPLE SELECTED . . . GUARANTEED FOREVER against CHECKING OR CRAZING. Each gracious piece is COMPLETELY OVEN PROOF . . . you may bake in them and serve right to your table. Choose from service for 6, 8 or 12 . . . all patterns available in the banquet compositions shown on the reverse of this page.

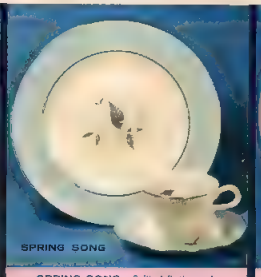
ROMANCE—So smart . . . so new. Dainty and delicate pastel leaves dotted with pink buds grace the full turquoise rim band. Here's real elegance with PLATINUM edging and stunning Cavalier shape.

D44G280-1567—32-pc. Set for 6 . . . . . Retail $23.50
D44G280-1903—35-pc. Set for 6. . . . . Retail 28.50
D44G281 2983—53-pc. Set for 8 . . . . . Retail 44.75
D44G282-5197—93-pc. Set for 12. . . . . Retail 77.95

BARCLAY

BARCLAY—Delightfully refreshing. You adore the everlasting beauty of the bold pink band framed with PLATINUM edge lines on Cavalier shape. Center has pretty pink flowers with stylized gray leaves and stems.

D44G291 1567—32 pc. Set for 6 Retail $23.50
D44G293 1900—35-pc. Set for 6 Retail 28.50
D44G294 2983—53-pc. Set for 8 Retail 44.75
D44G295 5197—93 pc. Set for 12 Retail 77.95



SPRING SONG

SPRING SONG—Softly delicate . . . elegantly sophisticated. A perfect blend of turquoise and grey with just right touch of coral. For years America's most discriminating hostesses PLATINUM rim, of course. Cavalier shape.

D44G292 1567—32 pc. Set for 6 Retail $23.50
D44G293 1900—35 pc. Set for 6 Retail 28.50
D44G210 2983—53-pc. Set for 8 Retail 44.75
D44G211 5197—93-pc. Set for 12 Retail 77.95

SOUTH WIND

SOUTH WIND—Enticing as a tropical breeze . . . tapered leaves of winter-white against a band of warm rose beige are touched lightly here and there with . . . brown burnt orange. The always-correct Cavalier shape is edged in PLATINUM.

D44G299 1567—32 pc. Set for 6 Retail $23.50
D44G300 1900—35 pc. Set for 6 Retail 28.50
D44G301 2983—53-pc. Set for 8 Retail 44.75
D44G302-5197—93-pc. Set for 12 Retail 77.95

See other side for set composition.

"SHIPPED FROM FACTORY, NEWELL, W. Va., ALLOW TWO WEEKS FOR DELIVERY"

FIELD DRUM

OHIO ART

Top head printed design. Bright metal lithoed 4 colors. 4 springs. Pair of 12 inch sticks, 18 inch neck sling. Drum 9 inch diameter, 10 inches high.

Pkd. 6, wt. 10 lbs.

No.	Retail
344	$1.20

DEEP FIELD DRUM

OHIO ART

Heavy parchment heads. Lithographed in 4 colors. 4 Springs. Pair of 12 inch sticks, 18 inch neck sling. Drum 10½ inch diameter, 12 inches high.

Pkd. 4, wt. 8 lbs.

No.	Retail
346	$2.00

TRAP DRUM JAZZ SET

NOBLE & COOLEY

Large 20 inch bass drum, picture heads in full color. Side drums are 8 inches and 6½ inches in diameter. Complete with foot pedal, triangle, cymbals, tone-block, gong-bell, pair of sticks and all necessary hardware. Easy to assemble.

Pkg. 1, wt. 6½ lbs.

No.	Retail
31-20	$5.00

8 KEY PIANO

JAYMAR

Well constructed piano with 8 wooden keys and cast iron tone bar fitted with tone wires. 4½ inches high, 8 inches wide. Black enamel finish. Individually boxed.

Pkd. 24, wt. 33 lbs.

No.	Retail
J-2227	$1.00

No. J-2110—10 Key Piano. Similar to above. Finished in black and red.

Pkd. 24, wt. 49 lbs.

No.	Retail
J-2110	$2.00

No. J-2115—15 Key Piano. Similar to above. Finished in assorted colors.

Pkd. 12, wt. 36 lbs.

No.	Retail
J-2115	$3.00

MONACO 4-SPEED PORTABLE PHONOGRAPH

VANITY FAIR

An amplified portable 4-speed phonograph in washable, scuff-proof cabinet in 2-tone combination. Turntable with inserts for 45 rpm. records, sapphire needle, full range volume, tube and rectifier. Size 12½ x 10½ x 4¾ inches.

Pkd. 6, wt. 43 lbs.

No.	Retail
101	$16.00

"SOFTEE" WITH LAYETTE

HORSMAN

10 inches tall all vinyl doll with "Miracle" rooted hair, she drinks 'n wets. With turning head, glassine eyes and coo voice. Window boxed with layette.

Pkd. 12, wt. 16 lbs.

No.	Retail
S-59	$3.00

SNOW SUIT DOLL

HORSMAN

12 inches tall, drink 'n wet all vinyl doll. Molded hair, moving eyes, turning head and coo voice. Dressed in flannel snowsuit with knitted stocking cap and muffler. Distinct fingers and toes. With bottle. Individually boxed.

Pkd. 12, wt. 10 lbs.

No.	Retail
0203	$3.00

"RUTHIE"

HORSMAN

12 inch all vinyl doll with ponytail hairdo (Miracle Hair), sleeping glassine eyes, turning head and coo voice. Dressed in taffeta dress with pinafore, shoes and socks. In window display box.

Pkd. 12, wt. 16 lbs.

No.	Retail
5212	$4.00

DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

No. 5561 HORSMAN "RUTHIE"
TODDLER WITH COAT AND HAT (6) $8.00

"Ruthie" is 18 inches tall, fully jointed, soft vinyl doll. Perma-Curl hairdo, glassine eyes and coo voice. Dressed to go partying in Coat, Hat, Dress, Purse, etc.

DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

No. S 70 HORSMAN
"RUTHIE" IN CASE (3) $10.00

14 inches tall, fully jointed all vinyl doll with Perma-Curl hairdo, sleeping eyes and coo voice. Dressed in cotton pinafore and dress. Carrying case includes complete wardrobe.

DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

No. 2112 HORSMAN "CINDY"
"BRIDE" DOLL (4) $10.00

"Cindy" is 21 inches tall, made of vinyl, fully jointed arms, legs and waist. Glassine eyes, Perma-Curl hairdo. Dressed in a brides' best with all accessories.

DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

No. 6940 HUBLEY DOUBLE HOLSTER SET,
TURQUOISE (12) $4.00

Genuine leather in Black and White combination, all White parts with border design. Features Turquoise jewel decorations with matching pistol grips, ornamental conchas. Adjustable contour belt with large Western buckle. Leg ties included, with 2 Western Pistols.

DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

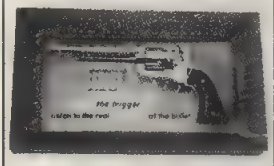
*** No. 5455 HORSMAN**
SLEEPY TIME SAL (6). $8.00

16 inches tall, all vinyl, fully jointed doll. With rooted hair in tie-back hairdo, glassine eyes, coo voice. Dressed for Pajama party, with candle.

DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

*** No. 6952 HUBLEY DOUBLE HOLSTER SET,**
COLORTONE (6). $5.00

Top grain cowhide in "Saddle Leather" finish, deeply tooled. Holster fronts with head design. Adjustable contour belt with large Western buckle and leg ties. Packed with Western pistols with brown handles. Individually boxed.



DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

☐ ★ **No. 279 HUBLEY RIC-O-SHAY GUN (6) . . . $4.00**

50-shot repeater, chrome plated with smooth black grips. Revolving cylinder with 6-brass bullets. Authentic side action loading, shoots standard roll caps. Real ricochet noise with each shot. Length 13 inches. Individually boxed.

DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

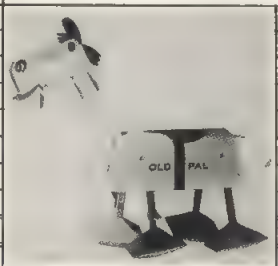
☐ ★ **No. 691 HUBLEY TIC TOY CLOCK (3). . . . $5.00**

11½ inches high and 8 inches wide. Attractive Multi-colored clock which actually keeps time for 14 hours, spring driven. Can be taken apart and reassembled through color-keyed gear assembly. For ages 5 to 15 years. Individually boxed.

DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

☐ **No. 191 HUBLEY "COLT" COLLECTORS SET (6) $6.00**

Contains one colt .45 and one Colt Detective Special, each with 6-bullets and jewel-like polystyrene presentation box. These are authentic reproductions of Famous early Western guns.



DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

☐ **No. 980 HUBLEY OLD PAL HORSE (1) $20.00**

New hobby horse that actually walks. Strong enough for adults to ride. Slight rocking motion allows horse to walk almost anywhere, horse can be led. Made of heavy steel and plastic with enamel contrasting colors. Individually boxed.

DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

☐ ★ **No. 851 HUBLEY STOCK YARD TRUCK (12). $2.00**

All-metal 10 inch truck with green die-cast chassis, yellow high impact plastic body. 3 pigs included. When side of truck is opened and knob is turned, pigs walk out of truck.

DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

☐ **No. 90 HUBLEY FARM SET (3) $10.00**

Set consists of tractor, cultivator, cultipacker and farm wagon, all interlocking. Cultivator and cultipacker can be raised or lowered for operation. Set individually boxed.

☐ **No. 525 TRACTOR (6) $5.00**

DATE	ON HAND	ORDER
	3	
TOTAL		
LAY AWAY		

☐ **No. 215 HIGHLANDER SALES CO.**
TICKLE BEE (12) **$2.00**

Tickle the "Tickle Bee" without getting stung. A perfect fun-maker for any age child or adult. The magic magnet tickles the little "Tickle Bee" around a winding path.

DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

☐ **No. 6811 HORSMAN "SOFTEE"**
BABY DOLL (3) **$13.00**

26 Inch all plastic fully jointed doll. She drinks and wets. Rooted hair with Perma-Curl. Sleeping eyes, coo voice. Beautifully dressed, bonnet, shoes and socks. With bottle.

DATE	ON HAND	ORDER
	2	
TOTAL		
LAY AWAY		

☐ **★ No. 200 HIGHLANDER SALES CO.**
COOTIE (12) **$2.00**

One of America's top selling games. Millions of boys and girls, Moms and Dads have enjoyed this all plastic building game for years.

DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

☐ **No. 3413 HORSMAN "SOFTEE"**
BABY DOLL (5) **$6.00**

16 Inch full jointed all vinyl doll. She drinks and wets. Rooted Perma-Curl hair, glassine eyes. Fully clothed in Nylon dress, bonnet, etc. With bottle.

DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

☐ **No. 205 HIGHLANDER SALES CO.**
TUMBLE BUG (12) **$2.00**

Colorful Tumble Bugs hop, skip and tumble down the runway in an exciting race. Can be enjoyed by one or many.

DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

☐ **No. 5414 HORSMAN "RUTHIE"**
PONY TAIL DOLL (6) **$6.00**

"Ruthie" is 16 inches tall, fully jointed and all vinyl. Each finger and toe is distinct, With Perma-Curl hairdo, glassine eyes. Dressed in striped dress, shoes and socks.

DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

☐ ★ **No. 1909 HASSENFELD BROS., INC.**
JR. MISS MAKE-UP KIT (24) $1.00

A smartly styled padded vinyl purse, unbreakable and washable. Fitted with harmless, safe, and pure toy make-up items. Size 7 x 7 x 2½ inches.

DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

☐ **No. 1963 HASSENFELD BROS., INC.**
DEB-U-TEEN COSMETIC SET (12) $3.00

A hatbox-styled case made of durable, washable calfskin vinyl smartly decorated and fitted with safe and harmless Deb-U-Teen cosmetics. Includes 3 bottles of cologne, brush, nail polish, comb, etc. 8¾ inches in diam., 2 inches high.

DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

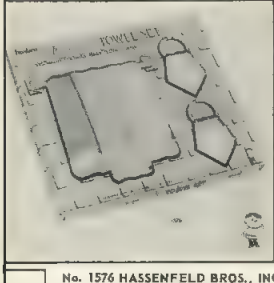
☐ ★ **1572 HASSENFELD BROS., INC.**
DELUXE NEEDLE POINT (12) $2.00

A do-it-yourself craft. Set contains 2 attractive plastic frames and 2 needle point pictures, silk screened in full color as a guide. Ample yarn for both pictures included. Attractively boxed.

DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

☐ **No. 1542 HASSENFELD BROS., INC.**
NECCHI SEWING MACHINE SET (6) $4.00

A luggage styled case with lock and handle containing a toy Necchi sewing machine and a wealth of sewing materials. Actually sews! Backed by warranty. Includes dresses, patterns material, thread, etc. Size 9⅝ x 11½ x 4½ inches.



DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

☐ **No. 1576 HASSENFELD BROS., INC.**
DELUXE MONOGRAM TOWEL SET (12) $2.00

An attractive set including 3 beautiful towels and 2 face cloths. Cut out the desired monograms (furnished) and applique them to the towels. A delightful personalized gift.

DATE	ON HAND	ORDER
	/	
TOTAL		
LAY AWAY		

☐ **No. 300 HIGHLANDER SALES**
STADIUM CHECKERS (12) $3.00

A real family favorite. Two or more players compete in getting marbles out of the colorful plastic stadium. Exciting as football, interesting as checkers.

FREE 8-Pc. Safety Sign Set

With any Wheel Goods Order of $30 or more from Pages 428-432, and (A) Page 434. See Page 428.

(L) **Hot Rod Racer** detailed like a real midget racer. Extra speed and easier pedalling . . . chain drive with ball bearing pedal cranks and rear axle supports. All steel body. Artillery type nylon bearing 10-in. wheels with 1¾-in. semi-pneumatic tires. Plastic windshield. Yellow finish, red and black trim. Red and white wheels. About 35 in. long.
48 T 5800 MOD—Ship. wt. 39 lbs. 19.95

(M) **Pacesetter Convertible.** Sleek and modern, easy pedalling fun . . . Expensive car features for a low price. Modern grille, chromed hood trim, seat pad. Ball bearing drive, 3-way adjustable pedals. Steel body with metallic turquoise enamel finish, white trim. Dummy windshield, plated hub caps. 7½-in. wheels, ⅝-in. tires. About 37 in. long. Make yours a "2-Car" Family! Use Wards Revolving Charge, Pg. 19.
48 W 5454 MOD—Ship. wt. 28 lbs. 13.95

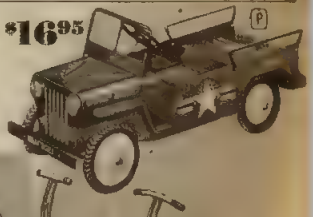
Clang! Clang! Clang!

Make Way for the Fireman!

(N) **Hook and Ladder Fire Engine . . . Free Helmet.** Bell rings, light on hood flashes a warning as young smoke-eaters dash to the fire. *Back platform for the Chief's Assistant to ride on.*

Two wood ladders unhook for upper story rescues. Easy pedalling ball bearing drive has 3-way adjustable pedals. Sturdy steel body is bright red with white trim and yellow ladders. Dummy windshield and handrails. 7½-in. wheels with ⅝-in. tires. Flasher battery not included. Sold separately below.
48 W 5455 MOD—Ship. wt. 35 lbs. 43 in. long 16.98
48 W 2340—"D" Battery. Ship. wt. 1 lb. ..... 4 for 67c

The Jeep, Action-Packed Favorite $16.95



(P) **Cruising down the sidewalk** or bouncing along on field maneuvers, youngsters will thrill to drive this replica of an Air Force jeep. Tow hitch on back for hauling wagon. Room in back for a buddy. Welded steel body, Air Force Blue enamel. Side handrails for sharp turns. Easy steering, adjustable pedal drive. 8-in. wheels; chevron-tread tires. Windshield (no glass) raises, lowers.
48 W 5801RD About 43 in. long. Ship. wt. 31 lbs. 16.95

Famous Greyhound Coaster Wagons

(P) (T) (U) **Greyhound Steel Coaster Wagons** are built for rough play, long use. 1-pc. bodies with smooth rolled edges. Heavy gauge undergear, D-grip handles. Baked-on Red enamel finish. Large sizes have ball bearing wheels; medium, small wagons have lifetime oil impregnated wood bearings.

(R) **Large**—34½x16x3¾ in. deep. 8-in. wheels, 1¼-in. tires. Screw-on hub caps.
48 W 5516 MOD—Ship. wt. 27 lbs. ... 8.49

(T) **Deluxe**—34½x16x3¾ in. deep. 10-in. wheels, 1¾-in. semi-pneumatic chevron-tread tires. Plated hubcaps.
48 W 5523 MOD—Ship. wt. 31 lbs. 10.44

(U) **Medium**—30x12¼x3½ in. deep. 7-in. wheels, 1¼-in. tires. Snap-on hub caps.
48 W 5510 MOD—Ship. wt. 16 lbs. 5.98

Small (Not shown.) 26½x10x3¼ in. deep. 6-in. wheels, ¾-in. rubber tires.
48 W 5507 MD—Ship. wt. 12 lbs. ... 3.49

(V) **Deluxe 2-Wheel Scooter** has 1-pc. frame and footboard. Rear wheel brake can be operated while coasting. Kickstand for upright parking. 10-in. wheels have 1¾-in. tires, lifetime bearings. Red enamel with White and Black trim. 39x32 in. high.
48 T 5406 MD—Wt. 16 lbs. 5.79

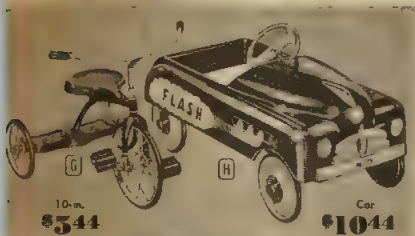
(W) **3-Wheel Scooter.** Smooth pressed steel footboard, frame. Double rear wheels for stability. 4¾-in. double disc wheels, ½-in. tires. Red, Blue enamel with White trim. Wt. 5 lbs. 12 oz.
48 T 5823 MD—24x24 in. high ... 2.79

Be Sure To See . . . Wards Real Covered Wagon Set . . . the young Pioneer can climb inside. Sold, Page 434.

NOTE: All Items Shipped Partly Assembled. "R" After Catalog Number Means Shipped Freight, Truck, Expr.

Save on Combination

Both $22.33 Only $2.50 Down



10-in. $5.44

Car $10.44

2 Big Specials

G Imagine! A sturdy Bright Red Velocipede only $5.44! ¾-in. steel tubing frame, 1 in. head. 10-in. wire spoke front wheel, plain bearings; 7 in. rear wheels; ⅛ in rubber tires. 1-pc block rubber pedals. White handlebars. Leg reach 15-18 in Durable baked on enamel finish. 48 T 5308MD Ship wt 10 lbs. Special at 5.44

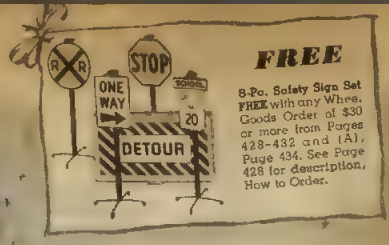
H "Flash" Pedal Car. It's modern and up-to-date with many "expensive car" features *yet it's priced at only $10.44! For 2 to 5 yrs.* Ball bearing 3-position pedal drive. 7½-in. wheels, ⅝-in. solid rubber tires. Fiber seat pad. Chrome-plated hood ornament, "silver" grille. Enameled plastic hubcaps. Dark Blue body, white trim. "Flash" screened metal. 35 in. long. Ship. wt. 27 lbs. 48 T 5432MOD-Special at 10.44

W L R L C Charge It! SEE PAGE 19

$25.98 $3.00 Down

$23.98 $2.50 Down

$16.95



FREE

8-Pc. Safety Sign Set FREE with any Wheel Goods Order of $30 or more from Pages 428-432 and (A) Page 434. See Page 428 for description, How to Order.

NEW AND EXCITING

Riding Thrills

A Supertone Tractor With Trailer. For young farmers, construction foremen! Massive hood . . . play gear shift rat-tat-tats . . . tractor-type tires . . . tow hitch! Bicycle-type chain drive for easy pedaling; "knee action" front wheel absorbs bumps. Rugged steel frame; adjustable spring seat. 7½-in. front, 9¾-in. rear wheels; semi-pneumatic tires. RED TRACTOR abt. 39x21x28 in. TRAILER 24x16x11½ in. deep; 7-in. wheels; red finish. *Buy Both—Save $1.88.*

48 W 5420 RD—Tractor. Ship. wt. 32 lbs. 17.44

48 W 5840 MOD—Trailer. Ship. wt. 15 lbs. 6.77

48 W 5498 RD—Both. Wt. 47 lbs. $2.50 Down. Cash 22.33

B Big Deluxe Tractor. Ball-bearing bicycle-type chain drive; "knee-action" front wheel cushions bumps. Heavy-gauge steel hood; pretend motor block, spark plugs. Adj. spring seat. Heavy-duty step-plate. 8-in. front, 10-in. rear wheels; 1¾-in. tractor-type tires. Play gear shift rat-tat-tats. Trailer hitch. Red enamel, white trim.

48 T 5461 RD—48x21x28 in. high. Wt. 39 lbs. Cash 25.98

C Police Moto-Trike. Thrill your young "traffic cop"! Plastic windshield, rear carryall compartment. Strong frame. 12-in. ball bearing front, nylon bearing rear wheels; 1¾-in. semi-pneumatic tires. Vinyl-top coil-spring saddle, handlebar with guards adjust. Flamboyant Blue finish with flashy chrome and white trim. Red grips, pedals. Leg Reach 17-20 in.

48 T 5346 MOD—Wt. 25 lbs. $2.50 Down, $3 Mo. Cash 23.98

D 16-in. Velocipede With Dump Box. Just what busy little "construction engineers" need for hauling and dumping maneuvers! Sturdy arch-type steel frame. 1¾-in. tires; 10-in. rear wheels. Handlebars, saddle adjust. Steel dump box with tail-gate . . . handle with sliding lock.

48 T 5382 RD—Red enamel, white trim. Wt. 29 lbs.. 16.95

E F Muscle-Building Irish Mails. Lots of fun, exercise! Child propels with arms, steers with feet.

(E) Jet Racer. 2-pc. steel frame, adjustable seat. Oil-impregnated bronze bearings. Steel pump stick, vinyl grip. 10-in. disc wheels, 1½-in. semi-pneumatic tires. Red, yellow, white finish. 43x14x17½ in. high. Ship. wt. 26 lbs.

48 T 5431 MOD .. 11.79

(F) Speedster. Wards Best. Enclosed chain drive. All ball-bearing—*easier riding, longer wear.* Heavy 1-pc. braced steel body. Large seat adjusts. Full swing steel pump-rod, wood handle. 8-in. front, 12-in. rear wheels; 1¼-in. semi-pneumatic tires. Yellow. 35x21x23 in. Wt. 34 lbs.

48 T 5415 RD..... 17.49

NOTE: Items on this page shipped partly assembled to save on shipping costs. Instructions. "R" after catalog number means shipped Freight, Truck, Express. Others Mailable.

Irish Mails

E $11.79

F $17.49

HOUSEBOATS

FALLS CITY MARINETTE

The Marine Division of Falls City Flying Service, Louisville, Kentucky, introduces an improved version of the 28' all-aluminum Marinette. Outstanding feature is its cruiser-type vee-bottom hull. The inboard version powered by a 70 hp Graymarine attains speeds up to 18 mph. The outboard model will do 20 mph with two 35 hp engines.

The hull is constructed of ⅛" aluminum plate, completely welded, with stringers and bulkheads welded to hull. Styrofoam is used for buoyancy and soundproofing.

"Weather conditioning" is provided by a blanket of glass fiber insulation. There are sleeping accommodations for four, a modern galley, complete head and screened-in jalousie windows and door. The cabin has 6'3" headroom and adequate closet and storage space.

FLOTEL

Flotel continues to offer its basic triple hull of aluminum. The hulls come in three sizes, 22', 28' and 34'. There is a standard cabin plan for each hull with stainless-steel galley, toilet and mahogany interior. The 22' houseboat sleeps four. Light in weight and low in cost, they save on horsepower and upkeep. All have water-tight compartments and Harborite decks. Hulls alone may be purchased.

The company's Sun-Tan Special is a 15' x 7' triple-hull aluminum pontoon boat that, because of its 500-pound weight, is as easy to trail as a runabout. Each Sun-Tan has 9 watertight compartments.

Flotel is a product of the Flotel Division of Gennett & Sons, Inc., 1 Main St., Richmond, Ind.

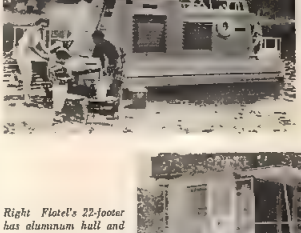
PLUCK'S CRAFT

All-steel river houseboats in 38' and 41' versions are made by Pluck's Craft, 915 West Main St., Louisville 2, Ky.

Each model is equipped with twin engines in stern with V-drive, 110-volt generator, hot and cold water, shower pressure water system, and two staterooms which can sleep six.

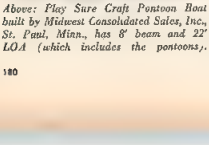
Left: The 28' all-aluminum Marinette by Falls City Flying service, Louisville, Ky., is built with a V-bottom hull. She will accommodate either inboard or outboard power, single or twin.

Right: Land and Water Marine Cruiser, built by Trail-it Coach Mfg Co., Des Moines, Iowa, has retractable wheels. She sleeps four in her 8' beam and 26' LOA. Interior is mahogany and Formica; roof deck is covered with fiberglass.

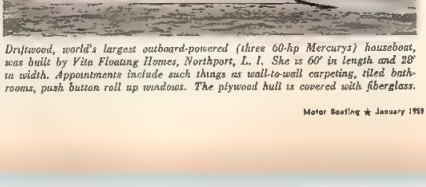


Left The 26' houseboat by Holiday Boats, St. Paul, Minn., has steel hull with 7 inch draft. Salon is finished with oak frames and mahogany walls. Dinette has convertible booth that seats six, sleeps two. There are two bunk beds.

Right Flotel's 22-footer has aluminum hull and Harborite decks. Sleeping accommodations are for four. Hulls alone may be purchased if desired



Above: Play Sure Craft Pontoon Boat built by Midwest Consolidated Sales, Inc., St. Paul, Minn., has 8' beam and 22' LOA (which includes the pontoons).



Driftwood, world's largest outboard-powered (three 60-hp Mercurys) houseboat, was built by Vita Floating Homes, Northport, L. I. She is 60' in length and 28' in width. Appointments include such things as wall-to-wall carpeting, tiled bathrooms, push button roll up windows. The plywood hull is covered with fiberglass.

House of Berland

GENUINE

jade

Smooth green Jade—prized by Oriental emperors for thousands of years. Now this cool and subtle charm is yours in these free form, Baroque accessories. Wear your loviest costume—make a wish—beautiful Jade amulets may bring you luck, happiness, love—it WILL bring you compliments galore!

Salome

Genuine Jade nugget—set in center of Gold plated polished heart pendant. Ample space on back for engraving. Suspended on Gold plated rope chain. Also available in Amethyst. *SPECIFY Jade or Amethyst*

95005	Set (Necklace Bracelet & Earrings	$12.30
9500N	Necklace	$4.10
9500B	Bracelet	$4.10
9500E	Earrings (clip-back)	$4.10

Amethyst

Lotus

Oriental motif bracelet with 5 selected Genuine Jade nuggets and 6 tinkling Buddha and Pagoda charms hang on curb link antique Gold plated chain. Matching (clip back) earrings. Also available in Amethyst. *SPECIFY Jade or Amethyst*

95025	Set (Bracelet & Earrings)	$14.00
9502B	Bracelet	59.90
9502E	Earrings	$4.10

Amethyst

Chloe

Genuine Jade nuggets suspended from fine Gold plated chain. Adjustable length necklace with 15 filigree-capped miniature Jade nuggets. Shower design matching earrings have 8 miniature Jade nuggets. Also available in multi-color semi-precious stones. *SPECIFY Jade or Multi-color stones.*

95035	Set (Necklace, Bracelet, & Earrings)	$22.50
9503N	Necklace	$7.50
9503B	Bracelet	$7.50
9503E	Earrings (screw back)	$7.50

Amethyst

Leilah

Genuine Jade nugget—set in center of Gold plated polished round disc. Ample space on back for engraving. Suspended on Gold plated rope chain. Matched (clip-back) earrings. Also available in Amethyst. *SPECIFY Jade or Amethyst*

95015	Set (Necklace, Bracelet & Earrings)	$12.30
9501N	Necklace	$4.10
9501B	Bracelet	$4.10
9501E	Earrings	$4.10

Illustrations are approximately two-thirds actual size.

HOUSE OF [illegible]ERLAND GENUINE

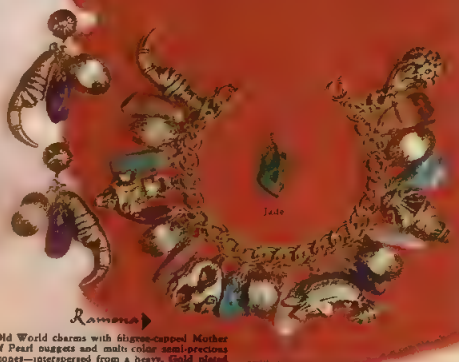
semi-precious stones

Genuine semi-precious stones in all their natural beauty and color. Gathered from the 4 corners of the Earth—Amethyst, Rose Quartz and Chrysocolla from Brazil and Mexico. Aventurine from India, Tiger Eye from Africa. Fashioned into lovely accessories for Milady's wardrobe.

Amethyst

Diana Genuine Chrysocolla or Amethyst nuggets with alternating authentic Buddha and Pagoda charms, hanging from antique, Silver plated rhodium chain. Earrings have 3 nuggets in cluster. *SPECIFY Chrysocolla or Amethyst.*

9508S—Set (Bracelet & Earrings)	$14.00
9508B—Bracelet	$9.90
9508E—Earrings (clip-back)	$4.10



Jade

Ramona Old World charms with filigree-capped Mother of Pearl nuggets and multi color semi-precious stones—interspersed from a heavy, Gold plated chain. Also available with Genuine Jade stones throughout. *SPECIFY Multi-color or Jade stones*

9505S—Set (Bracelet & Earrings)	$16.50
9505B—Bracelet	$12.40
9505E—Earrings (clip-back)	$4.10

Actual size of earrings
Two thirds actual size

Hyacinth Oriental motif bracelet and earring set of multi-colored semi-precious stones with alternating Buddha and Pagoda charms on antique Gold plated chain. Earrings have 3 nuggets suspended in cluster. Also available in Rose Quartz stones. *SPECIFY multi-colored stones or Rose Quartz.*

9507S—Set (Bracelet & Earrings)	$14.00
9507B—Bracelet	$9.90
9507E—Earrings (clip-back)	$4.10

Rose Quartz

Arline Semi-precious nuggets with alternating foxtail tassels, hung on Gold plated two-tone rope chain. Adjustable necklace with 5 selected, multi-color semi-precious stones. Also available in Silver plated rhodium finish. *SPECIFY Gold or Silver*

9504S—Set (Necklace, Bracelet & Earrings)	$21.90
9504N—Necklace	$16.80
9504B—Bracelet	$16.80
9504E—Earrings (screw-back)	$9.90

HUCKINS
FAIRFORM FLYER®

From the fast, seagoing 34's through a wide range of standard cruising and sportsman models to the spacious 64 and 80 foot yachts, every Huckins Fairform Flyer possesses the desirable characteristic of incredible proven performance, exclusively Huckins. Here, unmistakably, is the first choice of yachtsmen who seek the finest

SPORTSMAN 34 Spectacular speeds to 40 MPH, sleeps 4 to 6

The new SEAFARER 48 One of 6 models, forty-eight to fifty feet, gasoline or Diesel

The LINWOOD 53 Newest of eight fifty-three foot models, Diesel powered

The SEAFARER 64 One of five modern luxury liners, sixty to eighty feet, fast and comfortable

Send for new brochure announced on page 1 of this issue.

FAIRFORM FLYER®
SYMBOL OF YACHT PERFECTION

HUCKINS YACHT CORPORATION

ROOSEVELT HIGHWAY AND ORTEGA RIVER

P. O. Box 6336 JACKSONVILLE 5, FLORIDA EVergreen 9-1125

HUCKINS—legend of genius in fine yachtbuilding. The choice of a Huckins is rewarding in more than brilliant performance. Typical of the finest in any field of engineering achievement, here is a motor yacht that is remarkably economical from the standpoint of maintenance, longevity and dependable operation.

Year after year, a Huckins returns a greater share of its owner's original investment than any other motor yacht in the world.

Send for this new brochure, an introduction to the world's finest fleet of seagoing motor yachts.

For a peek at some of the models, refer to our ad on the last page of this issue

FAIRFORM FLYER®
SYMBOL OF YACHT PERFECTION

HUCKINS YACHT CORPORATION

ROOSEVELT HIGHWAY AND ORTEGA RIVER

P. O. Box 6336 JACKSONVILLE 5, FLORIDA EVergreen 9-1125

Why families leave home

New V8-220 H.P. Deluxe Cruiser ...product of Owens' revolution in boat building... $4995* delivered!

SPACIOUS CABIN makes "living aboard" fun with dinette table converts bunks with mattresses, dome lights galley stove, sink and ice box

FULLY ENCLOSED LAVATORY easily accessible. Large area in aft cabin section allows free movement in galley, more airiness throughout.

Only from Owens . . . a 22-foot honey that's really one for the money! Wider-beamed, extra sturdy, the roomiest "22" afloat. More spacious cockpit has mahogany yacht railings, opening windshields in cabin and flying bridge. Helmseat and all-weather canopy. A full walk-around deck and large foredeck. Completely all-new cabin, sleeps up to four in comfort. Popular **THRIFTY 150** (h.p.) Family Cruiser at **$4395***, or deluxe Outboard Cruiser at **$2999***. . . truly a rugged performer with any power choice. Owens Yacht Co. Inc., Baltimore 22, Md.

**Delivered prices for Denver and West slightly higher.*

NOW *you can buy a new Owens' "22" for as little as $100 a month!*

OWENS SPEEDSHIPS®

Blankets

HUDSON'S BAY 4-POINT BLANKET. Best known blanket in the world! Renowned for supreme beauty, outstanding warmth and quality, the Hudson's Bay Four-Point blanket is woven by hand, in England, today (as it has been for centuries) from 100% virgin wool. It is washable, completely shrink-resistant. The nap is deep and incredibly warm. The colors are enduring—fast forever. And the edges need no binding because they cannot fray. Yet for all this, it is reasonably priced and a fine investment for anyone.

For the history-minded, the Hudson's Bay blanket is one of the few surviving links with the early fur trade when identical blankets to these were worth more in trading with the Indians than cash in hand. It has had the most distinguished and colorful career of any blanket ever made. It has been with Admiral Byrd and his men to the Antarctic and with climbing expeditions to Mount Everest. It has sheltered traders and settlers, voyagers and Indians since 1779.

Expect a lifetime of comfort and warmth from this fabulous blanket . . . 50 years of hard service has not been at all unusual. Each bears the official Seal of Quality found only on genuine Hudson's Bay Four-Point blankets. White with multi-color stripes. Blanket size: 72x90" long.

736-298 B2660 Hudson's Bay Blanket **$34.95**

PEARCE WOOL PLAID. Magnificently woven of 100% selected fine wool in brilliant new plaids, each a picture of festive beauty. But more than that, these wonderful blankets are specially pile-fluffed to give them a downy and dreamy feather-light softness . . . let you move and turn freely so that you may enjoy restful sleep. And because they're made of all wool, nature's most perfect protection against unfriendly temperatures, you sleep in heavenly warmth through the coldest nights. Permanently moth-proofed, and easy to wash—either by hand or right in your washing machine. Or they may be dry-cleaned, if you wish.

Choose from two gay plaids in beautiful jewel-bright colors: Autumn Brown with old gold and white accents . . . or Scarlet Red with touches of deep black and shimmering white. Both are richly bound with double stitched 1" acetate satin. Size 72x90".

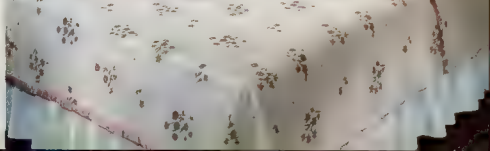
736-314 B1195 Autumn Brown Plaid **$16.95**

736-322 B1195 Scarlet Red Plaid . . . **16.95**

DAN RIVER HAND PRINT COTTON. The perfect "always-in-use" blanket that is just right for cooler summer nights, for inbetween seasons, for extra warmth in the winter. Woven of finest quality all pure cotton, brushed to a soft napped finish . . . the white background is showered with hand-printed flowers in delicate pinks, blues, yellows—fresh as a spring bouquet! Washes up as full and soft as new—simply shake out, let dry, and put it back on the bed. Pink acetate satin binding. All-purpose 72x90" size.

So pretty and practical, these hand print cotton blankets make delightful gifts . . . for the bridal shower, for a housewarming, for most any occasion

736-918 B360 Dan River Blanket. . **$4.95**



E-Z-On Dust Ruffles. Elasticized at top to slip over boxspring easily without lifting the mattress. Fits Twin or Double beds. Washable cotton percale, in choice of four colors to harmonize with any bedroom decor.

740-464 B290 White. **$3.95**
740-480 B290 Aqua. **3.95**
740-472 B290 Pink. **3.95**
740-498 B290 Nutmeg Brown. **3.95**

Blankets

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Expect a lifetime of comfort and warmth from this fabulous blanket . . . 50 years of hard service has not been at all unusual. Each bears the official Seal of Quality found only on genuine Hudson's Bay Four-Point blankets. White with multi-color stripes. Blanket size: 72x90" long.

736-298 B2660 Hudson's Bay Blanket **$34.95**

PEARCE WOOL PLAID. Magnificently woven of 100% selected fine wool in brilliant new plaids, each a picture of festive beauty. But more than that, these wonderful blankets are specially pile-fluffed to give them a downy and dreamy feather-light softness . . . let you move and turn freely so that you may enjoy restful sleep. And because they're made of all wool, nature's most perfect protection against unfriendly temperatures, you sleep in heavenly warmth through the coldest nights. Permanently moth-proofed, and easy to wash—either by hand or right in your washing machine. Or they may be dry-cleaned, if you wish.

Choose from two gay plaids in beautiful jewel-bright colors: Autumn Brown with old gold and white accents . . . or Scarlet Red with touches of deep black and shimmering white. Both are richly bound with double stitched 7" acetate satin. Size 72x90".

736-314 B1195 Autumn Brown Plaid **$16.95**
736-322 B1195 Scarlet Red Plaid . . . **16.95**

DAN RIVER HAND PRINT COTTON. The perfect "always-in-use" blanket that is just right for cooler summer nights, for inbetween seasons, for extra warmth in the winter. Woven of finest quality all pure cotton, brushed to a soft napped finish . . the white background is showered with hand-printed flowers in delicate pinks, blues, yellows—fresh as a spring bouquet! Washes up as full and soft as new—simply shake out, let dry, and put it back on the bed. Pink acetate satin binding. All-purpose 72x90" size.

So pretty and practical, these hand print cotton blankets make delightful gifts . . . for the bridal shower, for a housewarming, for 'most any occasion.

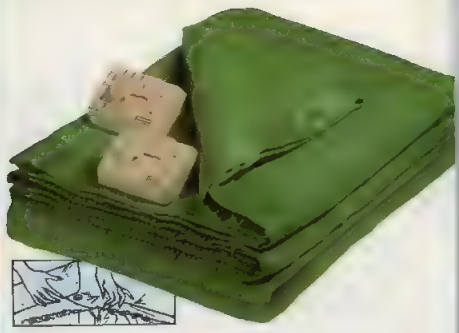
736-918 B360 Dan River Blanket . . **$4.95**

E-Z-On Dust Ruffles. Elasticized at top to slip over boxspring easily without lifting the mattress. Fits Twin or Double beds. Washable cotton percale, in choice of four colors to harmonize with any bedroom decor.

740-464 B290 White. **$3.95**
740-480 B290 Aqua. **3.95**
740-472 B290 Pink. **3.95**
740-498 B290 Nutmeg Brown. **3.95**

ELECTRIC BLANKETS

Sleep in blissful warmth—no matter how cold it gets! Just one lightweight electric blanket can spread gentle heat over the entire bed. Automatically gives extra warmth if room temperature drops, less warmth if room gets warmer!

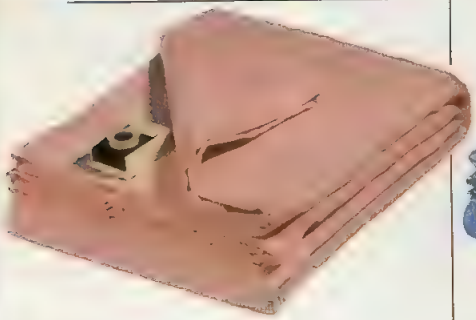


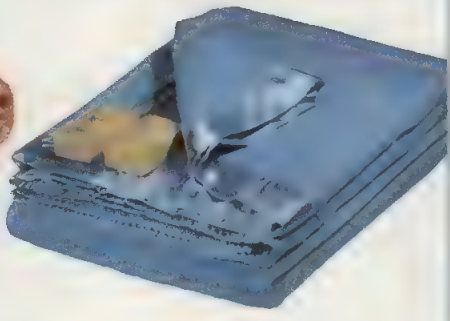
NORTHERN DELUXE ACRILAN "CONVERTIBLE"

- *Converts to fitted blanket for easy bed-making*
- *Soft, rich blend of 15% Acrilan, 25% cotton and 60% rayon*

Something new in electric blankets! New—because it converts from regular to fitted blanket at your choice. New—because fully-automatic control turns this blanket on "high" for first 10 minutes, gets your bed warm at once. (After that, control maintains the heat you originally set.) Nylon bindings are now specially treated to resist mildew and germs. Deep-napped Acrilan blend not only launders nicely, but resists stains, fading, shrinking, matting. Moth and mildew-proof. Good Housekeeping and UL approved. 2 yr. guarantee AC

Colors	*Dual Control Double Bed (72x84")*		*Single Control Double Bed (72x84")*		*Single Control Twin Bed (66x84")*	
Blue	842-146	B2637 $39.95	842-195	B2307 $34.95	842-245	B2037 $29.95
Pink	842-153	B2637 39.95	842-203	B2307 34.95	842-252	B2037 29.95
Red	842-161	B2637 39.95	842-211	B2307 34.95	842-260	B2037 29.95
Yellow	842-179	B2637 39.95	842-229	B2307 34.95	842-278	B2037 29.95
Green	842-187	B2637 39.95	842-237	B2307 34.95	842-286	B2037 29.95





WESTINGHOUSE DELUXE ELECTRIC BLANKET

- *Downy-soft blend of 10% nylon, 70% rayon, 20% cotton*
- *Comes in king size, as well as twin and double sizes*

Newly-styled automatic control keeps you wonderfully warm all night. Mounts on bed-rail or headboard. This ultra-soft blanket is washable, mothproof, allergy-free. Has fully insulated wiring, plastic waterproof coating for safety. UL listed. 1 yr. guarantee 115v, AC

Dual Control	*Double Bed (72x84")*		*King Size (108x84")*	
Petal Pink	842-005	B2717 $39.95	842-070	B4687 $69.95
Dawn Blue	842-013	B2717 39.95	842-088	B4687 69.95
Melody Green	842-021	B2717 39.95	842-096	B4687 69.95

Single Control	*Double Bed (72x84")*		*Twin Bed (66x84")*	
Petal Pink	842-047	B2377 $34.95	842-039	B2037 $29.95
Dawn Blue	842-054	B2377 34.95	842-120	B2037 29.95
Melody Green	842-062	B2377 34.95	842-138	B2037 29.95

NORTHERN SPECIAL—AT POPULAR PRICES

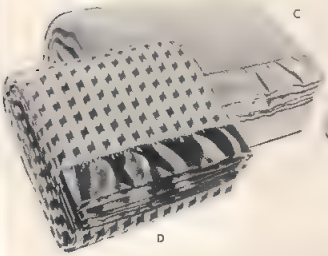
- *Beautiful blend of 10% nylon, 25% cotton, 65% rayon*
- *You'd expect to pay much, much more for such quality*

Good news! Now Nylon blended blankets come at popular prices. They're equivalent in materials and electrical equipment to many brands selling for much more. Fully automatic control adjusts blanket warmth to room temperature changes. You get rich texture, lovely colors and lots of practicality! Blanket is mothproof, non-allergenic, completely washable. Resists fading and shrinking. The rayon satin bindings are treated to resist germs, odors, bacteria. Good Housekeeping and UL approval. 2 year guarantee. AC.

Colors	*Dual Control Double Bed (72x84")*		*Single Control Double Bed (72x84")*		*Single Control Twin Bed (62x84")*	
Pink	842-294	B2180 $29.95	842-328	B1695 $22.95	841-734	B1620 $21.95
Blue	842-302	B2180 29.95	842-336	B1695 22.95	841-718	B1620 21.95
Green	842-310	B2180 29.95	842-344	B1695 22.95	Not Available	

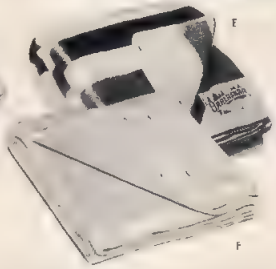
(A) CHATHAM RANCHO BLANKET. Whimsical Western pattern features cattle brands and corral—ideal for den or boy's bedroom. And in a wonderful, warm, wash-easy blend of rayon-cotton-orlon . . . non-allergenic, guaranteed against moth damage! Size 72x84". Tailored whipstitch binding. In Saddle Brown or Chuckwagon Red
43D174X565 Specify color ..... Retail **7.35**

(B) CHATHAM "ORLEANS LACE". (At Right). A delightful new idea in blankets—charming patterns to dress up your bed! Famous Purrey blend of rayon and orlon in a new hand-screened print so pretty you'll hate to put on a bedspread! Guaranteed against moth damage, non-allergenic, marvelously washable and quick to dry . . . fast colors can't run or fade. 72x90". 4" nylon binding Blue, Pink or Green designs on White.
43D9X937 Specify color ..... Retail **12.95**



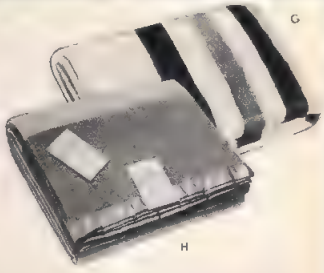
(C) CHATHAM SUNRISE. Soft, warm blend of Rayon and Acrilan, easy to care for, moth-proof, non-allergenic 6½" Duraloom binding outwears any ordinary binding. An excellent low priced blanket. 72x90" Blue, Turquoise, Yellow or Green.
43D24X485 Specify color ..... Retail **6.95**

(D) PEPPERELL CARESS HOUNDSTOOTH. Famous Caress blanket now in fancy checks! Deep-napped, beauty-blend of nylon-rayon! Quick to wash and dry, moth-proof, minimum shrinking, shedding 7" nylon taffeta binding. 72x90". Blue, Marigold or Brown.
43D175X705 Specify color ..... Retail **9.98**



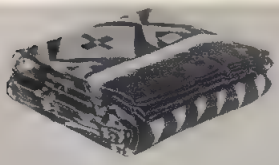
(E) 100% WOOL ORRLASKAN. Cold-conditioned against winter's worst, this he-man heavyweight averages about 4½ lbs. of plus protection! Deep, fluffy nap, neatly stitched ends 72x90". White background with stripes of Flame, Yellow and Blue.
43D140X1275 ..... Retail **20.50**

(F) FARIBO "ALL-SEASON" WHISPER. Light weight for modern living, has lacy, handwoven finish. Permanent moth guarantee, bound in 5" nylon. 72x90" Fine virgin 100% wool in Carnation Pink, Citron Yellow, Mint Green or Sky Blue.
43D175X960 Specify color ..... Retail **12.95**

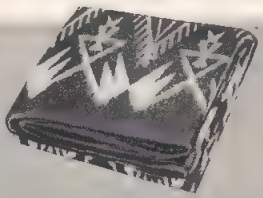


(G) HUDSON BAY ALL WOOL. Hailed by experts as the world's finest blanket! Of finest, long-wearing wool with special finish, long nap. Weighs about 6 lbs., affords super wear, warmth. 72x90" White body with black, yellow, green bands across ends.
43D23X2800 ..... Retail **41.25**

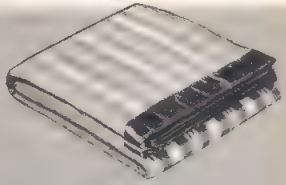
(H) CHATHAM BLEND BLANKET. Very practical low priced blanket for lightweight warmth, easy care—blended of rayon, cotton and nylon. 3" Duraloom acetate binding 72x90" Solid shades of Rose, Blue, Green, with striped border.
140D17X315 Specify color ..... Retail **4.75**



BEACON AGAWAM BLANKET. Indian design in smart ombre colors . . . in soft, rayon-nylon blend, 70x80", ribbon binding on all sides. Top quality! Ombre colors in Tan Red, Blue or Green combinations.
43D225X332 Specify color ..... Retail **4.50**



BEACON MOHAWK BLANKET. Ideal for general utility, attractive Indian pattern. Soft, warm, rayon-nylon blend with all ends hemmed. 54x72". Sharp, bright shades—specify Red, Tan, Blue background
43D43X195 Specify color ..... Retail **2.69**



SEVILLE. Modern decorator striping in rayon-nylon for bantam-weight warmth! 6" acetate satin binding, 72x90". Available in Red/White; Azure/White; Green/White.
43D173X425 Specify color ..... Retail **6.98**

Blankets

HUDSON'S BAY 4-POINT BLANKET. Best known blanket in the world! Renowned for supreme beauty, outstanding warmth and quality, the Hudson's Bay Four-Point blanket is woven by hand, in England, today (as it has been for centuries) from 100% virgin wool. It is washable, completely shrink-resistant. The nap is deep and incredibly warm. The colors are enduring—fast forever. And the edges need no binding because they cannot fray. Yet for all this, it is reasonably priced and a fine investment for anyone.

For the history-minded, the Hudson's Bay blanket is one of the few surviving links with the early fur trade when identical blankets to these were worth more in trading with the Indians than cash in hand. It has had the most distinguished and colorful career of any blanket ever made. It has been with Admiral Byrd and his men to the Antarctic and with climbing expeditions to Mount Everest. It has sheltered traders and settlers, voyagers and Indians since 1779.

Expect a lifetime of comfort and warmth from this fabulous blanket . . . 50 years of hard service has not been at all unusual. Each bears the official Seal of Quality found only on genuine Hudson's Bay Four Point blankets. White with multi-color stripes. Blanket size: 72x90" long.

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740-464 B290 White **$3.95**
740-480 B290 Aqua..... **3.95**
740-472 B290 Pink..... **3.95**
740-498 B290 Nutmeg Brown. ... **3.95**

BLACK HAWK

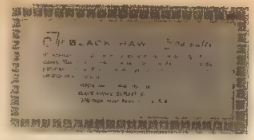
CUSTOM MADE CUTLERY

All Black Hawk blades are drop forged from the best high carbon steel Available with leather and genuine stag riveted handles, Genuine leather sheaths.

BIG BEAR HUNTING KNIFE DISPLAY

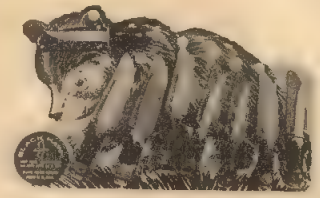
Assortment contains 11 pieces: 4 hunting knives in different blade lengths —all with riveted stag handles, cork handle floating fish knife, Bowie knife, one piece throwing knife, deer horn handle hunting knives, gear-foot handle hunting knife. All pieces have highly polished, razor sharp, blades.

1U451 ..... **Total List $48.00** ..... **327367 Display**



THE BLACK HAWK GUARANTEE

"We unconditionally guarantee each and every piece of BLACK HAWK cutlery. Should any customer, for any reason, be dissatisfied with the performance of any BLACK HAWK product, it will be replaced or reconditioned without charge."



BEAR CUB HUNTING KNIFE DISPLAY

Eight assorted hunting knives in varying blade lengths, All with riveted stag handles or leather handles. Highly polished carbon steel blades Knives mounted on "Little Cub" display board with eye catching scales catching appeal A.I popular shaped blades with genuine leather sheaths.

1U450 . . **Total List $26.00** ..... **214828 Display**

BLACK HAWK HUNTING KNIVES – OPEN STOCK

4" BLADE

Riveted stag handle Open stock for 1U451 display.

1U452 . . . **List $4.25** ..... 32437 Ea.

3⅛" BLADE

Riveted stag handle. Open stock for 1U451 display.

1U453 .... **List $3.50** .. 32057 Ea.

4¼" BLADE

Riveted stag handle. Open stock for 1U451 display.

1U454 . **List $4.50** . 32837 Ea.

MARBLE WATERPROOF MATCH BOX

Matches always dry and ready for instant use. Easily carried in your pocket. Made of seamless drawn brass heavily nickeled There is a rubber gasket in the cover Inside diameter is a little larger than ¾ inch Has handy ring for fastening to belt-snap or chain Aids in opening when hands are cold. Fact. No. 181.

1U4260 ..... **List 95c** 6578★ Ea

6" BLADE BOWIE KNIFE

Genuine deer horn handle. Authentic Bowie pattern Open stock for 1U451 display.

1U455 ..... **List $6.25** ..... 43576 Ea.

KNIFE-AXE COMBINATION

Campers axe has nail driver, nail puller, cutting edge, and screw driver Polished blade knife with stag handle. Open stock for 1U451 display.

1U456 **List $7.75** . 54425 Ea.

4" BLADE—STAG HANDLE

1U457 .. **List $3.25** ... 21868 Ea.

4⅝" BLADE—STAG HANDLE

1U458 .... **List $3.75** ..... 32147 Ea.

4¼" BLADE—LEATHER HANDLE

1U459 .... **List $3.00** ..... 21718 Ea.

4¼" BLADE—STAG HANDLE

1U460 **List $3.00** . 21718 Ea

WILSON SHOOTING GLASSES—GP 100 WL

Extra large Wilsonite green lenses give complete protection from sun and glare. Lenses are heat-treated which makes them several times tougher than ordinary lenses to provide protection from powder burns, blowbacks, etc. Nickel Silver frames. Pearloid brow bar and cable temples, with case.

1U3501 . **List $10.00** 76153★ Pr.

Hy-Score Professional-Type Telescopes

E HY-SCORE GOTO 3" EQUATORIAL REFRACTOR . . . the finest telescope of its kind we could find on today's market! Lenses are so perfectly ground and polished, so accurately aligned, that they give a resolving power of 1.5 seconds of arc. Guaranteed to be fully corrected for astigmatism, spherical aberration and coma. Five coated eyepieces give a choice of 52x, 72x, 104x, 144x and 217x magnification. Rack and pinion mechanism make micrometer-smooth focusing easy. Removable, top-mounted 7x22mm achromatic viewfinder has cross-hair and focusing adjustment. Sunglass and sun projection screen permit solar viewing . . . image-erecting prism for terrestrial viewing. Everything about this refractor is massive and heavy . . . allows steady viewing you wouldn't believe possible with a tripod. Precision-machined worm gear equatorial mount. Slow motion handles control the declination and polar axes . . . reading circle has an accurate vernier scale for both. The 49" long tube is white enamel coated on the outside for attractive appearance, specially coated on the inside to cut down stray light reflection. Includes star diagonal, wooden cabinet, rugged wood tripod with equipment table, instruction booklet and "Discover the Stars" book. From Chicago. Wt. 125 lbs.
827-824 D40780 3" Equatorial Refractor Telescope. **$500.00**

F HY-SCORE VARI-POWER TELESCOPE. Thrill to the beauty of the ghostly moon craters, the spectacular rings around Saturn, the many moons of colossal Jupiter. Reach for the stars with this professional-type astronomical/terrestrial telescope. Just turn the turret to get 20x, 40x and 60x magnification. Coated eyepieces; achromatic, coated 60mm objective lens. Rack and pinion focusing. Includes wood tripod which extends to 57" and book "Discover the Stars."
827-808 C4325 Vari-Power Telescope. **$65.00**

G HY-SCORE GOTO 2.4" REFRACTOR. Smooth working altazimuth mount has slow motion control knobs for altitude and azimuth. Fully corrected lenses boast a resolving power of 1.93 seconds. Three coated eyepieces give 45x, 90x and 150x magnification. Rack and pinion focusing; achromatic 6x17 focusing viewfinder with cross-hair. Includes star diagonal, erecting prism, sunglass, wood cabinet, wood tripod with equipment table, two books. From Chicago.
827-790 D9975 Wt. 48 lbs. **$125.00**

H HY-SCORE GOTO 2.4" REFRACTOR with equatorial mount. Superb optics are guaranteed to be fully corrected for astigmatism, spherical aberration and coma. Resolving power: 1.93 seconds. Four coated eyepieces give 48x, 96x, 133x and 200x magnification. Rack and pinion mechanism permits razor-sharp focusing. Removable 6x17 achromatic focusing viewfinder with cross-hair.

Slow motion handles on the counter-balanced equatorial mount control declination and polar axes. Reading circle has vernier scale. Includes wood cabinet, star diagonal, sunglass, image-erecting prism for terrestrial viewing, wood tripod with equipment table, instruction booklet and "Discover the Stars" book. From Chicago. 80 lbs.
827-782 D19975 2.4" Telescope. . . . **$250.00**

Each of these telescopes includes the book "Discover the Stars" . . . 130 pages of fascinating scientific information by Johnson and Adler.

Hy-Score Professional-Type Telescopes

E HY-SCORE GOTO 3" EQUATORIAL REFRACTOR . . . the finest telescope of its kind we could find on today's market! Lenses are so perfectly ground and polished, so accurately aligned, that they give a resolving power of 1.5 seconds of arc. Guaranteed to be fully corrected for astigmatism, spherical aberration and coma. Five coated eyepieces give a choice of 52x, 72x, 104x, 144x and 217x magnification. Rack and pinion mechanism make micrometer-smooth focusing easy. Removable, top-mounted 7x22mm achromatic viewfinder has cross-hair and focusing adjustment. Sunglass and sun projection screen permit solar viewing . . . image-erecting prism for terrestrial viewing. Everything about this refractor is massive and heavy . . . allows steady viewing you wouldn't believe possible with a tripod. Precision-machined worm gear equatorial mount. Slow motion handles control the declination and polar axes . . . reading circle has an accurate vernier scale for both. The 49" long tube is white enamel coated on the outside for attractive appearance, specially coated on the inside to cut down stray light reflection. Includes star diagonal, wooden cabinet, rugged wood tripod with equipment table, instruction booklet and "Discover the Stars" book. From Chicago. Wt. 125 lbs.
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827-790 D9975 Wt. 48 lbs. **$125.00**

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World Famous HERTEL & REUSS Binoculars

Extraordinary German imports with highly corrected optical systems

If you were a millionaire, you'd still buy Hertel & Reuss! Sure, when you look AT a Hertel & Reuss binocular, it seems much like any other brand. It's when you look THROUGH an H & R that you see its quality.

Here are the finest achromatic lenses made of genuine Schott optical glass . . . prisms polished to exacting standards . . . anti-reflection coating . . . featherweight bodies of die-cast magnesium. These, plus the higher resolving power that German craftsmen have built into each H & R, guarantee you a brighter, sharper image.

Prices include a fine leather case and straps.

6x25 POCKET-SIZED BINOCULAR for Sports and Travel

Time and time again, while following plays on the field or seeing sights on vacation, you'll reach for and raise this Hertel & Reuss binocular. Slight in size (3" high, 4½" wide) and light in weight (only 7¾ oz.), this new model with center focus handles beautifully. Through its tubes, scenery and action appear 6 times closer . . . as bright as bright can be! Field of view looms extra wide . . . 420 feet at 1000 yards. Rich leather covers magnesium body

252-049 A4295 Hertel & Reuss 6x25 Binocular **$64.50**

3½x32 BINOCULAR for Sports and Theater

Here's the most compact little binocular ever to come between you and the passing parade! You can direct it toward stage or stadium and not be in the least conspicuous. This new Hertel & Reuss weighs in at a mere 4 ounces . . . yet magnifies 3½ times, catches an extra-wide field of view of 650 feet at 1000 yards. Interpupillary adjustment considers individual's eyesight, while movement of center wheel controls focus. Wear-resistant leather protects magnesium body

252-437 A1995 Hertel & Reuss 3½x32 Binocular **$30.00**

3 HIGH-POWERED MODELS OF FAMOUS HERTEL & REUSS BINOCULARS

To set your sights on new thrills, get a firm grip on the Hertel & Reuss binocular of your choice. Hundreds of yards seem to shrink to dozens of feet . . . yet you behold sharply defined, brightly detailed images every time. Coating of optics guards against reflection, lets maximum light enter. Simply give center wheel a turn . . . and, presto, the subject falls into focus. Instrument never shows signs of hard knocks, because leather covers magnesium body.

Catalog No.	*Power*	*Field at 1000 yds.*	*Weight*	*Retail*
252-338 D8650	7x50	375 ft.	27 oz.	**$129.50**
252-346 A5295	7x35	410 ft.	17½ oz.	**79.50**
252-353 A6350	8x40	360 ft.	19 oz.	**95.00**

5 WIDE-ANGLE MODELS OF POPULAR HERTEL & REUSS BINOCULARS

Here's a pair for every purse and purpose . . . each convenient to "wear", contoured for hand, comfortable in use. Whichever of these binoculars you choose, you're equipped for brilliant viewing through coated lenses. Hunter or hiker, race fan or serviceman . . . you'll want glasses with a wide-angle field. Center focus, magnesium body.

Catalog No.	*Power*	*Field at 1000 yds.*	*Weight*	*Retail*
252-007 A5995	7x35	525 ft.	18½ oz.	**$ 90.00**
252-015 A5667	8x30	450 ft.	16½ oz.	**85.00**
252-031 D8333	8x40	462 ft.	28 oz.	**125.00**
252-023 D8950	10x50	384 ft.	27 oz.	**135.00**
252-056 D10650	15x60	165 ft.	39 oz.	**160.00**

HOW TO SELECT THE RIGHT BINOCULAR

First, you'll want to know the meaning of several terms. **Magnification** or power (6x, 8x, etc.) means how many times larger an object is as seen through the binocular than seen with the naked eye. For example, a deer 600 yards away would appear 6 times closer or 100 yards away when seen through a 6x binocular. **Relative brightness** or light gathering capacity is determined by the diameter of the lenses as measured in millimeters (30, 40, etc.). Largest lenses are recommended for use in weak light or as a night glass but are not necessary for all-around use. Size of lens has no bearing on field of view. **Field of view** describes the width of view which can be seen through a binocular at 1000 yards. If generous field of view is important to you, a medium-powered binocular should be chosen. Of course, you must consider the quality of lenses as expressed by price . . . but the primary purpose for which you'll use the binocular should govern your choice (see the guide on the right). No matter which binocular you choose from these pages, you'll receive viewing pleasure . . . and value as well.

For all sports, vacations, nature study, general use: 6x30, 8x25, 8x30, 7x35

For nautical and night use, aviation too: 7x50 (preferably indiv. focus)

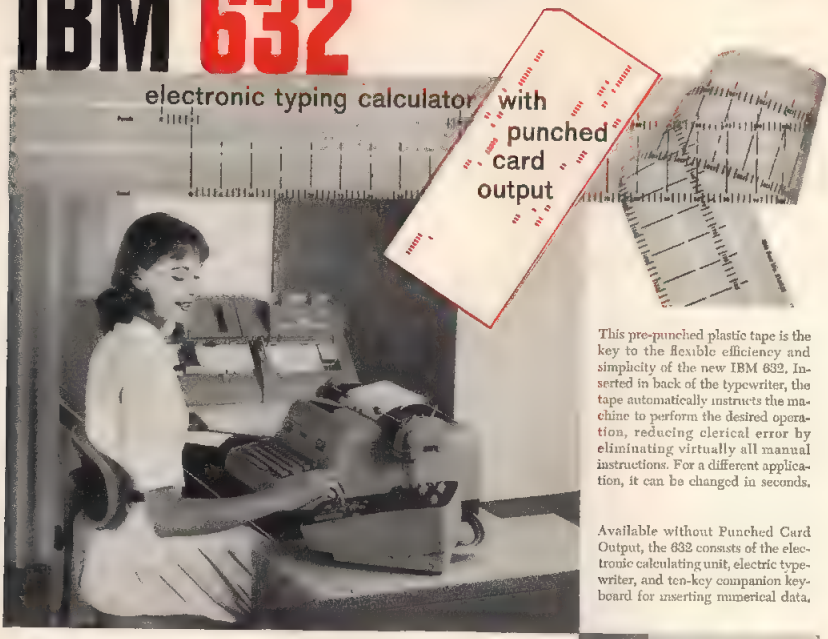
For long-distance and use where atmosphere is clear: 10x50, 15x50

Federal Excise Tax must be added to all prices on this page

Typing, calculating, and card punching in one simple operation . . . the new

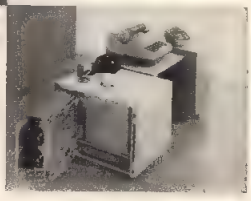
IBM 632

electronic typing calculator with punched card output



This pre-punched plastic tape is the key to the flexible efficiency and simplicity of the new IBM 632. Inserted in back of the typewriter, the tape automatically instructs the machine to perform the desired operation, reducing clerical error by eliminating virtually all manual instructions. For a different application, it can be changed in seconds.

Available without Punched Card Output, the 632 consists of the electronic calculating unit, electric typewriter, and ten-key companion keyboard for inserting numerical data.



In a low-cost unit that any typist can learn to use in minutes, IBM brings you the 632 Electronic Typing Calculator—the high-speed solution to office operations, such as billing, that require both typing and calculating.

The IBM 632 adds, subtracts, multiplies, accumulates totals, computes and adds taxes, calculates and subtracts discounts, inserts decimal points, stores information in its magnetic core "memory," and types out results—all *automatically*.

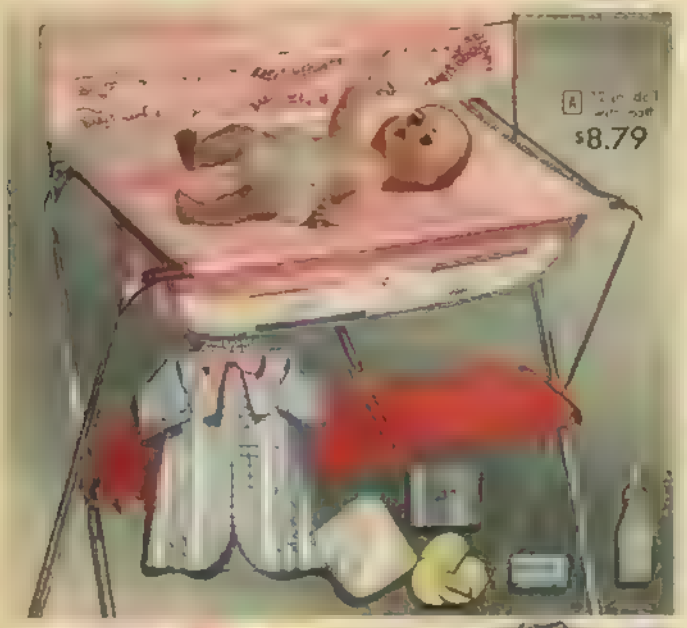
And now, IBM has added a new, optional feature to the 632: Punched Card Output. As it types and calculates, the IBM 632 will simultaneously prepare punched cards for use in further machine processing. This means that, as a by-product of an IBM 632 operation, you automatically get punched cards that can be used for sales analysis, inventory control, accounts receivable, and many other accounting and operating analysis reports.

Whether your company is large or small, find out now just how the IBM 632 can help cut costs and build profits. Call your local IBM representative today.

IBM

ELECTRIC TYPEWRITER DIVISION

Drink Our Bottle and Wet



16-in. Betsy with case $9.98

Betsy Wetsy Dolls . . with a Coo Voice

Little girls will love to bathe, dress and mother her

Famous Betsy Wetsy with a complete layette . . all in a sturdy travel case. De luxe doll of vinyl plastic that's so soft to the touch, gives finest detail from her rosebud mouth to her tiny toes. Betsy is so lifelike . has lustrous rooted Saran hair to comb, brush and set. She drinks, wets and cries tears like a real baby. Jointed arms and legs . head turns. Winsome glassene sleeping eyes with lashes. Betsy comes to you dressed in shirt and diaper. Her layette includes an organdy dress, slip, bonnet, training panties and all her accessories, diaper, nursing bottle, clothes pins, cleansing tissues, bootees, washcloth, soap. Choose from three popular sizes. Build your order to $20.00 or more and use Sears Easy Terms.

49 N 3285—12-in. Betsy. Case 12½x12½x4 inches. Shpg. wt. 2 lbs. 8 oz. . $6.99
49 N 3286—13½ in. Betsy. Case 14½x 4½x4½ inches. Shpg. wt. 3 lbs. 6 oz. $8.79
49 N 3287—16-in. Betsy. Case 17x17x4½ inches. Shpg. wt. 4 lbs. . . 9.98

Happi-Time Babies with Layettes

[A] **Big 12-in. Baby with Metal frame bath.** Cuddlesome, realistic vinyl baby to bathe and change on her own dressing table. Almost as "big as real" . . she's 12 in. tall . drinks, wets and cries real tears when she's unhappy. Metal frame bath is 20 x 12¾ x 25¾ in. high, has plastic tub, metal tray for baby's bath needs. This soft baby has molded hair, jointed arms and legs, her head turns. Glassene sleeping eyes with lashes. Dressed in diaper . . with kimono, extra diaper, soap, washcloth and bottle.

79 N T3289—Baby, bath, layette. Shipping weight 6 pounds. . . . $8.79

[B] **15-inch Baby in Play Pen.** She cries real tears, drinks and wets. A delightful dolly for "young mothers" to take care of. You can comb, brush and set her rooted Saran hair. Put her in the 17 x 17 x 12-inch natural-finish wood play pen for playtime. She's all vinyl plastic, fun to bathe. Jointed arms, legs, turning head. Sleeping glassene eyes with lashes. Wears playsuit and sandals. Her layette has unon dress, rayon taffeta hat and coat, knit panties, 2 diapers, soap, sponge, dolly powder and nursing bottle. Playpen has plastic-coated pad and swivel casters.

This is a wonderful, complete play-outfit . . . of excellent quality fine detail . . and priced under $10. Order now for Christmas, avoid disappointment.

79 N 03297—Baby, play pen, layette. Shipping weight 6 pounds. $9.79
79 N 09293—Play Pen only. Shpg. wt. 5 lbs. 4.29

Betsy Wetsy, Layette, in Gift Box

With Molded Hair **$4.99** 12-in. With Saran Hair **$5.99** 12-in.

Same lifelike vinyl baby as above, but in gift box with dress, bonnet, slip and accessories as shown. She drinks, wets, cries with coo voice as "tears" roll down her cheeks. Your choice of 3 sizes . with Saran hair or molded hair.

Use Easy Terms on orders of $20.00 or more . . . pay only 10% down

Betsy Wetsy Baby Doll with molded hair, layette. In gift box.

49 N 3250—12-inch Betsy. Shipping weight 2 pounds 4 ounces $4.99
49 N 3252—13½ inch Betsy. Shipping weight 3 pounds. 6.79
49 N 3253—16-inch Betsy. Shipping weight 3 pounds 10 ounces 7.79

Betsy Wetsy Baby Doll with Saran hair, layette. In gift box. (Not shown.)

49 N 3282—12-inch Betsy. Shipping weight 2 pounds 6 ounces. $5.99
49 N 3283—13½ inch Betsy. Shipping weight 3 pounds. 7.79
49 N 3284—16-inch Betsy. Shipping weight 4 pounds 8.79

We All Drink and Wet

Sweet Baby Faces need a "Little Mother's" Care

[A] **A big, lifelike vinyl Baby** in glider-chair. Molded hair, coo voice. She's 21 in. tall, fully jointed, drinks and wets, cries tears. Wears sun suit, socks, sandals. Lashed sleeping eyes. Head turns. She has nursing bottle with her. Glider chair has real gliding action, is 18x10x17½ in. high. Aluminum-finish steel frame, embossed plastic fabric covering. Shpg. wt. 8 lbs.

79 N T3288L—Doll and glider . . $9.69
79 N 03255—Doll only. Wt. 4 lbs. 6.49
49 N 9246—Glider only. Wt. 4 lbs. 3.39

[B] **Baby in Basket** ready to go visiting. Wood basket has embossed cotton cover, removable dainty flounce. Taffeta pillow and coverlet. All vinyl 13-in. baby has jointed arms, legs, turning head with acetate fiber hair, sleeping glassene eyes with lashes. Dressed in cuddly fleece carriage suit with hood. Carries bottle. Basket is 16¾x10x6 inches . . holds this sweet baby comfortably.

49 N 3259—13-inch baby and basket. Shipping weight 3 lbs. 10 oz. . . $7.98

[C] **Contented Baby in her play pen.** All-vinyl plastic 13½-in. baby doll that drinks and wets. Jointed arms, legs and turning head let you place her in many lifelike poses. Molded hair and lashed sleeping glassene eyes. She wears a 2-piece sun suit and ribbon-tied bootees. She has her own bottle, rattle, powder, clothespins, sponge, soap, swabs, clothesline, washtub, dress, bonnet and robe. Smoothly finished wood playpen is 14x14x10¾ inches and has swivel casters. Has plastic-coated play pen pad, easy to wipe clean. Send your order tod. . .

49 N 3254—Shpg. wt. 5 lbs. . . . $7.98

[D] **13-inch soft vinyl Baby** with her own scale, layette and "hat box" carrying case. She has jointed arms, legs, turning head. Molded hair, lashed glassene sleeping eyes. She drinks, wets, coos and blows bubbles. Dressed in flannel kimono, panties. Layette includes dainty nitton dress, bootees, soap, bottle, teether, bubble pipe, Q-tips, Kleenex and baby scale. Colorful carrying case of fiberboard with plastic handle . . . 15x16x5 inches.

Here is an outfit that will give a little "mother" hours of enjoyment . . has everything baby needs.

49 N 3719—Shpg. wt. 5 lbs. $8.97

Budget-priced Drink-Wet Babies . . . love to be bathed, too

[E] **Big-Value Baby with bathinette and layette.** All vinyl-plastic baby with jointed arms, legs, turning head. Has Saran hair, lashed glassene eyes that close. She loves her bath in the wood frame bathinette that's 12x8x9½ in. high. Comfortably dressed in a play suit; brings her kimono, bottle and bath accessories with her.

49 N 3233—10½-inch baby with bath and accessories. Shipping weight 1 lb. 15 oz. . $3.97

[F] **Lovable 12-inch Baby** with a bow in her pretty molded hair. Vinyl head turns, molded rubber body has jointed arms, legs. She drinks, wets, coos, blows bubbles. Go-to-sleep eyes. Wears rompers. Bubble pipe and her own plastic bottle included. She loves to be sponged clean.

49 N 3505—12-inch Baby. Shipping weight 1 pound . . . $2.39

[G] **Sweet little 10-inch Baby of soft rubber** with turning head. Molded hair and set-in plastic eyes. Fully jointed. She drinks and wets, cries when squeezed. With diaper, bottle, bib, bottle brush, etc.

49 N 3516—Colored baby with accessories. Shipping weight 1 pound . . . $1.98
49 N 3515—White baby with accessories (not shown). Shipping weight 1 pound . . .39

(A)

Famous Betsy Wetsy Dolls

(C)

(B)

IDEAL BETSY WETSY DOLL

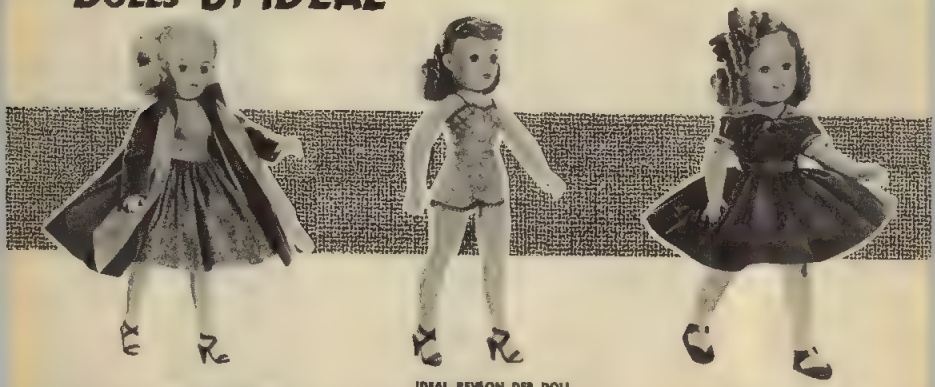
She drinks . . . she wets . . . she cries real tears. She's America's favorite baby. Betsy's separate baby fingers and toes are just like a real baby's and her baby pink vinyl body can be bathed. Complete layette, includes dress, petticoat, bonnet, diaper and pins, booties, three powder puffs, wash cloth, soap and bottle. Betsy is pictured here in three models

(A) Betsy with molded hair with layette in gift box. 11" long.
22-673 B400 Ship. wgt. 2 lbs. . . . . Retail **$6.00**

(B) Betsy with rooted hair with layette in gift box. 13½" long.
22-674 B600 Ship. wgt. 2 lbs. . . . . Retail **9.00**

(C) Deluxe Betsy with rooted hair in sturdy travel trunk. 11" long.
22-675 B800 Ship. wgt. 4½ lbs. . . . . Retail **12.00**

DOLLS BY IDEAL



IDEAL REVLON QUEEN OF DIAMONDS

The most beautiful doll in the world. Teen-age figure. Dressed in lavish assortment of high-style dresses and fur stole and coat. Has Magic-Touch skin and turning waist enables her to bend and twist. Her vinyl head with root Saran hair can be washed and shampooed. Long shapely legs are enhanced by high-heeled shoes and sheer nylon hosiery. With rhinestone earrings, necklace and ring. 18" long. Ship. wgt. 2¼ lbs.
22-102 B1067 . . . . . Retail **$16.00**

IDEAL REVLON DEB DOLL

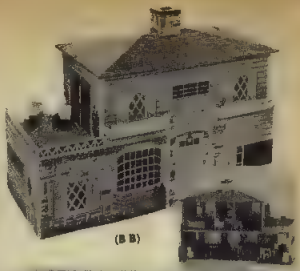
She has the figure of a teen-ager and the face of an angel. The Revlon Deb Doll has a turning waist enabling her to bend forward, backward or twist around in graceful poses. Magic-Touch skin and washable rooted Saran hair. Dressed in lacy chemise with shoes and earrings. 18" long. Ship. wgt. 3 lbs.
22-676 B400 . . . . . Retail **$6.00**
Ideal Revlon dress-up outfit for Revlon Deb Doll.
22-677 B200 . . . . . Retail **$3.00**

IDEAL SHIRLEY TEMPLE DOLL

15" of the most famous doll in the world. Shirley Temple . . . and just as lovely as Shirley herself when she was America's favorite little girl. Blonde curly rooted Saran hair, dimpled cheek and dressed in an assortment of dresses, slip, shoes and socks. Ship. wgt. 2 lbs.
22-679 B600 . . . . . Retail **$9.00**

(AA) RANCH HOUSE. Little Miss Homemaker will love this colorful, plastic ranch house. Complete with plastic furniture for all rooms. 34" x 14" x 11½". **22-597 B535** Ship. wgt. 8 lbs.....Retail **$8.00**

(BB) DELUXE DOLL HOUSE. This 6-room, 2-story doll house consists of a living room, dining room, kitchen, bedroom, nursery, bathroom, terrace. Lithographed in four colors, inside and out. Includes plastic furniture. 23½" x 9½" x 16⅜". Ship. wgt. 7 lbs. **22-180 B420**.....Retail **$6.50**



(CC) DOLLY HOME KIT. Natural Cedar wood paneling makes this beautiful doll house seem more realistic. Has kitchen, bathroom, built-in wardrobe closet with sliding doors. 16½" x 26½" x 8" Wgt. 6½ lbs. **22-182 B865** ...Retail **$12.95**

CHARMING CHARACTER DOLLS

(A) ANSWER DOLL. This piquant toddler can answer a little girl's questions all day long. Press her back, she nods "Yes," press her tummy, she nods "No." Made of unbreakable Tenite plastic, the "Answer Doll" has a sweet, pig-tailed hairdo. Movable arms and legs. With assorted costumes. Ship. wgt. 1½ lbs. **22-438 B265**....10½" Size.....Retail **$3.98**

(B) MICKEY — THE ALL AMERICAN BOY. A perfect he-man for little fellows and the adored hero for little girls. He's also a popular mascot for the campus crowd. Mickey is 10" tall, made of washable, tubbable, flexible vinyl, fully jointed. His eyes and hair are painted on. His clothes are removable and the hats — molded to fit snugly. By Effanbee. Ship wgt. ¾ lb.

22-729 B200 As a Soldier.... Retail **$3.00**
22-728 B200 As a Sailor.... ..Retail **3.00**

(C) DENNIS THE MENACE DOLL. This mischievous little fellow has captured the hearts of all America. Children who follow his adventures will adore this doll. Sturdy, washable vinyl body. Real "Boy" clothes — striped tee shirt, denim trousers. Face is molded, and he comes complete with freckles and that irresistible lock of hair. Ship. wgt. 2½ lbs. **22-598 B330**.... 14 " tall.....Retail **$4.98**

(D) POOR, PITIFUL PEARL. This wistful and pathetic creature crys out for adoption when you look at her — her long golden tresses, her tattered clothes cry out for attention, for love and care. A little girl can beautify Poor, Pitiful Pearl with the new dress, shoes, socks and crinoline provided in the carrying case that comes with her. "Pearl" is an 18" vinyl doll, with moving eyes. Her legs and body are wired so she can sit, stand, kneel or bend. Because "Pearl" has the fullest and longest Saran wig of any doll — 8 different hairdoes can be made. Designed by William Steig. Ship. wgt. 2111/12 lbs. **22-446 B665**.....Retail **$9.98**

(E) EMMETT KELLY DOLL. Lovable, sad, funny —"Willie the Clown" made famous by Emmett Kelly can now be had in a real-as-life doll. 22" tall, Willie has vinyl hands and face, rooted hair. His charming clothes include bright patches on his trousers, a checked vest, clothespin tie clasp. Ship. wgt. 3½ lbs. **22-147 B460**.....Retail **$7.00**

(F) HOLLYWOOD BEDROOM SET. Dolly will live like a Hollywood glamour girl in this beautiful "Empress" line brass plated bedroom set. Scaled for 8" to 11" dolls, the true to life details will enchant a little housekeeper. Red satin upholstery, dressing table has stainless steel mirror, white plastic top. Wgt. 2⅛ lbs. **22-662 B530**.....Retail **$8.00**

Big Baby Dolls and Toddlers

We're light and easy to carry . . fully jointed, too

B 21-inch $7.79

A 21 inch $9.97

$4.98 C

Ideal's "Cream Puff"

A Sweet as cream . . light as a puff. All vinyl baby with coo voice and rooted Saran hair; lashed moving glassene eyes, jointed arms, legs, turning head. Wears domestic cotton dress and bonnet. Cotton panties, soft socks, shoes.

49N3167 [illegible] $7.97
49N3168-21-in. Wt. 4 lbs. 9.97
79N03169 23-in. Wt. 5 lbs. 12.97

B Baby Doll in coat, hat and dress. Jointed arms, legs, turning head, rooted Chromspun hair, lashed moving glassene eyes and coo voice. All vinyl. Rayon taffeta dress, cotton piqué coat, hat, panties, socks and vinyl shoes, so well dressed!

49N3158 21-in. [illegible] 3 pounds 9 ounces $7.79
49N3157-16-in. Wt. 2 lbs. 5.97

C A sweetheart of a baby doll . . dressed in lace trimmed nylon dress and bonnet sewn in rayon half slip, knit cotton pantes, socks and vinyl shoes. All vinyl with jointed arms, legs, turning head. Rooter. Saran hair to comb and brush. Large glassene moving eyes.

49 N 3151—16-in. doll. Shpg. wt. 2 lbs. 4 oz. . . . $4.98

Chubby Toddler, with Steel Trunk

Doll, Wardrobe and Trunk **$7.97**

Adorable little girl, 10½ in. tall, of vinyl, with jointed arms and legs, turning head with rooted bobbed acetate fiber hair and lashed, moving eyes. Wears cotton blouse, jumper, lace-trimmed panties, socks and vinyl shoes. *Her wardrobe* includes cotton corduroy coat and bonnet, nylon dress, rayon taffeta camisole slip and a straw bonnet. Dolly has an enameled *steel trunk*, 12 x 6¼ x 6¾ inches for her clothing. Fiberboard lined, it has latch, plastic handle, tie ribbons, travel stickers, 2 plastic hangers and shelf, drawer, corners metal reinforced . . metal hinges.

49 N 3231—Doll, Wardrobe, Trunk. Shipping weight 3 lbs. 12 oz. $7.97
49 N 3249—Doll and Wardrobe only. Shipping weight 1 lb. 4.87
49 N 9299—Steel Trunk only. Shipping weight 3 pounds 4 oz. . . . 3.49

The Original . . Back Again! Famous Baby Coos

$4.98 19-inch

Lovable baby boy with the original soft sweet "coo" voice, [illegible] eyes. All soft-as-skin vinyl, with jointed arms and legs, turning head with lashed go-to-sleep eyes. He sits alone, has molded hair, can be washed to keep him sweet and clean. His features are nicely detailed, right down to his little fingers. Dressed in cotton suit with snap fastener, socks and shoes. Build your order to $20 or more . . use Sears Easy Terms.

49N3191 19-in. Wt. 3 lbs. $4.98
49N3192 21-in. Wt. 4 lbs. 6.97
79N03195-24-inch. Shipping weight 5 pounds. . 8.97

D

E

D 15-in. Snowsuit Baby. All vinyl with rooted acetate fiber hair, lashed moving eyes, turning head, coo voice. Wears snowsuit.

49 N 3147—Shpg. wt. 1 lb. 10 oz. . $3.19

E New-born Infant, 18 in. long. Vinyl, molded hair, sleeping eyes, turning head, coo voice. Wears diaper, Cotton flannel nursing [illegible] extra diaper, knit bootees.

49 N 3128—Shpg. wt. 2 lbs. 4 oz. . $4.67

F

G

H

F G Choice of Girl or Boy. All vinyl with molded hair, lashed sleeping eyes, turning head, coo voice.

14½-in. dolls. Shpg. wt. ea. 1 lb. 8 oz.
49 N 3142—Girl. 49 N 3141—Boy $2.87

19-in. dolls. Shpg. wt. ea. 2 lbs. 4 oz.
49 N 3143—Girl. 49 N 3144—Boy $3.98

H Snoozie. Soft vinyl plastic head turns. Coo voice. Molded hair. Cotton stuffed rubber body. 11½ in. tall.
49 N 3609—Shpg. wt. 14 oz. $1.87

We Are So Like Real Babies

A Bannister Baby $7.94 B Almost Lifesize $12.98 with Saran hair C Christening Baby $9.79

Big lifelike Babies . . A, B and C Drink and Wet

A Bannister Baby®. as adorable as the babies in Constance Bannister's photographs. She drinks from her bottle, wets her diaper, blows bubbles. Wears cotton robe, diaper. Made of skin-soft vinyl plastic . . fun to bathe. Arms and legs are jointed . . turning head with molded hair and lashed, glassene eyes that close. Layette includes ninon dress and rayon slip, bootees, bubble pipe and bottle. 18 in. tall.

49 N 3564—Shpg. wt. 4 lbs. .. $7.94

B "My Precious Baby." Vinyl baby doll 19 inches tall . . about the size of a real baby. She's on a "bearskin" rug of soft rayon fleece . . has jointed arms, legs, elbows, knees; turning head and lashed glassene eyes that close. Like a new baby she wears her birth-bracelet. Birth announcement included. Her layette consists of organdy dress, bonnet, slip, diaper, shoes and socks. Shipping weight each 5 lbs.

49 N 3292 With Saran hair. $12.98
49 N 3291—With molded hair... 11.79

C Very, very young Baby in her Christening dress. Molded after a real baby, with every feature as life-like as can be. Vinyl plastic with turning head, jointed arms and legs. Molded hair, lashed glassene eyes that close. She drinks and wets. Wears lace-trimmed organdy dress and bonnet, rayon taffeta slip, diaper and bootees. Rayon-satin-edged blanket, identification bracelet and bottle included. 17 inches tall.

49 N 3278 - Shpg. wt. 4 lbs.....$9.79

D 17-inch Baby with her playmate. Does not drink or wet. She's all vinyl, fully jointed arms, legs and turning head. Molded hair and lashed moving eyes. Appealing "coo" voice. Comes to you wearing a cotton flannelette diaper. Her layette includes cotton romper, bonnet, shoes and socks. Her little playmate is the original Rose O'Neill's "Kewpie" doll molded of vinyl, too; just 6 inches tall. Order now to avoid the Christmas rush.

49 N 3177—Shpg. wt. 2 lbs. 14 oz. $6.97

E $1.17 F $1.47 G $1.69 H $2.19

Layette and clothing for plump little baby dolls

E Baby Sleeper and Robe Set. Comfy cotton sleeper, pretty flannelette robe. Shpg. wt. 10 oz.

49 N 3403 - Size 12 to 13 inches. $1.17
49 N 3404—Size 14 to 15 inches. 1.19
49 N 3405 Size 16 to 17 inches. 1.29
49 N 3406—Size 18 to 19 inches. 1.59
49 N 3407—Size 20 to 21 inches. 1.69

F Coat and Bonnet Set. Pretty lace-edged rayon taffeta for baby's "dress-up" wear. Shipping weight 10 ounces.

49 N 3411 - Size 12 to 13 inches. $1.47
49 N 3412—Size 14 to 15 inches 1.49
49 N 3413 - Size 16 to 17 inches 1.54
49 N 3414 - Size 18 to 19 inches.. 1.77
49 N 3415—Size 20 to 21 inches. 1.79

G Snowsuit and Bonnet. Cuddly cotton fleece with wool loop trim. Knit cuffs. Belt. Shpg. wt. 8 oz.

49 N 3436 - Size 12 [illegible] $1.69
49 N 3437 - Size 14 [illegible] 1.72
49 N 3439 - Size 16 [illegible] .79
49 N 3444—Size 18 to 19 inches. 1.87
49 N 3445—Size 20 to 21 inches 1.98

H Baby Doll Layette. Lace-trim Nylon dress, bonnet. Cotton slip, socks, shoes. Shpg. wt. 14 oz.

49 N 3418—Size 12 to 13 inches $2.19
49 N 3425 Size 14 to 15 inches 2.24
49 N 3426 - Size 16 to 17 inches 2.29
49 N 3427—Size 18 to 19 inches 2.49
49 N 3428 - Size 20 to 21 inches 2.54
49 N 3429 Size 22 to 23 inches 2.79

Priced for every Purse

(H) **Stylish Teen-Ager** wears pinafore over full-skirted dress, undies, hose, high heeled shoes. All vinyl, fully jointed; rooted hair, sleeping eyes, lashes.
48 T 3985—Abt. 21 in. Wt. 1 lb. 12 oz. **4.98**

(J) **Jeannie**—fully jointed vinyl toddler, stands alone. Rooted hair, sleeping eyes. Wears dress, panties, shoes, socks.
48 T 4201—Abt. 17 in. Wt. 1 lb.... **3.98**

(K) **Pretty Baby** in dress, bonnet, panties, shoes, socks. Stuffed vinyl body, turning head, rooted hair, sleeping eyes.
48 T 3986—Abt. 14 in. Wt. 1 lb. 8 oz. **2.79**

(L)(M) **Sister and Brother.** 1-pc. stuffed vinyl bodies, turning heads, wired legs. Coo voices. Sleeping eyes, lashes.

(L) **Sister** as shown, with rooted hair.
48 T 3979—Abt. 15½ in. Wt. 1 lb. 8 oz. **2.79**
48 T 3980—Abt. 18½ in. Wt. 2 lbs. 6 oz. **3.79**

(M) **Brother** as shown, has molded hair.
48 T 3981—Abt. 15½ in. Wt. 1 lb. 8 oz. **2.79**
48 T 3982—Abt. 18½ in. Wt. 2 lbs. 6 oz. **3.79**

(N) **Toddler in Case.** Fully jointed vinyl doll with rooted hair, sleeping eyes. Wears taffeta dress, hat, panties, shoes, socks. Brings extra dress, coat, chemise, pajamas, purse, comb, brush, mirror, curlers, 2 compacts, lipstick case, Kleenex.
48 T 4026 Abt. 14 in. Wt. 6 lbs. 8 oz. **7.79**

(P) **Madeline and Her Storybook.** Read all about her exciting adventures! Wears tweed coat, big hat, dress, panties, hose, shoes. Carries hat box. All vinyl toddler stands alone; fully jointed, rooted hair, sleeping eyes, lashes. Wt. 2 lbs. 12 oz.
48 T 3973—16-in. Madeline with Book **7.49**

(R)(T) **Little Lady Dolls in Picture Frame Boxes.** Dainty creatures in hoop-skirts, long black stockings, shoes. All vinyl dolls, fully jointed, with rooted hair, sleeping eyes. Abt. 12 in. tall. Wt. ea. 3 lbs.
(R) 48 T 4034—Sharon in Yellow... **4.79**
(T) 48 T 4033—Alice in Blue Gown .. **4.79**

(U) **This is Cuddles.** Mischievous mite of washable vinyl, with rooted hair, sleeping eyes, lashes. Wears panties, socks, shoes. Order clothing below.
48 T 3975—11 in. tall. Wt. 1 lb..... **2.49**

(V) 48 T 4142 **Plush "fur" Coat,** hat, Muff Set for Cuddles. Wt. 10 oz **1.09**

(W) 48 T 4143—**2-Pc. Flannel Pajamas** for Cuddles Doll (U). Wt. 10 oz... **.89c**

(X) 48 T 4145—**Blazer Outfit** Skirt-and-blouse, blazer, panties. Wt. 10 oz. **1.09**

(Y) 48 T 4144—**Dress and Panty Set.** Printed cotton with lace. Ship. wt. 10 oz. .. **89c**

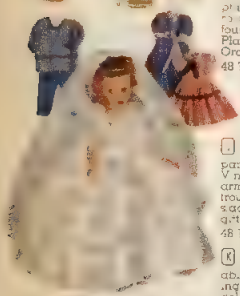
Cuddles and Her Outfits

Miss Toni and her wave kit

A Glamorous 20-in. Toni Doll A doll she will treasure! Lovely fashion model in Sunday Best outfit of sheer nylon organdy in overslip, panties, high heeled shoes, pink straw hat, purse. Her form-revealing vinyl body is tinted, and she Walks All Alone! Fully jointed. Rooted hair is set with Play Wave Kit included.
48 T 3965 20-in. Wt. 3 lbs 8 oz. 11.98

B 10½-in. Little Toni Doll Exquisite doll in delicately molded nylon basque and panties. She's fully jointed with luxurious curled hair, sleeping eyes, lashes. Wears foundation garment, high heeled shoes. Play Wave kit for hair styling included. Order outfits C) (H) separately. Wt. 1 lb.
48 T 3978 About 10½ in. tall 2.82

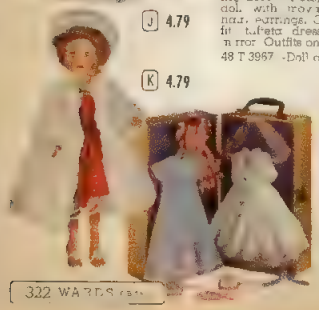
Outfits for Little Toni Doll (B) Wt. ea. 10 oz.
C 48 T 3959—Brunchtime Outfit. Velvet jacket, slacks, blouse, headband, shoes 1.89
D 48 T 3960 Terrace Outfit. Dress, slip, shoes, purse, hat 1.89
E 48 T 3496. Shopping Outfit. Lace-trimmed dress, slip, shoes, hose, hat 2.29
F 48 T 3962—Sunday Best Suit. dress, slip, shoes, hose, straw hat 2.79
G 48 T 3963 American Beauty Formal. Dress has tiered nylon skirt, taffeta underskirt, stole, sandals, purse 3.69
H 48 T 3964—Sportsuit. Car coat with hood, 2 pc. slack suit, shoes 2.79



Fashion Models *Miss Revlon*

I Petite Bride with Outfits Dainty bride in white satin outfit with net ruffles, panties, shoes. Wears veil, holds nosegay. Vinyl doll with movable head, arms, sleeping eyes, lashes. Has trousseau including: cotton dress, 2 pc. slack set, nylon negligee. Attractively gift boxed. Ship. wt. 1 lb. 14 oz.
48 T 3966 Doll about 10½ in.... 4.79

K Debbie and her Wardrobe in Trunk She's so pretty, so grown up, so adorable. Wears satin lined "fur" coat, matching beret, dress, panties, shoes. All vinyl doll with movable head, arms. Rooted hair, earrings. Outfits include: 1 pair of fit-a-feta dress, nightie, overall, brush, mirror. Outfits on hangers. Wt. 2 lbs.
48 T 3967 Doll about 10 in. tall 4.79



L Little Miss Revlon Exquisite doll with "magic touch" skin. Fully jointed, swivels at waist. Rooted hair, sleeping eyes, lashes. Wears earrings, pretty nail shoes, pretty girlie Outfits below.
48 T 3951 10½ in. Wt. 1 lb 2.82

Outfits for Miss Revlon Ship. wt. ea. 10 oz.
M 48 T 3969—Summertime Outfit. Pastel daytime dress, panty 89c
N 48 T 3970—Holiday Knit Outfit Lacy knit dress, crinoline, stole 1.39
P 48 T 3971—Sleepytime Outfit. 2 pc. floral print pajamas.. 89c
R 48 T 3972 Rain Outfit. Raincoat, visor hat, tote bag..... 1.39

SHIRLEY TEMPLE DOLLS

by

IDEAL

12" Shirley Temple Wardrobe Package. Ideal's new 12" version of the famous Shirley Temple doll is as beautiful as Shirley Temple herself. Dressed in slip and panties, wardrobe box includes two-piece pajama set, coat and hat, dress, shoes, three-piece pedal pusher blouse and skirt set and pocketbook, glasses and clothes hangers. Has curly blonde rooted Saran hair. Ship. wt. 4 lbs.

24N86-798.... ... . . . .RETAIL **$12.00**

America's Favorite Little Girl of Yesterday —now enjoying more popularity than ever with the younger set

Shirley Temple Dolls. Ideal presents the most famous dolls in the world—Shirley Temple dolls. As beautiful as Shirley herself when she was America's favorite little girl. Blonde curly rooted Saran hair, dimpled cheeks and dressed in beautiful dress with slip, shoes and socks.

15" size (at left). Ship. wt. 3 lbs.

24N84-598..... ..... RETAIL **$8.00**

17" size (at right) with purse. Ship. wt. 3 lbs.

24N85-798.....RETAIL **$12.00**

BABY DOLLS

Baby Ginger. The smallest drink and wet baby. About 7½" high, this little darling is full jointed, all vinyl, drinks from her bottle and wets too. She opens and closes her eyes. Baby Ginger layette comes complete with baby Ginger in diaper and nursing bottle robe, shirt blanket, dress, sleepers, and shoes. Ship. wt. 2 lbs.

24N94-3X430/467 . .....RETAIL **$7.00**

Linda Baby. 18" all vinyl, fully jointed, vinyl head, moving eyes, rooted hair. Linda is dressed in a taffeta dress, wears panties, shoes and stockings and has a waffled pique coat, lace edges on collar, pink taffeta cuffs and lace edged bonnet, taffeta lined. She holds her bottle in right hand and drinks and wets. Ship. wt. 5 lbs.

24N95-885 . ... RETAIL **$10.00**

YOUNG SOPHISTICATED DOLLS

Little Miss Ginger. Miniature 8" fully formed doll has life-like washable hair (Saran rooted), high heeled shoes, fancy lingerie, all vinyl movable eyes. One of the most beautiful dolls ever created. Packed in a handsome trunk with a wardrobe consisting of plaid dress and hair ribbon, polka dot dress, raincoat, straw sailor hat, full nylon hose, extra shoes, purse and eye glasses. Ship. wt. 3 lbs.

24N93-3X465/497 ..... .RETAIL **$8.00**

18" Juno Bride. Teen-age style. All vinyl, moving arms, vinyl head, rooted hair, moving eyes. Juno Bride wears all satin bridal outfit with Point de Sprit overskirt, turtle neck collar effect on blouse, bridal veil, flower bouquet, high-heels. She wears a pearl choker and pearl earrings. Ship. wt. 3 lbs.

24N89-3X635/667.....RETAIL **$10.00**

Order Early for Holiday Delivery

15" Revlon Kissing Pink Doll. She has the figure of a teen-ager and the face of an angel. Has a turning waist enabling her to bend forward, backward and twist around in graceful poses. With "Magic-touch" skin exclusive with Ideal and rooted Saran hair that can be washed and shampooed. In an assortment of high-style dresses with crinoline, high-heeled shoes, sheer nylon hosiery, pearl necklace and earrings. Ship. wt. 2 lbs.

24N87-535 . . ..RETAIL **$9.00**

Shirley Temple... Story book princess

(A) **12½-in. Shirley Temple.** Adorable curly head with dimpled cheeks. Fully jointed doll with rooted hair, sleeping eyes, lashes. Wears lace trimmed taffeta slip, panties, socks, shoes, hairbow. Outfits (C)–(H) sold separately below. Ship. wt. 1 lb. 3 oz.
48 W 3808 –Abt. 12½-inch doll.... **3.87**

(B) **Big Shirley Temple.** Dimpled darling of TV fame, with curly rooted hair, sleeping eyes, lashes. Wears cotton frock with pinafore; socks, shoes. Carries purse. Name pin. Fully jointed doll, turning to sit.
48 T 4124—Abt. 17 in. Wt. 2 lbs 6 oz. **9.88**
48 T 4125 Abt. 15 in. Wt. 1 lb 8 oz **7.29**

Outfits only for 12½-inch Shirley Temple Doll (A). Ship. wt. each 10 oz.

(C) 48 T 4121 –Heidi Outfit. Enchanting Tyrolean suspender dress with pleated skirt, panties.. .. .. **1.87**

(D) 48 W 4117—Pajama Outfit. Colorful knit pajamas, stocking cap..... **1.49**

(E) 48 T 4122—Sailor Dress with matching beret and panties. . . **1.39**

(F) 48 W 4120—Scotch Outfit. Plaid dress with shoulder scarf, matching beret, panties, purse **1.87**

(G) 48 T 4123—Birthday Outfit. Cotton dress, embroidery trim; panties. . . **1.49**

(H) 48 W 4118—Rain Outfit. Saucy raincoat, visor hat, tote bag. . **1.49**

Betsy McCall... 8 or 20 in. tall

(J) **Betsy McCall—8 in. tall.** Shy and appealing. Bisque finish plastic, fully jointed, with bending knees. Sits, kneels, "walks" with you. Sleeping eyes, lashes. Rooted hair. Wears chemise, socks, shoes. Order outfits (L)–(T) separately below.
48 T 4366—Abt. 8 in. doll. Wt. 1 lb....**2.07**

(K) **20-in. Betsy McCall** in bewitching cotton charmer dress with organza pinafore, ruffled petticoat, panties, shoes, socks, flower trimmed hat. Bisque finish plastic doll, fully jointed with rooted hair. Her "rolling eyes," flirt with you, go to sleep.
48 T 3954—Abt. 20 in. Wt. 3 lbs..... **10.98**

Outfits only for 8-inch Betsy McCall (J). Ship. wt. each 10 oz.

(L) 48 T 4103 Ballerina. Satin bodice, nylon tutu; panties, shoes.... **1.39**

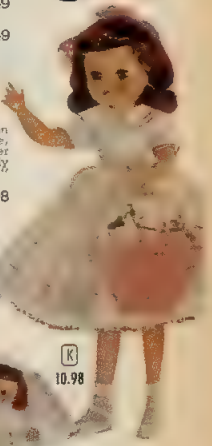
(M) 48 T 4104—Sweet Dreams Outfit. Nylon tricot negligee over matching nightgown. Mules. **2.29**

(N) 48 T 4105—On The Ice Skating outfit with jersey sweater, flared felt skirt, cum nerbund, felt hood, ice skates....**1.89**

(P) 48 T 4106—Holiday Outfit. Plaid cotton dress over jersey tights, cute straw hat, shoes **1.89**

(R) 48 T 4107—April Showers. Plastic raincoat, hat, boots..... **1.39**

(T) 48 T 4108—Bridal Outfit. Satin bridal dress with ruching panel. Veil, bouquet, slip, panties, shoes..... **2.79**



Lovable Characters

FOR TOTS TO TEEN-AGERS

(A) (B) Raggedy Ann and Andy World's most beloved rag dolls. Red yarn hair, stitched features. Red and White striped "socks."

(A) Raggedy Ann in pinafore
48 T 4274—24 in. Wt. 2 lbs. 8 oz. **4.69**
48 T 4273—20 in. Wt. 2 lbs. **3.79**
48 T 4272—15 in. Wt. 12 oz. **2.79**

(B) Raggedy Andy in shirt, pants
48 T 4276—20 in. Wt. 2 lbs. **3.79**
48 T 4275—15 in. Wt. 12 oz. **2.79**

(C) Big Dancing Doll. Insert pet in tube, push button, she talks, sings, dances. Cuddle stuffed, with soft molded latex foam face, percale body and legs. Cotton yarn hair. Large doll can wear child's over clothes.
48 W 4056—42 in. Wt. 8 lbs. **3.33**
48 T 4075—25 in. Wt. 2 lbs. 6 oz. **1.89**

(D) This is Daisy, adorable stuffed doll in dress of Dan River cotton. Fresh vinyl face, cute freckles. Floppy arms and legs. Cute felt bonnet over red yarn hair. Ship. wt. 2 lbs. 4 oz.
48 T 4290—Abt. 16 in. doll **2.29**

(E) (F) Bip and Pip. Mischievous pair with carrot-color rooted hair. All vinyl dolls, fully jointed with painted features. Ship. wt. ea. 1 lb. 8 oz.

(E) Bip in cotton dress, pantaloons, felt apron, shoes.
48 T 4301—Abt. 10 in. . . . **3.98**

(F) Pip in felt overalls, cotton shirt, bare feet, hair.
48 T 4302—Abt. 10 in. **3.98**

(G) Laughing Popeye. Turn handle in back, he laughs and laughs. Stuffed body, vinyl head, arms with tattoo. Cotton sailor suit is removable. Floppy arms, legs. Ship. wt. 2 lbs.
48 T 4282—About 21 in. . . **4.98**
48 T 4283—12½-in. Popeye same as above except cotton stuffed arms, no laugh. Wt. 1 lb. **2.49**

(H) Big "Dennis the Menace." Flat stuffed Dennis in gay overalls with authentic painted face. Ship. wt. 1 lb. 5 oz.
48 T 4286—Abt. 18 in. **2.29**

(J) Dennis the Menace. All vinyl walk, turning head, painted features. Wears overalls, cotton shirt, vinyl shoes, socks. Stands alone. Ship. wt. 2 lbs.
48 T 4287—Abt. 14 in. **3.79**

(K) (L) Boxer, Baseball Player. All vinyl dolls with mischievous smiles, painted features. Fully jointed. Appropriately dressed, including shoes, socks.

(K) Boxer in satin pants, removable gloves. Wt. 1 lb.
48 T 4291—Abt. 10½ in. **2.29**

(L) Baseball Player in flannel suit, removable mitt. Wt. 1 lb.
48 T 4292—Abt. 10½ in. **2.29**

(M) (N) Little Brother and Sister Stuffed vinyl heads with turning heads, painted features. Dressed in brother-sister outfits. Girl has undies. Wt. ea. 1 lb.

(M) 48T4295—10½ in. Brother **99c**
(N) 48 T 4296—10½ in. Sister **99c**
48 T 4297—Both (M) (N) for. . **1.89**

COMMANDO TIM TIME BOMB

KILGORE

Set timer, slip away and BANG! Use roll caps and is safe and harmless. Made of die cut cast zinc and high impact plastic. Color: blue and black.

Pkd. 12, wt. 18 lbs.

No.	Retail
650	$0.80

MARINE RAIDER PUP TENT

REMCO

Sturdy water repellent duck tent material, includes tie ropes, metal stakes, wood center poles. 36 inches high and 42 inches long.

Pkd. 6, wt. 21 lbs.

No.	Retail
305	$5.00

HELMET WITH NET

REMCO

Authentic G.I. style helmet with camouflage net. Made of high impact plastic. Adjusts to fit all head sizes.

Pkd. 36, wt. 15 lbs.

No.	Retail
409	$1.00

STEVE CANYON JET HELMET

IDEAL

Replica of official Air Force helmet made of high impact styrene with lift-up transparent sun visor and simulated snap-on oxygen mask. Adjustable to all sizes.

Pkd. 6, wt. 10 lbs.

No.	Retail
4201	$3.00

SLEEPING BEAUTY SWORD AND SHIELD SET

EMPIRE

Prince Phillip's sword and shield. Shield made of unbreakable silver plastic with embossed figures and border, scenes from the movie. Sword of unbreakable plastic with harmless blade and jeweled handle. Sword 25 inches long. In colorful display box.

Pkd. 12, wt. 10 lbs.

No.	Retail
582	$3.00

TOURNAMENT FENCING SET

MULTIPLE

Set includes 2 flexible unbreakable, silver-finished foils capped by large rubber tips, also two adjustable band plastic face masks. Corded

Pkd. 12, wt. 9 lbs.

No.	Retail
581	$1.00

TOOL KIT

AUBURN

6 child size tools, just like father's: pliers, claw hammer, wrench, ruler square, screwdriver, saw – all non-scratching rubber-like vinyl. Assorted bright colors.

Pkd. 12, wt. 4½ lbs.

No	Retail
527	$0.70

GREAT PLAINS EXPRESS TRAIN

MULTIPLE

Unbreakable, multi-colored realistic piston pumping early Western locomotive, coal car and flat car. With cowboy and Indian figures. Mounted on card and bagged.

Pkd. 12, wt. 8 lbs.

No.	Retail
621	$1.00

TRAIN AND TRACK SET

TICO

Unbreakable polyethylene train and track set that operates on 2 "C" cell batteries. Locomotive, tender and 2 cars nearly 2½ feet long runs on 8 feet of track. Attractively boxed.

Pkd. 12, wt. 14 lbs.

No.	Retail
903	$3.00

AIRPLANE ASSORTMENT

DOWST

Authentically scaled models of 6 service airplanes in die-cast metal with enamel finish. Size 3½ x 4½ inches. Includes Sabre, Panther, Skyray, Cutlass, Starfire and Bonanza. One dozen interpacked.

Pkd. 288, wt. 30 lbs.

No.	Retail
1160	$0.20

JET PLANE

HUBLEY

Red and aluminum combination, clear plastic cockpit, folding wings and retractable landing gear. Length 7 inches, wingspan 6½ inches. All metal.

Pkd. 12, wt. 9 lbs.

No.	Retail
751	$1.00

JET MARAUDER

MULTIPLE

A big Jet Marauder that floats and rolls on wheels. Plenty of airmen with interchangeable accessories and equipment. Fires torpedoes, action Pom Pom gun, snap-together parts.

Pkd. 12, wt. 12 lbs.

No.	Retail
601	$1.00

HELICOPTER

HUBLEY

All metal in yellow enamel with transparent bubble. 2 revolving rotor blades and black rubber wheels. Length 9¼ inches. Individually boxed.

Pkd. 12, wt. 12 lbs.

No.	Retail
483	$1.50

CABIN CRUISER WITH BATTERY OPERATED MOTOR

KNICKERBOCKER

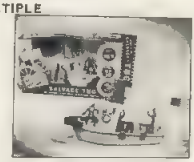
Styled after a "Chris-Craft" Cabin Cruiser. 13¼ inch model made of high impact plastic, complete battery operated outboard motor, (battery not included). Individually boxed.

Pkd. 12, wt. 10 lbs.

No.	Retail
56	$3.00

SALVAGE TUG

MULTIPLE



Salvage tug with alert crew. 10½ inch snap-together tug with many interchangeable accessories and action figures. In window box.

Pkd. 24, wt. 16 lbs.

No.	Retail
351	$0.80

FIRE BOAT

MULTIPLE

Easy snap-together parts that are unbreakable and require no glueing. 10½ inches with revolving water tower and complete equipment. Moveable action figures. In window box.

Pkd. 24, wt. 16 lbs.

No.	Retail
347	$0.80

CAR AND BOAT TRAILER

DOWST

3 Authentic replicas: Ford station wagon hauls Tee-Nee boat trailer which carries polyethylene Chris Craft. Overall length 11½ inches. Gift boxed.

Pkd. 36, wt. 14 lbs.

No.	Retail
3930	$1.00

STATION WAGON AND BOAT CARRIER

HUBLEY

Metal and plastic combination, length 16 inches. Red station wagon with yellow boat trailer, red and white removable plastic boat. Individually boxed.

Pkd. 12, wt. 17 lbs.

No.	Retail
491	$2.00

SMALL VEHICLE ASSORTMENT

AUBURN

Assortment consists of 1 dozen each Thunderbird, Convertible, Plymouth, Ranchero, Hot Rod, and Fire Engine.

Pkd. 72, wt. 7½ lbs.

No.	Retail
600	$0.15

MEDIUM VEHICLE ASSORTMENT

AUBURN

Assorted 12 each: Large Racer, Rescue Truck, Eldorado and Large Truck. Assorted 3 colors.

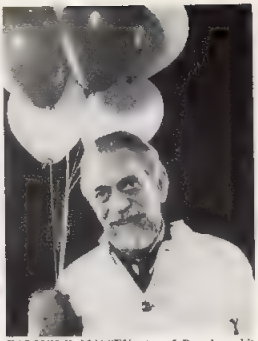
Pkd. 48, wt. 9 lbs.

No.	Retail
515	$0.25

PROMOTION IN ACTION

PRETTY MODEL wears lapel pin of the Dunce game, manufactured by Schaper Plastic Games, as part of January promotion of the game in several Cincinnati department stores. Dunce is in for more intensive promotion campaign

SHARI LEWIS, star of Hi-Mom, discusses success of Tot Railroad with M. J. Fink and R. J. Meythaler, of Playskool, makers of toy. Since Tot Railroad has been seen commercially on Miss Lewis' show, sales in metropolitan New York area have zoomed.



RAYMOND MASSEY, star of Broadway hit "J.B.", makes his entrance carrying Qualatex balloons from Pioneer Rubber Co. His role, as circus balloon hawker, calls for him to run through audience onto stage carrying a batch of colored balloons.

BAT MASTERSON LICENSEES meet with Bob Max, manager of NBC Merchandising, to discuss promotion. (l-r) Alfred Fischer, Ben Cooper, Herbert Diamond, Lowell Toy; Henry Warren, John Henry Mfg.; Dan Weiss, Carnell Mfg.; Max; Nat Strongin, Arlington Hat; Murray Gilbert, Hartland Plastics; Charles Ehrlich, Arlington.

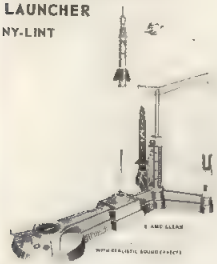
YOUNG NUNS at Mount Augustine Training Center, West Hartfield, Ohio, ride Murray Ohio bicycles given them by a generous donor of another faith. Bikes are used as part of their recreation and exercise activities. A Murray official said no special equipment has been added to bikes but traditional robes will not catch

IDEAL TOY'S Betsy Wetsy dolls get national exposure on NBC-TV's "Queen For A Day" program which featured the dolls on its huge Christmas day show. "Queen" and emcee Jack Sterling pose with complete assortment of dolls and layettes which were awarded to the woman.

AL REDLES, secretary and director of sales of Bachmann Bros., Inc., points out fine points of Bachmann's "Birds of the World" series on the "Don McNeill Breakfast Club Show," heard daily over the ABC network. Redles, who was in Chicago for the Hobby Show, talks with McNeill (l) and Sam Cowling.

COUNT-DOWN ROCKET LAUNCHER

NY-LINT



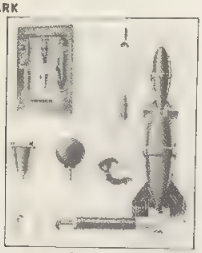
Turn the crank, watch the count-down. Warning sign pops up, warning whistle sounds and rocket fires. All-mechanical action, safe to play anywhere. Durable plastic construction with soft nosed rockets. Individually boxed.

Pkd. 6, wt. 16 lbs.

No.	Retail
3500	$6.00

2 STAGE ROCKET SET

PARK



First stage rocket soars to 100 feet and blasts second stage rocket up to greater heights. Includes injector pump. Practically indestructible. Boxed.

Pkd. 12, wt. 13 lbs.

No.	Retail
507	$3.00

SNEAKY PETE'S BROADWAY MAGIC

REMCO

Contains four of Sneaky Pete's sensational tricks including the Magic Flower Pots.

Pkd. 12, wt. 11 lbs.

No.	Retail
703	$3.00

SNEAKY PETE'S PROFESSIONAL MAGIC SHOW

REMCO

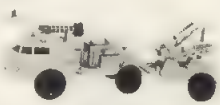
Learn magic from Sneaky Pete. Set reveals all; includes Cut The Lady In Half, Magic Slate, Card Tricks, Magic Wedding Ring and others.

Pkd. 6, wt. 11 lbs.

No.	Retail
702	$7.00

MOON EXPLORER

IDEAL



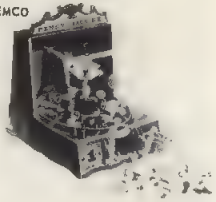
Huge polyethylene truck. Both audio and visual detectors when geiger counter is in contact with metal. Rockets raise and lower and are released by button. Morse Code messages are transmitted with telegraph key. 28 inches long.

Pkd. 6, wt. 18 lbs.

No.	Retail
4801	$7.00

CONEY ISLAND PENNY MACHINE

REMCO



Put penny in slot and watch turntable rotate by motor. Use both hands to maneuver bucket claw by remote control. Select toy before automatic timer shuts off machine. Complete with large bag of toys. Of high impact plastic, size 15¾ x 10¾ x 13 inches high. Operates on 2 "D" batteries, not included.

Pkd. 4, wt. 10 lbs.

No.	Retail
704	$13.00

IMPERIAL MARK 27 FLASH CAMERA

GEORGE

3-way flash camera that takes color slides, color snapshots and black and white on 127 film. Takes 12 professional looking photos any time, any where. Individually boxed with instructions.

Pkd. 12, wt. 12 lbs.

No.	Retail
927	$6.00

SONAR-GUIDED GREYHOUND SCENICRUISER

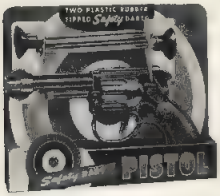
BELL

Over 18 inches long, a true replica of the Scenicruiser with audio-magic control, elimates all wires and connections and provides true remote control. Uses standard batteries, not included.

Pkd. 12, wt. 36 lbs.

No.	Retail
777	$10.00

WESTERN DART PISTOL
KNICKERBOCKER



6¾ inch long "six-gun". Spring action safety dart pistol with two plastic safety darts with rubber suction cup tips. On individual display cards; in bronze and silver.

Pkd. 144, wt. 25 lbs.

No.	Retail
610	$0.40

SUB-MACHINE DART GUN
KNICKERBOCKER

Molded in sturdy black plastic with silver trim. Size 19¾ X 5-3/8 X 1 inches. Gun carrys 3 rubber cup tipped safety darts in stock. Packed 6 to Gun-rack display box.

Pkd. 36, wt. 22 lbs.

No.	Retail
612	$1.00

SPRING-BAK BUFFALO HUNT TARGET
PARK

Set consists of Park's Luger dart gun, 3 "tru-flite" darts, and action target (10 x 10 inches). Extra heavy weight target for durability. 2 supporting legs and instructions. Individually poly bagged.

Pkd. 24, wt. 14 lbs.

No.	Retail
262	$1.00

AUTOMATIC DART GUN
KNICKERBOCKER

Revolver type dart gun with futuristic design in space blue and silver. Four safety darts loaded in separate barrels that rotate when gun is fired. Shoots one at a time. Size 14 X 9 X 2¼ inches. In cello window box.

Pkd. 24, wt. 25 lbs.

No.	Retail
616	$2.00

FLYING SAUCER AND LAUNCHER GUN
PARK

Soars up to 50 feet or used as spinning top on ground. Made of high impact plastic. Bright color combinations. Size 8½ inches. Boxed.

Pkd. 24, wt. 9 lbs.

No.	Retail
504	$0.60

HONEST JOHN MISSILE LAUNCHER
IDEAL

Polyethylene replica of Honest John Missile. Fires off spring activated ramp which is mounted on back of truck. Ramp is adjustable. 11 inches long.

Pkd. 12, wt. 8 lbs.

No.	Retail
3033	$1.00

ROCKET POP-A-PART
KNICKERBOCKER

A direct hit on the 13½ x 8¾ inch target makes rocket blast off high into space by pop-a-part patented spring mechanism. Complete with 7½ inch dart gun and three safe tipped darts. Individually boxed.

Pkd. wt. 16 lbs.

No.	Retail
756	$2.00

YANKEE DOODLE TEST CENTER
REMCO

Made of high impact plastic with Thor, Atlas and Titan rockets and 3 different satellites. Doors swing open, warning siren sounds, clock ticks off count-down and rocket fires. Operates on 1 "D" battery, not included.

Pkd. 4, wt. 12 lbs.

No.	Retail
204	$10.00

GYROSCOPE
CHANDLER

A scientifically designed toy for young and old. Used to demonstrate the principle of rotation, attraction and equilibrium of bodies in motion. Size 3¾ x 2¾ inches, with fly wheel. Attractively boxed.

Pkd. 72, wt. 22 lbs.

No.	Retail
Gyroscope	$0.60

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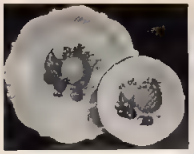
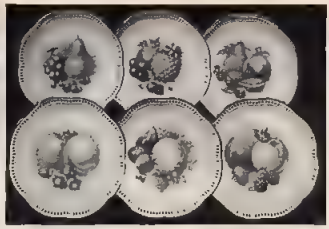


FINE WHITE CHINA PLATES. Made by Schumann in Germany, this graceful Baroque Plate is decorated in beautiful, natural colors. Comes in assorted fruit patterns, has scalloped edge trimmed in lustrous gold. Large 12" diameter plate can be used as chop plate or for sandwiches or cake. Ship. wt., each 2 lbs.

435G27 275

435G27-285—Lots of 3. RET EACH **$5.00**

Small Plate not available



IMPORTED FRUIT PLATES. Beautiful pure white china plates 7¾" diameter. Made by Schumann, in Germany. Lovely fruit decorations in [illegible] having pierced and scalloped edge with gold rim and gold arne handle. Packed in six assorted patterns to a bundle. Ship. wt. per bundle, 5 lbs.

435G2 550 . . RETAIL, BUNDLE OF 6 **$5.50**

As above: 7" dia. plates. Ship. wt. 4 lbs.

435G20-438 . RETAIL, BUNDLE OF 6 **$7.50**

Imported Wall Plaque. 8" porcelain wall plate with ship design embossed in beautiful natural colors. Packed one pair to box

435G8-130

435G8-140—Lots of 3 pr.

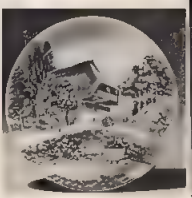
.. RETAIL, PER PAIR **$3.00**

HAND-PAINTED IMPORTED WALL PLATES. Set of four hand-painted wall plates 8" in diameter. Birds and foliage depicted in [illegible] style. A gift item that is always appreciated [illegible] with both modern and period furnishings. Sold in sets of 4 only. Ship. wt. per set, 5 lbs

435G15-235 .... RETAIL, PER SET **$4.50**

IMPORTED BIRD PLATES. 8" wall plates with song birds in beautiful natural colors. Birds stand out in bold relief giving third dimensional effect. Back of plate is pierced for hanging. Shell Pink and Sky Blue background. Sold in pairs only

435G14-229 .RET., PR. **$4.50**



Imported Wall Plaques. Beautiful country scene embossed in bright natural colors. 8" porcelain plate imported from Japan. Packed one pair to box.

435G10-150

435G10-140—Lots of 3 pr.

RETAIL, PER PAIR **$3.00**

IMPORTED FRUIT PLATE. Fine white [illegible] plate with hand-painted design. Back is pierced for hanging. 8¼" in diameter. Clearly painted colorful design in realistic and inviting.

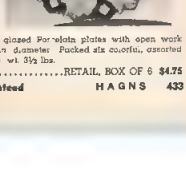
435G31-125.....RETAIL, EACH **$2.25**

FRUIT PLATE. Colorful fruit plate with embossed design painted in beautiful natural colors. Back is pierced for hanging. Packed four assorted to carton.

435G13-285 . RETAIL SET OF 4 **$5.00**

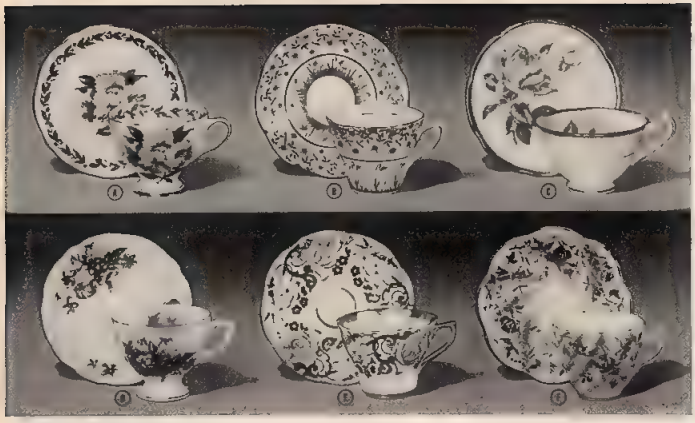
HAND PAINTED PLATES. Imported 10½" china plates masterfully hand painted with scenes of natural beauty depicting four seasons. Set consists of four plates showing Spring, Summer, Fall, and Winter. Each set in carton. Ship. wt 7 lbs.

435G7-685.....RETAIL, SET OF 4 **$9.00**



Imported Wall Plates. Hand Painted, highly glazed Porcelain plates with open work "lace" border. Trimmed in lustrous Gold. 7" in diameter. Packed six colorful, assorted fruit designs in one carton. No less sold. Ship wt. 3½ lbs.

435G34-275 .. .. .RETAIL, BOX OF 6 **$4.75**



Values in Imported English Bone China Cup & Saucer Sets

6 Set Assortment. Highly [illegible] shown at top of page. Packed in shipping carton.
4G20-995—Set of 6. . . . . . RETAIL $24.00

(A) **Artistically decorated.** One large spray of Illy-like flowers, garland of leaves, and tiny rosebuds. Gold trim.
4G115F-185 . . . . . RETAIL SET $3.95

(B) **Violet Spray.** Snow White English bone china cup and saucer trimmed with lovely spray of Violets with a generous Gold trim. Excellent gift set.
4G134-148. . . . . RETAIL, SET $3.25

(C) **Smart Divided Design.** Lovely flowers on upper part of cup, and fall flowers on lower part. Gold trim. In three attractive colors—Rose, Blue, Yellow. Specify color.
4G113-185
4G113-185—Lots of 3. Assid...RET., SET $3.95

(D) **Floral Pattern English Bone China.** 22K Gold band on inside rim, handle, and base. Small flowers, stems and outline in Black or Brown on fluted cup shape. A welcome gift for the collector of Bone China.
4G141-325—Specify color RETAIL, SET $5.50

(E) **Tudor Rose.** Highly glazed English bone china. Classic pattern with lasting charm. Exquisite large rose inside cup and on saucer. 22K Gold on rim, base, handle and center.
4G144-165 . . . . . RETAIL, SET $3.95

(F) **Distinctive Fluted Cup.** Comes in 3 colorful floral patterns. Pink Rose with Grey full blown flowers. Green and Yellow flowers or Pink flowers with smaller Brown multi-colored flowers interspersed.
4G125-165—Specify color RETAIL, SET $3.95

Collector's Piece in English Bone China. Hand-painted White flowers and Pink buds massed against Black background. 22K Gold trim on saucer and rim of cup. Handle and foot of cup covered with 22K Gold.
4G130-275 RETAIL SET $4.25

4-Set Assortment. Consists of 3 sets illustrated above plus one 4G313 Style B shown at top of page. Packed in shipping carton.
4G21-1048. . . .RETAIL, ASSORTMENT $17.50

Elaborate Wide Decoration. Stunning 3-tone English bone china. Gold and Black leaves with touches of Red and Green leaves. Decoration on side cup and on saucer. Scalloped edges. Gold trim. Cup has Gold ribbing on reverse base. Gold trim on inside cup.
4G147-395 . . RETAIL, SET $7.50

Tea Cup and Saucer of English Bone China. Exquisitely hand-painted full Pink rose is surrounded with small quantity buds of Pink and Yellow. 22K Gold covers handle, foot of cup, and rim of saucer.
4G129-275 . RETAIL SET $4.25

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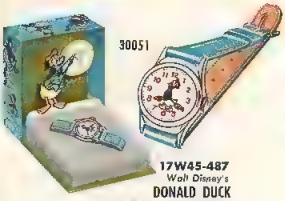

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17W47-48
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17W46-487
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Code price (974)

30071

17W43-487
Walt Disney's MICKEY MOUSE

Colorful Mickey tells time with his hands. Red strap. Clever gift box with a figure of Mickey.

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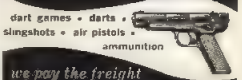

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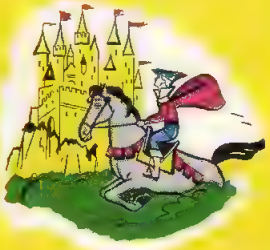
$1

SUGGESTED RETAIL



An *Electric* **GAME complete with battery!**

HARVEY TV COMIC CARTOON SERIES

New

$1

SUGGESTED RETAIL

Jacmar *Manufacturing Company, Inc.*
OFFICE AND FACTORY
70 BERRY STREET BROOKLYN 11, N.Y. • EVergreen 8-0900

The ALUMA-FOLD LINE

The first and finest folding metal table. Aluminum top with V-braced tubular aluminum legs. Pushbutton Saf-T-Lock Hinge. Available with smooth aluminum or attractive leather grain aluminum top.

NO.A-PBR1200 17 lbs. 2' x 5' List $19.95

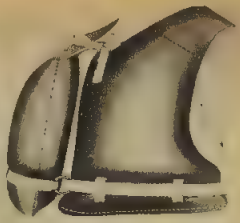
NO.B-PBR1800 27 lbs 2½' x 6' List $31.95

WOOD GRAIN FINISH

Metal top is lithographed in fade-proof Swedish limed oak pattern Tubular steel legs, black satin finish. Saf-T-Lock Hinge. A beauty and a bargain!

2' x 5' x 30" 19 lbs.

NO. 10PBR675 List $11.95



LIFE VEST Finest COAST GUARD APPROVED life vests, for children and adults. Bright orange jeans cloth cover, filled with java kapok, sealed in water-tight vinyl sacks. Heavy-duty approved straps & buckles. Quality construction for assured safety.

NO.SP6-AKX450 ADULT SIZE List $7.50

NO.SP6-CKMX360 JUNIOR List $6.00

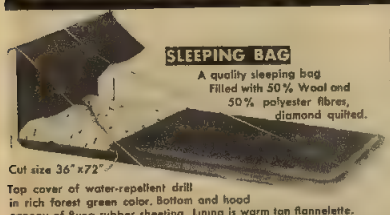
SLEEPING BAG QUALITY at a PRICE. Full size 36" x 81". Filled with DuPont ORLON Water-repellent top cover-canopy and bottom are buna rubber. Warm flannelette lining. Heavy-duty 58" zipper for full side opening. Cut size—36" x 81".

NO. SS14X875 List $14.95

LIFE PRESERVER CUSHION COAST GUARD APPROVED life preserver cushion for boating safety. Attractive and colorful leather site with contrasting cloth gusset and piping. 20 oz. of buoyant java kapok is sealed in water-tight vinyl bags. Heavy duty grab straps.

A MUST FOR THE BOATING ENTHUSIAST

NO. SP5-X325 List $5.40



SLEEPING BAG

A quality sleeping bag Filled with 50% Wool and 50% polyester fibres, diamond quilted.

Cut size 36" x 72"

Top cover of water-repellent drill in rich forest green color. Bottom and hood canopy of Buna rubber sheeting Lining is warm tan flannelette. Heavy duty, rustproof 58" zipper extends down one side completely

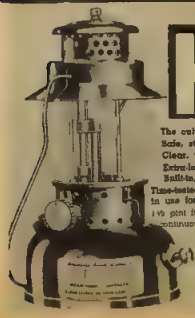
NO. SS12X720 List $12.00

Jayne Mansfield Starring in 20th. Century Fox Pictures.

"The Royalty of Outdoor Living"

"The Continental" deluxe chaise lounger-mat designed for all-occasion summer comfort. The sturdy Bakelite Krene material is practically indestructible, wipes clean with a damp cloth and comes in bright colors. Foulproof, rustproof valves.

NO. SM60X425 List $ 6.75



KampLite KampKook

The only lantern that burns leaded gas Safe, stormproof Instant lighting Clear, white globe Large, leak-proof tank Extra-large filler plug Built-in, lock-type pump

Time-tested — Many Kamplite lanterns have been in use for over 60 years, and are still goin strong. 1½ pint fuel capacity gives up to 10 hours of continuous light. Red with black trim. weight — 4 lbs.

NO. LRL-21A1047 List $14.95

America's Newest Camp Stove

- BURNS EITHER "LEADED" OR "WHITE" GASOLINE
- STORM-PROOF
- BURN TESTED
- LARGE LEAK PROOF TANK
- INDIVIDUALLY OPERATED BURNERS
- DURABLE "BAKED-ON" ENAMEL FINISH

Fuel capacity of 2 pints gives 5 continuous hours of cooking with both burners on high. weight is 15 lbs

NO. LCS-21A1327 List $18.95

FAMOUS *Jefferson* **ELECTRIC CLOCKS**

Golden Hour Clock. Ultra modern "see through" dial. Hands "float" in clear crystal dial with no [illegible] Gold [illegible] to [illegible] Attractively [illegible] with [illegible] for easy [illegible] high, [illegible]" diameter. Accuracy [illegible] cycle. Ship. wt. [illegible] lbs.

55C1T-3X1377/1492.....RETAIL **$22.95**

"Jefferson 500." Stunningly modern—for desk or den . . . patterned after a ship's compass. Polished [illegible] satin finish brass [illegible] and red sector hand set against an [illegible] background. Chrome has gold [illegible] and [illegible] Black base [illegible] Accuracy guaranteed. [illegible]" high, 4½" diameter. Net wt. [illegible]

55C7T-6X1197/1297. . . . . .RETAIL **$19.95**

NEW! CORD-LESS CLOCK

ELECTRONIC CLOCK

WORKS ON TRANSISTORS

World's only clock with transistor and rechargeable battery. Recharges in any 110 volt AC [illegible] for [illegible] year on one charge. All the [illegible] in electric—without wires. Fascinating to [illegible] Sleek [illegible] high, 7¾" wide and [illegible] Ship. wt. 5 [illegible]

52C10T-3570 RETAIL **$59.50**

"DuBarry" Anniversary Clock. Over one year [illegible] Handsomely [illegible] authentic old-world clock with [illegible] designs is a classic of [illegible] [illegible] wall dial. Silently rotating pendulum [illegible] warranty. Height to base, 8", wall bracket 3½". Ship. wt. 4 lbs.

52C7T-1775—Gold .....RETAIL **$29.50**
52C8T-1775—Ivory . . . . RETAIL **$29.50**

Sessions "Glimpse" Electric Kitchen Clock. A popular [illegible] with [illegible] kitchen [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] meter 11¾". Ship. wt. 3 lbs.

522C74T-528—Black Frame .RETAIL **$7.95**
522C75T-663—Chrome Frame ..RETAIL **$9.95**
522C76T-663—Copper Frame ..RETAIL **$9.95**

Tele Vision Lamp Clock. Beautifully designed [illegible] [illegible] blend with [illegible] [illegible] Walnut finish case [illegible] Numerals glow in the dark. Features [illegible] [illegible] [illegible] IV. Lightning [illegible] Self-starting 110-120v. AC. Case measures 5¾x6x3½".

57C20T-725. . . . . RETAIL **$11.95**

Enchantment Sessions Electric Alarm. Smart [illegible] [illegible] [illegible] honeycomb [illegible] case and etched pattern dial. Size 6 [illegible]" Buzzer alarm. Ship. wt. 2 lbs.

	RETAIL
522C42T-528 –Brown dial. Luminous	$7.95
522C39T-481 –White dial. Luminous	$6.95

Patrician Electric Kitchen Clocks. Attractive kitchen [illegible] copper-tone finish. Silent [illegible] with [illegible] Embossed [illegible] [illegible] [illegible] dial. Case measures 7 x 7 x 2⅜". Ship. wt. 2 lbs.

532C1T-280 . . . . . RETAIL **$4.25**

As above with [illegible]

532C2T-280 . . . . . RETAIL **$4.25**

Coppersmith Sessions Electric Kitchen Clock. Copper is the style keynote. Tarnish proof. Slim case hugs wall, looks built-in. 7½" diameter. Ship. wt. [illegible]

522C48T-538.....RETAIL **$7.95**

EXTEND HOSE LIFE WITH A REEL

DETACHABLE HOSE REEL. (Left.) 20" reel holds 100 ft. of ⅝" hose. Axle bar coupling to standard faucet connection. Permits hose to swivel, any position when water is running. Lightweight, rustless and easily attached. **Size. 19x9". Special faucet included.** Ship. wt. [illegible] lbs. Not for Parcel Post.

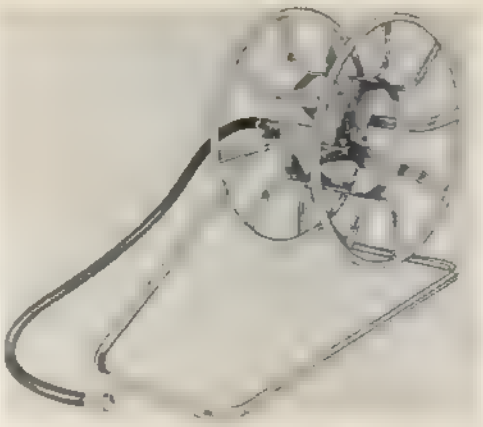
535A50-513 . . . . . RETAIL **$7.70**

As above: Junior Size. [illegible] ft. ½" plastic hose. **Size 15x7".** Ship. wt. [illegible]

535A40-487.....RETAIL **$7.30**

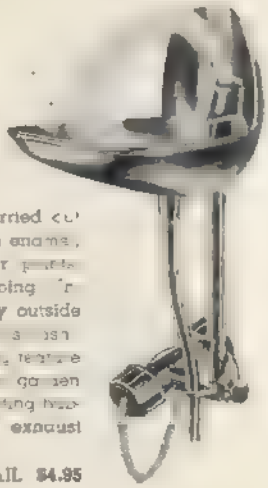
Wheel-it Hose Reel (Right.) Serves as quick, easy storage and transportation unit. Water-[illegible] made. Has [illegible] axle and is connected to [illegible] with coupling. Hose [illegible], with reel. Size 17" [illegible] 9" wide. Holds [illegible] ft. [illegible] rubber [illegible] wt. [illegible] lbs.

535A51-633 . . . . . RETAIL **$9.50**



Lawn and Garden Accessories

DELUXE OUTDOOR FOUNTAIN



Streamlined design carried out in heavy gauge Green enamel, [illegible] at all wear points with [illegible] metal ribbing for [illegible] to any outside faucet and [illegible] a [illegible] stream. The Two [illegible] feature allows you to [illegible] garden hose without disconnecting [illegible]. Rubber tube for exhaust water. Ship. wt. 3 lbs.

535A30-325.....RETAIL **$4.95**

SIMPLEX LAWN EDGING

Easy to install. Stops spread of grass and eliminates edge trimming. Used to edge driveways, walks, trees, garden. Made of Vinyl plastic. Will not oxidize, rust or rot. No sharp edges. Can be cut with knife. 4" wide, 40 ft. in box. Ship. wt. 3 lbs.

535A14-5X332/360 . . . . . RETAIL **$4.98**

COMMANDER SEED SPREADER

The Commander has everything you want. Sturdy construction for long service. Easy, positive operation—controlled by means of a comfortable grip lever. **Simple application rate control.** Direct-drive agitator **assures even flow** of material through all ports. Adjustable shutter cannot freeze—[illegible] freely [illegible] face of the [illegible]. Heavy gauge steel [illegible]. Semi-pneumatic wheels with [illegible] ball bearings. [illegible] or [illegible] and [illegible] with [illegible] **25 lb. capacity.** Overall size: 20" [illegible] 8" Ship. wt. [illegible] lbs.

535A33-595.....RETAIL **$8.95**

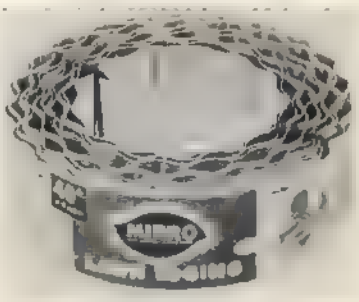
Whirl-A-Way TELESCOPIC WASHING BRUSH

Exclusive Tele-Lok locks instantly and easily at [illegible] from 2 to 4 feet. 100% [illegible] brass [illegible] brush rotates at 1500 RPM. Patented hydraulic sudser—just pull [illegible] for rinse. Insulating, rubber [illegible] grip handle. Molded bumper [illegible] scratching or marring. Floating action swivel coupling won't [illegible], [illegible] or leak. Water regulator and [illegible] valve. 2 year guarantee. Ship. wt. 4 lbs.

51A6-6X417/450.....RETAIL **$6.95**

As above: with [illegible] can of Carnauba [illegible]

51A7-6X477/525 RETAIL **$7.95**



MIRRO LAWN EDGING

Double Strength Rolled Edges

Use around shrubbery, trees, flowers, driveway and patio. Keeps grass and weeds from creeping in—makes mowing and cultivating easy. [illegible] Durable, yet strong, and rigid. Made [illegible] of aluminum. Easy to set and keep in place. Double strength, [illegible] edges. [illegible] easy use. Size 4"x40' [illegible] 4" [illegible].

535A13-6X250/265. . . . . RETAIL **$3.95**

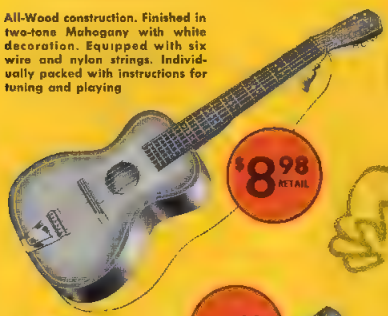
LONG WEARING CHAMOIS

Absorbent, always [illegible] soft and pliable. Use to wash cars and windows, leaves surface with a high gloss. Can be used wet or dry. Many [illegible] uses. [illegible] altered, [illegible] [illegible] [illegible]

DELUXE GUITAR No. 75

All-Wood construction. Finished in two-tone Mahogany with white decoration. Equipped with six wire and nylon strings. Individually packed with instructions for tuning and playing

$8.98 RETAIL



$3.98 RETAIL
Also $4.98

THE TEXAN, JR.

No. 97 GREEN
No. 98 BROWN

LENGTH — 30"
DEPTH — 3¼"
WIDTH — 11"

$1.49 RETAIL

COWBOY UKULELE

No. 82 'ON THE RANGE'

LENGTH 19"
DEPTH 2¼"
WIDTH 6½"

Packed two dozen in shipping carton
weight 24 lbs.

BANJO

No. 88 GREEN
No. 89 BROWN

LENGTH 24"
DEPTH 2½"
Width 10"
Weight 2 lbs.

$2.69 RETAIL

HOTEL NEW YORKER Room 928

VIOLIN

No. 91 Regular Toy Violin

$3.98 RETAIL

Length, 22"
Depth, 2½"
Width, 7½"
Weight 2 lbs

Finished in beautiful two-tone harmonizing colors with black fingerboard and tail piece. Equipped with nylon and steel strings. Bow for playing packed with each violin in shipping container with instructions for tuning and playing.

BABY GRAND PIANO & BENCH

No. 830

30-Key Floor Model
2½ Full Octaves

$9.98 RETAIL

Piano and Bench finished in two-tone colors with silk-screened decorations
Multi-color Sheet Music with colored Key Chart.

Manufactured by JEFFERSON MANUFACTURING CO.
2433 N. ORIANNA ST. PHILA. 33, PA

200 FIFTH AVENUE
NEW YORK 10, N. Y.

ROBERT PATTERSON & ASSOCIATES

209 SOUTH STATE STREET
CHICAGO 4, ILLINOIS

RING UP SALES
WITH
MUSICAL TOYS BY JEFFERSON

THE LONE RANGER GUITAR
No. 85

LENGTH 30"
DEPTH 3¼"
WIDTH 11"
Weight 3 lbs.

$3.98 RETAIL
Also $4.98

Copyright TLR, Inc.

WYATT EARP GUITAR
No. 71 BLACK

$3.98 RETAIL
Also $4.98

LENGTH 30"
DEPTH 3¼"
WIDTH 11"
Weight 3 lbs.

ROCKET RANGER GUITAR
No. 70 BLUE

LENGTH 30"
DEPTH 3¼"
WIDTH 11"
Weight 3 lbs.

$3.98 RETAIL
Also $4.98

CHIPMUNK JAMBOREE GUITAR
No. 75 BROWN

LENGTH 24"
DEPTH 2½"
WIDTH 9½"
Weight 2 lbs.

$2.69 RETAIL

BRONCO BILL GUITAR
No. 99 BROWN

LENGTH — 30"
DEPTH — 3¼"
WIDTH — 11"

$3.98 RETAIL
Also $4.98

HOTEL NEW YORKER
Room 928

Manufactured by JEFFERSON MANUFACTURING CO.
2433 N. ORIANNA ST. PHILA. 33, PA

209 SOUTH STATE STREET
CHICAGO 4, ILLINOIS

ROBERT PATTERSON & ASSOCIATES

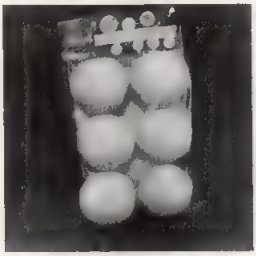
200 FIFTH AVENUE
NEW YORK 10, N. Y.

Lawn rake has metal head made of tempered steel. It is guaranteed not to turn or become loose. Handle is hardwood with lacquer finish in red or blue. Syracuse Toycraft Co., 804 E. Water st., Syracuse.

Robin Hood tent is decorated with picture of hero of Sherwood Forest and his men. It is made of vinyl coated tent sheeting and is easily set up. $12.30. J. W. Johnson, 3100 W. Randolph st., Bellwood, Ill.

Jet 500 has all steel heavy gauge body and welded 1¼" tubular frame. Clinton two and a half horse power two cycle engine. $129.95 fully assembled. Turco, 7812 Maplewood Industrial st., St. Louis.

Space Helmet radio works without tubes, electricity or cosmic rays. It has 60 inch telescopic aerial for use outdoors. Special adapter for home use. $8.95. Hearever, 2644 Castro Valley blvd., Castro Valley, Cal.



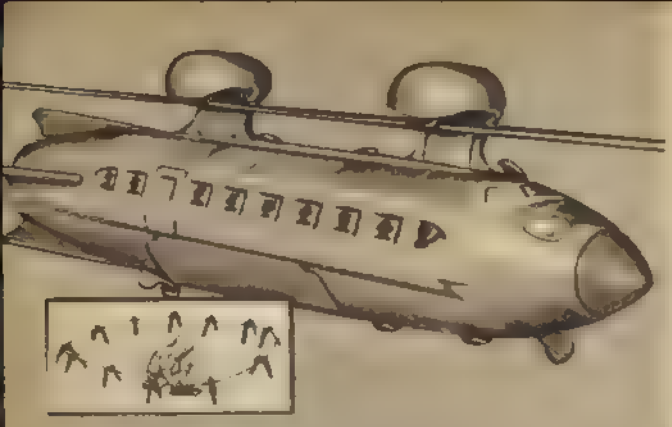
Water Balls are designed for use at pool or beach party. They are lightweight and puncture proof and are made of solid plastic. Six assorted colors. $2.98. Gym Plastic, 5238 Vineland ave., North Hollywood, Cal.

Pla-Skates have foot guards shaped like rabbits to protect shoes from scuffing. Skates have plastic wheels which are quiet enough for indoor use. Four-to-seven age group. $2.98. D. S. Williams Co., 101 Fern ave., Reading, Pa.

Trampler is designed for youngsters weighing up to 65 pounds. It can be used in home or outdoors. Trampler has aluminum frame and bright red canvas bed. $14.95. Porta-Products Co., 2001 Griffin, Dallas 2.

Hula Board can be used in race between youngsters as they walk. It can be used in catch and score games or as a joust in war games. Toy's scope depends on owner's tastes. $1.98. Wham-O, 835 E. El Monte, San Gabriel, Cal.

Tank is a take-apart puzzle toy made of polystyrene. It has seventeen interlocking pieces that do away with the need of glue. Toy comes in brilliant colors. 59c. Character Molding, 200 5th ave., New York.



Exciting "Jet" Monorail Train Set

★ *Lowest priced at Aldens—5.00 value!*
★ *Lever-controlled forward and reverse*

3.49

Now a battery-powered monorail! Replica of real trains already operating in Texas, Germany and Moscow! 10-in. metal Rocket Express zooms suspended from 12-ft. monorail supported by ten 5½-in. high lithographed metal posts. 8 curved 4 straight rails.
35 Y 4813—Needs 1 "D" battery. Ship. wt. 2 lb. 7 oz. .. **3.49**
35 Y 4777—"D" Standard Batteries. Ship. wt. 1 lb. 2 oz. 4 **for 85c**

ELECTRIC TRAINS HOURS OF PLAYTIME THRILLS

Trains Shown at Right on Facing Page

(1) BURLINGTON ZEPHYR 65-PC. TRAIN SET—a complete railroad empire! Everything you need to set up a trestle bridge, oil fields, road signs, a colorful passenger station! Locomotive has many famous Kusan features: traction tread, patented automatic couplers, tiger torque power, blue print detail. Set also includes box car, Reading gondola with 4 canisters, caboose, 12 sections curved track, 2 sections straight track, 1 power pack, lock-on, remote uncoupler, 43-pc. accessory set plus instruction book.
35 Y 4815E—Ship. wt. 12 lb. Mail able **22.98**

(2) TWIN CROSSOVER SET. 2 trains run on figure eight track—automatic signal prevents collision! Locos are steel; die cast cars, hi-impact plastic. Includes steam-type loco with tender, hopper, tank car, caboose; diesel switcher with gondola, box car, caboose; 20 sections of track, crossover, controls, 50-watt transformer. Trains: 42 and 34-in. long. Track: 207-in. long.
35 Y 4820E—Ship. wt. 11 lb. Mail.....**13.98**

(3) WESTERN TRAIN SET. Brings back the action-packed days of the roaring Wild West! Save at Aldens low price, too—19.95 value! Authentically designed, old fashioned smoking locomotive of sturdy steel; cars of heavy-walled hi-impact plastic. Set consists of loco, tender, 2 passenger cars, 10 sections of track, one transformer. Train: 31-in. long. Track: 102-in. oval.
35 Y 4822E—Ship. wt. 9 lb. Mail.....**17.98**

(4) 6-UNIT REMOTE CONTROL FREIGHT. 16.95 value! Steam-type locomotive with headlight, oilless bronze bearings die cast wheels. Heavy-walled plastic cars with automatic couplers. Includes loco, switcher tender, flat car, gondola, tank car, caboose, 9 sections of track, uncoupling ramp, 50-watt transformer, connector. Train: 47-in. long. Track: 102-in. oval.
35 Y 4817E—Ship. wt. 10 lb. Mail....**14.98**

(5) 5-UNIT REMOTE CONTROL FREIGHT. Complete train set—worth 14.98! Grand starter set for beginner. Consists of authentically detailed Monon diesel electric locomotive, box car, oil tank car, coal hopper car, caboose, 2 sections straight track, 8 sections curved track, 1 track connector, UL approved transformer. Train: 42¾-in. long. Track: 102-in. oval.
35 Y 4801—Ship. wt. 6 lb. 12 oz. Mail..**9.95**

(6) *Track Sections* **4 for 76c**

(7) 29-Pc. Railroad Accessory Set **2.59**

Accessories Shown at Right on This Page

(6) ELECTRIC TRACK for 027 gauge trains. **Straight Track.** 10½-in. long. Worth 1.00!
35 Y 4850—Ship. wt. 9 oz...4 sections **78c**
Curved Track. 10½-in. long. Worth 1.00
35 Y 4851—Ship. wt. 9 oz...4 sections **78c**
REMOTE CONTROL electric switch set (not shown). Use with 027 gauge trains, track above. 4 button controls. Cables included.
35 Y 4853—Ship. wt. 2 lb. 2 oz..... **6.69**
Electric Manual Switch Set. For 027 gauge.
35 Y 4852 **.99**
50-ALDENS Ship. wt. 1 lb. 7 oz.

(7) 29-PC. RAILROAD ACCESSORY SET. 12 telephone poles, 12 Flite-O-Way signs, 1 semaphore, 1 lamp post, 1 crossing gate, 1 grade crossing, 1 RR crossing sign.
35 Y 4865—Worth 2.98. Wt. 1 lb. 11 oz. **2.59**

(8) TRANSFORMERS. 110-20V, 60 cycle AC.
150-watt transformer. 0-15V, 15V posts.
35 Y 4869E—6x7¼x8¼-in. Wt. 11 lb. **11.95**
75-watt transformer. 5-15V, 15V posts.
35 Y 4868—3¾x4⅜x6½-in. 4 lb. 8 oz. **7.95**
50-watt transformer. 7-13V, 13V posts.
35 Y 4866—Ship. wt. 3 lb. 2 oz. **5.45**

(8) *Electric Transformers* **5.45** *up*

NEWEST

REMOTE CONTROL

BATTERY OPERATED TOYS

THEY SOAR, ROAR, AND RACE ON LAND, SEA, AIR

9 MYSTERY POLICE CAR has a flashing light, siren! As car races about, helicopter "hovers" overhead, propellers spin! 3.00 List. Uses 2 "D" bats. (See below.) Durable steel.
35 Y 5340—Mail. Wt. 1 lb. 12 oz. **2.69**

10 REMOTE CONTROL 11¾x14½-in. wing spread. K.L.M. (Dutch) airlines. Heavy gauge steel, wing lights, 4 revolving propellers. Uses 2 "D" batteries. Malleable. Sturdy steel.
35 Y 5335—Ship. wt. 1 lb. 6 oz...**2.99**

11 ROCKET LAUNCHER PAD. Fires a 2-part satellite which separates in flight! Press firing button, watch count down indicator go from 100 down to "0" missile is fired with bang, spark, smoke. Lighted TV screen follows flight! 11-in. high. Uses 2 "D" bats. Steel.
35 Y 5367—Ship. wt. 1 lb. 14 oz...**2.69**

12 "BALL BLOWING" LOCOMOTIVE. —Ball "floats" above it. Mystery action locomotive goes in all directions. 10-in. lg. Uses 2 "D" bats. Metal.
35 Y 5388—Mail. Wt. 2 lb. 5 oz...**3.49**

13 FIRE-CHIEF CAR goes forward, back, turns by remote control. Siren blares! Enameled metal. 9-in. rubber wheels. 2 "D" bats. 9x3½x4-in.
35 Y 5318—Mail. Wt. 1 lb. 5 oz. **1.69**

14 SMOKING TUG BOAT—battery operated electric toy for boys or girls! Puffs smoke from funnel as it sounds a 'chug-chug'. Plastic, 14-in. long. 4.00 List. Uses 2 "D" batteries.
35 Y 5343—Mail. Wt. 1 lb. 12 oz...**2.99**

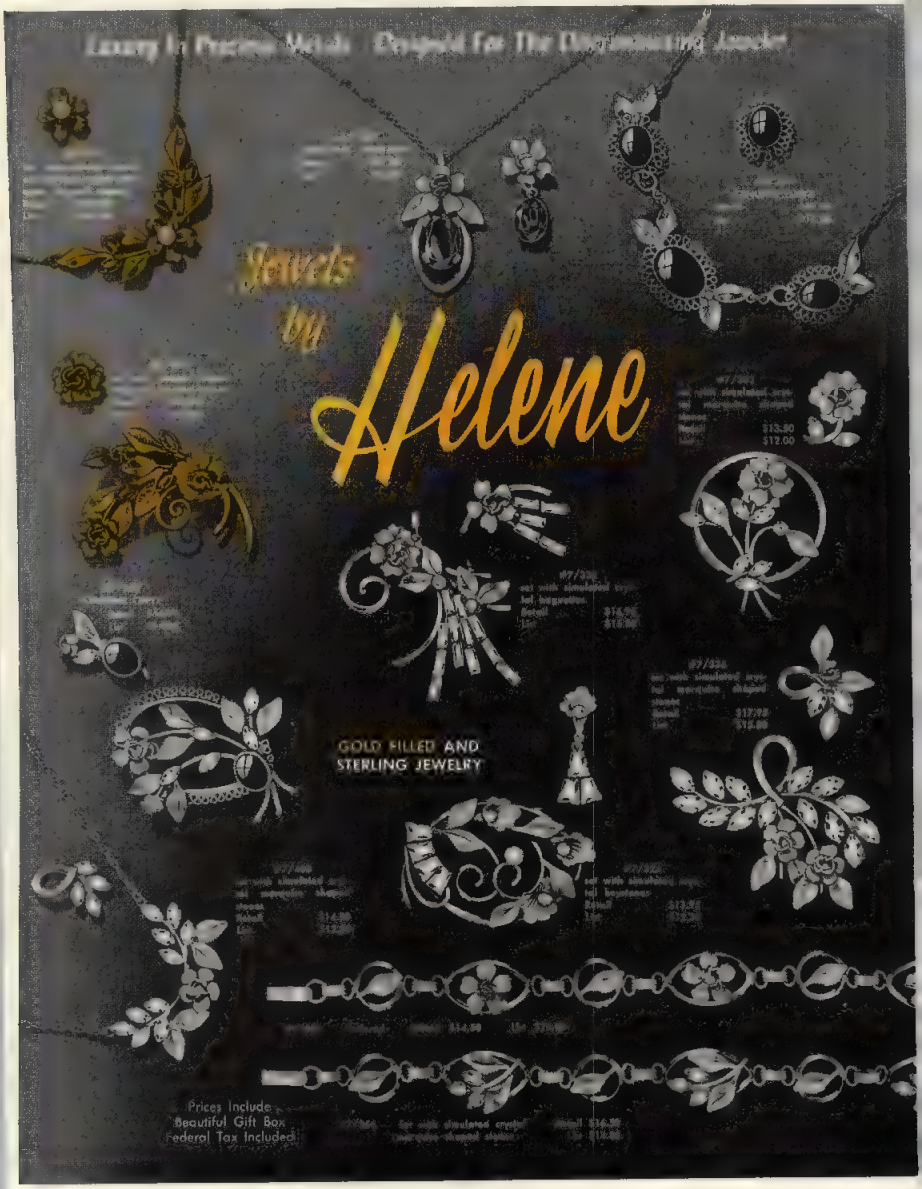
ORDER BATTERIES HERE . . .
"D" STANDARD FLASHLIGHT BATTERIES. Power for toys above.
35 Y 4777—Ship. wt. 1 lb. 2 oz...**4/85c**

15 ANTI-AIRCRAFT TANK "climbs" on heavy rubber treads; turret revolves from side to side, twin pom-pom anti-aircraft guns light and fire in a circular and up and down motion! An action-toy so realistic the U.S. Army Tank Corps would be proud of it! Heavy gauge steel. 9½-in. long. 4.00 List. Uses 3 "D" batteries.
35 Y 5363—Mail. Wt. 2 lb. 8 oz...**2.99**

16 FORD CONVERTIBLE—the "Skyliner" with a "steel top" that goes forward and reverse, steers automatically left and right. Convertible top goes into trunk area just like the actual Ford model! 9¼-in. long. Uses 2 "D" batteries. $4.00 List. Metal.
35 Y 5369—Mail. Wt. 2 lb. 4 oz...**2.99**

NOTE. All wts. are shipping weights.

Luxury In Precious Metals Designed For The Discriminating Artist
Jewels by Helene
GOLD FILLED AND STERLING JEWELRY


Jewels by
Helene
GOLD FILLED AND
STERLING JEWELRY
Prices Include
Beautiful Gift Box
Federal Tax Included

BROOKPARK

masterpieces in melamine dinnerware

Coupe-shape patterns styled by Joan Luntz

LIFE

For the 3rd year Brookpark is first again in Consumer Preference Survey

Contemporary dinnerware with a flair — the Brookpark coupe shape in colorful new patterns. It's the quality Melmac dinnerware—molded of melamine – **guaranteed not to chip or break in normal use for one full year.** Wash in hottest suds, or dishwashers, safely. The sharp, clear, molded-in colors can't peel or fade.

SET COMPOSITION

16-piece Starter Set—contain 4 each: Patterned Dinner Plates and Saucers; Solid Color Cups and Dessert Dishes. Wt 8 lbs.

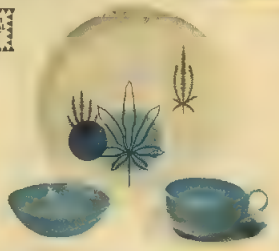
45-piece Family Set—contain 8 each: Patterned Dinner Plates, Bread and Butter Plates, Saucers; Solid Color Soup Bowls, and Cups; **1 each:** Solid Color Vegetable Bowl, Sugar Bowl with Cover, Creamer and a 13½" Patterned Platter. Wt. 20 lbs.

5-piece Service Set—contains 1 each: 13½" Patterned Platter, Solid Color Sugar Bowl with Cover, Creamer and Vegetable Bowl. Wt. 6 lbs.

SEE PAGE 1 FOR SPECIAL DISCOUNT PRICE!

EMPRESS — Elegant golden wreath border pattern, molded on translucent white with white hollow pieces

43-E316D1595	16-piece Set. White Cups and Fruit Dishes	$19.95
43-E345D4695	45-piece Set. White accessory pieces	59.95
43-E305D1195	5-piece Service Set	15.45



FANTASY — Cool colors with bright accents create a carefree mood for dining, turquoise and yellow on translucent white with turquoise hollow pieces.

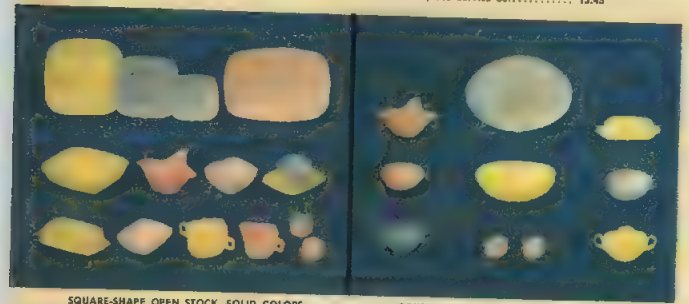
43-F116D1595	16-piece Set Turquoise Cups and Fruit Dishes	$19.95
43-F145D4695	45-piece Set Turquoise accessory pieces	59.95
43-F105D1195	5-piece Service Set	15.45

ONLY A ROSE — A single bloom in gentle tone of roses and beige on translucent white with pink hollow pieces

43-R616D1595	16 piece Set Pink Cups and Fruit Dishes	$19.95
43-R645D4695	45 piece Set. Pink accessory Pieces	59.95
43-R605D1195	5-piece Service Set	15.45

FREE 7 DAY TRIAL NO MONEY DOWN

TROPICANA TURQUOISE



SQUARE-SHAPE OPEN STOCK SOLID COLORS

In pink-turquoise-yellow-white. Shipping wt approx. ½ lb.

43 M1D224	10" Dinner Plate	$2.80
43-M2D198	8" Salad Plates	2.50
43-M3D119	6" Bread and Butter Plate	1.50
43-M4D119	6" Saucer	1.50
43-M5D168	16-oz. Lug Soup	1.85
43-M6D119	Coffee Cup	1.50
43-M7D395	13½" Platter	4.95
43-M8D339	32 oz Open Vegetable Bowl	4.50
43 M10D198	7-oz Creamer	2.50
43-M11D119	Fruit Dessert Bowl	1.50
43-M14D279	10½ oz Sugar Bowl with Cover	3.50
43 M15D395	44 oz Divided Vegetable Bowl	4.95
43 M18D239	Butter Dish with Cover	2.95
43-M19D239	Gravy Boat	2.95
43-M22D159	Salt and Pepper Shaker Set	1.95

COUPE-SHAPE OPEN STOCK—SOLID COLORS

In Pink-Turquoise—White Shipping wt approx. ½ lb

42-S7D359	13½" Platter	$4.80
42-S8D295	32 oz Open Vegetable Bowl	3.75
42 S9D149	20-oz. Soup Cereal Bowl	1.90
42-S10D179	Creamer	2.25
42-S11D105	9-oz. Fruit-Dessert Bowl	1.35
42-S14D279	6½-oz. Sugar Bowl with Cover	3.50
42 S15D395	44-oz Divided Vegetable Bowl	4.95
43 S18D239	Butter D sh with Cover	2.95
43 S19D239	Gravy Boat	2.95
43-S22D159	Salt and Pepper Shaker Set	1.95

TAKE 6 MONTHS TO PAY ON YOUR BUDGET ACCOUNT.

BRANCHES

TROPICANA TURQUOISE — Corner pattern in beige and turquoise; molded on translucent white with turquoise hollow pieces

42-T116D1695	16-piece Set Turquoise Cups and Fruit Dishes	$21.95
42-T145D5695	45-piece Set Turquoise accessory pieces	79.95
42-T105D1295	5-piece Service Set	17.45

BRANCHES — Gracefully styled foliage in yellow and brown; molded on translucent white with yellow hollow pieces.

42 B316D1695	16-piece Set Yellow Cups and Fruit Dishes	$21.95
42-B345D5695	45-piece Set Yellow accessory pieces	79.95
42-B305D1295	5-piece Service Set	17.45

(A) SHAKESPEARE 1775 WONDERCAST

(B) SHAKESPEARE 1794 WONDEROD

(C) SHAKESPEARE 1797 "PUSH-BUTTON"

(D) SHAKESPEARE 1774 WONDERCAST

(E) BRONSON "SAVAGE" SPINCAST

(F) AIREX "IMPALA" SPINNING REEL

(G) JOHNSON "CENTURY" REEL

(H) JOHNSON "CITATION" REEL

(J) JOHNSON 120 "CENTENNIAL"

SPIN-CAST REELS

(A) SHAKESPEARE 1775 WONDERCAST [illegible] 6-lb. line. 4-unit easy takedown construction. Smooth-running machine cut gears. Micrometer like cone drag adjustment. Frame of anodized aluminum alloy. Machined aluminum spool. Gray-black with krinkle finish frame. Comes filled with correct amount of 6-lb. monofilament line. Gear ratio 4 to 1. Ship. wt. 2 lbs.

15R57-1173.....RETAIL $19.95

(B) SHAKESPEARE 1794 DELUXE LEVEL WIND WONDERCAST. For 8-lb. line. Richly anodized in beautiful golden bronze with contrasting dark brown enameled frame. Has oscillating pickup assembly. Pinion is brass, machined high strength aluminum drive gear, [illegible] chrome plated single crank with molded bronze pyralin bell-shaped grip; lever type non-reverse. Outer cone adjusts [illegible]. Machined aluminum spool comes filled with correct amount of 8-lb. test line on spool. Ship. wt. 2 lbs.

15R103-1349 RETAIL $22.95

(C) SHAKESPEARE 1797 PUSH BUTTON WONDERCAST. For 12-lb. line. A new level wind reel. Styled in beautiful bronze anodized aluminum, 4-unit easy take-apart construction with frame of aluminum alloy, anodized and [illegible] krinkle brown. Chromed single crank with large grip, non-reverse [illegible]. Cast [illegible] and [illegible] gold [illegible] wear [illegible] and solid, [illegible] mechanism. Gear ratio 4 to 1, [illegible] ratio. Shipped with correct amount of 12-lb. monofilament line on spool. 2 lbs.

15R102-1467.....RETAIL $24.95

(D) SHAKESPEARE 1774 WONDERCAST. For 6-lb. line. Easy 4-unit takedown with anodized aluminum frame finished in Metalescent green. 4 to 1 [illegible] chromed pick-up. Lever type non-reverse and [illegible] adjustments for drag. Folding [illegible] handle [illegible] with 6-lb. test monofilament. Ship. wt. 2 lbs.

15R60-971 . . . . . RETAIL $16.50

(E) "SAVAGE" BY BRONSON The first American-made, enclosed type spin-cast reel in the low-priced class. New racial type adjust[illegible]. New [illegible]. Anodized [illegible] with [illegible] Polystyrene push-button and handle grips. Nylon pinion gear. Positive anti reverse. Reel wt. 7 ounces. Reel shipped with correct amount of 8-lb. line pre wound on spool. Ship. wt. 2 lbs.

15R89-585.....RETAIL $9.95

(F) AIREX IMPALA CLOSED FACE SPINNING REEL. Automatic feathering with large rubber [illegible] cushioned lines. Positive case-hardened pick-up mechanism. Die cast aluminum construction. Automatic anti-reverse. 100 yds. of 6-lb. monofilament line prewound on reel. Smooth [illegible] action with exclusive spring loaded micrometer drag. Ship. wt. 2 lbs.

15R116-761 . . . . . RETAIL $12.95

(G) JOHNSON "CENTURY" REEL. For use on any rod, right or left hand operation. Micro dial drag adjustment with smooth positive drag, dual [illegible] lock control, simplified [illegible] easy [illegible] hard [illegible] rotor. Tungsten carbide pick-up. Rugged construction, all parts corrosion proofed. Ratio of retrieve: 17" per turn of handle. Complete with 6-lb. test monofilament line on spool. Ship. wt. 2 lbs.

15R70-1055 RETAIL $17.95

Johnson Princess (Not illustrated). Designed specially for [illegible] Color: black and princess pink [illegible]. Other features same as Century. Ship. wt. 2 lbs.

15R73-1055.....RETAIL $17.95

(H) JOHNSON "CITATION." For the biggest fresh water fish. Change-easy spool push-button casting. Johnson's exclusive anodized rotor. Tungsten carbide pick-up. 24" retrieve per turn of handle. All salt resistant parts, plus all the dependability of the famous "Century." Use on any rod, right or left hand. Shipped with correct amount of 10-lb. monofilament on spool. Ship. wt. 2 lbs.

15R71-1349..... RETAIL $22.95

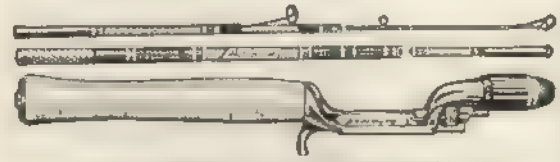
(J) JOHNSON CENTENNIAL REEL. Casts like a spinning reel—retrieves like a casting reel. Fly [illegible] hand retrieve. Duo-matic drag operates directly off drive gear—engaged by simply releasing handle. Die cast one-piece case, all parts corrosion resistant. 18½" retrieve per turn of crank. Equipped with 100 yds. of 10-lb. monofilament line on spool. Diamond [illegible] with carbalcy pick up. Double handle. Ship. wt. 2 lbs.

15R80-879... . . . . RETAIL $14.95

Spin-Cast Rods

FOR USE WITH ANY PUSH-BUTTON REEL

(A) ACTIONROD NO. 0061 SPIN-CAST ROD



(B) ACTIONROD NO. 0071 SPIN-CAST ROD

(C) HEDDON MARK I SPIN-CAST ROD

(D) HEDDON MARK II SPIN-CAST ROD

(E) HEDDON MARK III SPIN-CAST ROD

(F) HEDDON HEDLINER SPIN-CAST ROD

(G) SHAKESPEARE 1036M SPIN-CAST WONDEROD

Ⓖ **Shakespeare Double Duty Wonderod.** New medium action 2-piece, 5'5" ferrule jointed Wonderod doubles as a heavy duty 2-handed push button casting rod or as a popping rod for Texas gulf fishing. Especially designed for push button reels using heavier monofilament lines. Yellow with bronze-tone nylon winds, 4 coined frame stainless steel guides, spin type. Detachable single offset handle, has 9" cork rear grip, rubber butt cap, "Reel-tyte Lok" and collet foregrip; finished in krinkle brown enamel. Ship. wt. 3 lbs.

16R211-1173..... RETAIL **$19.95**

Ⓐ **Actionrod No. 0061.** Original two-piece tubular Actionrod spin-caster designed for enclosed type push button reels. Extra long tip section with short powerful butt section for casting the lightest spinning lures. Maroon blade trimmed with green, white and black. Jeweled chrome chuck handle, with long 5½" specie cork grip. Screw type reel lock and [illegible] collet. Four spiraled stainless steel guides and Alumite tip top. [illegible] 2-piece blade

16R240-879—8-foot length... RETAIL **$14.95**
16R241-879—8½-foot length. RETAIL **$14.95**
16R242-879—7-foot length. RETAIL **$14.95**

Ⓑ **Actionrod No. 0071.** Short extra powerful butt section with long fast tip makes this tubular two-piece spin-caster an outstanding rod. Finished in simulated bamboo, trimmed in azure blue, black and white. Jeweled chrome chuck handle with 5½" specie cork grip. Screw type reel lock and [illegible] collet. Five spiraled stainless steel guides and Alumite tip top. Brown anodized aluminum ferrule.

16R238-1173—6-foot length . RETAIL **$19.95**
16R239-1173—6½-foot length .....RETAIL **$19.95**

Ⓒ **Heddon Mark I Spin-Cast Rod.** Fas-tip action for snappy casts. Deep cardinal color rod, sharply contrasting black guide winds, with white trim. Aluminum offset handle finished in black impact resistant "Foxibond" finish. Patented "screw lok" foregrip is clear anodized aluminum and registers tip in position, locks it tightly. Slide is black anodized aluminum and holds reel secure. Spin-casting guides and tip-top are hard chrome "V" type. Nickel silver ferrules. Grip is shaped special grade specie cork. Ship. wt. 2 lbs.

6-foot length. Two-piece with detachable handle.
16R162-879.....RETAIL **$14.95**

6½-foot length. Two-piece tip, detachable handle.
16R163-879.....RETAIL **$14.95**

Ⓓ **Heddon Mark II Spin-Cast Rod.** [illegible] with matching vinyl guide winds strikingly trimmed in white. Spin-casting guides and tip-top are [illegible] type, [illegible] me with sturdy wire frame finished in black. Aluminum offset handle has maroon "Foxibond" finish—can't chip. Patented "Screw-lok" foregrip registers tip in position, locks it securely. Sliding hood holds reel permanently. Chuck, slide and butt cap are satin coppertone [illegible]. Copper-tone lead-free-weight ferrule. Tapered grip is special grade specie cork. Ship. wt. 2 lbs.

6 foot length. Fas-tip or power plus action.
16R164-1173—Specify action .....RETAIL **$19.95**

6½-foot length. Fas-tip action only.
16R165-1173 .....RETAIL **$19.95**

Ⓔ **Heddon Mark III Spin-Casting Rod.** Fas-tip action. Tip is sleek, natural tone fiber glass. Base wound in rich goldenrod silk with guide and trim winds of tan. Foulproof spin-casting guides and extra-hard carboloy tip-top. Aluminum offset handle in tan, durable "Foxibond" finish. Patented "Screw-lok" foregrip registers tip in position, locks in tightly. Sliding hood holds reel permanently. Foregrip, slide and butt cap are aluminum gold-tone anodized. Taper grip is extra select specie cork. Ship. wt. 2 lbs.

6-foot length. Fas-tip action. 2-piece tip.
16R197-1470.....RETAIL **$24.95**

6½-foot length. Fast-tip action. 2-piece tip.
16R198-1470..... RETAIL **$24.95**

Ⓕ **Heddon Hedliner Spin-Casting Rod.** "Sunburst Yellow" tubular glass, two-piece. Wound with forest green nylon thread, vinyl coated for toughness. Graduated spinning type guides, durable chrome, with extra spiral group winding on butt section. Nickeled ferrule, handle is offset type, [illegible] permanently joined to butt section of rod giving a [illegible] one-piece feel. Select cork on full size grip. Screw locking reel seat [illegible] locks reels tightly. 6½-foot length. Universal action. 2-piece tip. Ship. wt. 2 lbs.

16R202-468 .....RETAIL **$7.95**

(H) SOUTH BEND NO. 415 HEAVY DUTY SPIN-CAST ROD

Ⓗ **South Bend Heavy Duty Spin-Cast Rod.** 6-ft. length. Designed for push [illegible] reels using heavier lines. Medium action. Master-grip handle has two-tone finish with light green reel seat and dark green finger hook. Self-aligning reel clip plate is L-shaped for positive lock. Forward is comfficient shaped Tenite in dark green with white adapter. Specie cork grip has green rubber butt cushion, 4 v-shaped spincast guides. Natural green shaft has Guide-Lok coated nylon winds in green spiral pattern over white. White and green power zone. Extra strong drawn ferrules are green finish. Ship. wt. 3 lbs.

16R214-781.....RETAIL **$12.95**

Little Brown Jug Liquor Set. Highly glazed Brown ceramic jug with cork stopper. Four matching shot glasses. Jug is 7" high, 4" in diameter. Each set in carton.

430G12-85
430G12-78—Lots of 6 . RETAIL, PER SET **$1.50**

Imported 8-Piece Snack Set. Highly glazed porcelain china with delightful rose decoration and Gold trim. Plate has indentation for cup. Set consists of four 6" plates and four tea cups. Ship. wt. 5 lbs.

45G4-160. . . . . RETAIL **$3.25**

Imported Cookie Jar. This jolly clown will delight the youngsters and add a gay note to your kitchen. Highly glazed semi-porcelain. 9" high, 5½" in diameter.

423G10-225. . . . . RETAIL **$4.00**

Tea Bag Holder. Amusing little china dish in the shape of an apple tea pot, proudly says "I will hold the bag." 4½" diameter.

432G3-35
432G3-29—Lots of 12 RETAIL, EA. **$ .59**

Executive Ash Tray. High gloss ceramic tray. Suitable for office, den or living room. Hunter Green. 10" x 7¾" Ind. boxed. Ship. wt. 2 lbs.

433G79-185
433G79-175—Lots of 6 RET EA **$3.35**

5" China Bird Plaques. Colorful, song birds applied to surface convey a sculptured effect when used in a group. Packed set of 4 in carton.

435G35-148. . . . . RETAIL, SET OF 4 **$3.00**

As shown except Game Birds. Packed 3 pcs. to carton.
435G36-222. . . . . RETAIL, BOX OF 3 PR. **$4.00**

3 Piece Salad Set. Large china bowl with colorful fruit or floral design. Wooden fork and spoon included. Bowl 10" diameter.

432G58-125
432G58-115—Lots of 3 RETAIL, PER SET **$2.00**

Ceramic Spoon Rest. Styled in the shape and natural color of a pineapple. Every woman will want several to protect her stove, work table, etc. 8 x 5". Packed 12 in carton. Ship. wt 8 lbs.

432G50-75
432G50-65—Lots of 12
. . . . .RETAIL EACH **$1.25**

Imported Bird Ornaments. Highly glazed china birds decorated in beautiful natural colors. Beautifully hand detailed. So life-like, you expect them to fly away. Approx. 2½" high. Packed three assorted to carton, no less sold.

433G28-325
. . . . .RET ASST OF 3 **$6.00**

7 Piece Spice Set. New and unusual spice set has rocker on top of pole. Six spices contained in bars hang on hooks to make a useful and attractive set. Has Salt, Pepper, Paprika, Cinnamon, Allspice, and Ginger containers. 5½" high, 4" overall diameter.

432G52-80
422G52-75—Lots of 6
RETAIL, EACH **$1.49**

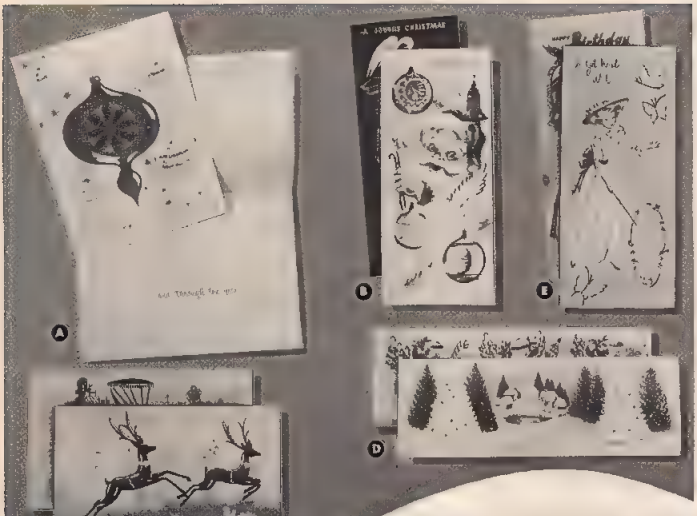
Italian Bon Bon Dish. China Leaf shape bon bon dish with "Acorn" design in dramatic "Black and Gold." An unusual gift item. Ship. wt. bundle of four, 3 lbs. 10½" x 6½"

433G10-87
433G10-83—Lots of 4. . . . .RETAIL EACH **$1.85**

Imported German Punch Set. This punch set is truly unusual and ideal for those who want authenticity of design. Old fashioned multi-color bowl and mugs have assorted scenic colored pictures which stand out in bold relief. Made of best quality earthenware, highly glazed inside and out. Pictures served at Inns and on the Rhine river of Germany. Bowl 11" high, 12" in diameter. Set consists of one 5-liter (approx. 5 quarts) capacity bowl with cover and six matching cups. Ship. wt. 14 lbs.

436G11-3500
RETAIL, SET **$52.95**

Additional matching cups for above set.
436G12-175
436G12-165—Lots of 6
RETAIL, EACH **$2.75**



CHRISTMAS CARDS

and ALL OCCASION GREETINGS

Ⓐ **"Symphony in White" Christmas assortment.** An exquisite selection to warm the hearts of those you hold dear. Sentiments are sincerely expressed with the friendly spirit and gaiety of Christmas. 14 assorted cards 5x7", with envelopes

420H3-60
420H3-55—Lots of 6 Boxes . RETAIL PER BOX **$1.50**

Ⓒ **"Talk of The Town" Christmas Assortment.** Beautifully designed for those who want the gayest, brightest of cards in a galaxy of whimsical, gay and traditional themes. 20 distinctly beautiful folders 7¼x4½", with envelopes.

420H4-60
420H4-55—Lots of 5 Boxes . RETAIL PER BOX **$1.50**

Ⓑ **"Tall Splendor."** Christmas Assortment. Send your friendly messages on inexpensive popular tall slim cards with handsome designs. Greetings in keeping with each imaginative design. 21 colorful Christmas greetings. 8x3⅜", with envelopes.

420H5-60
420H5-55—Lots of 6 Boxes ..... .RETAIL PER BOX **$1.50**

Ⓓ **Sparkling Christmas Assortment.** Gaiety and joyousness of the holiday season prevail on these handsome slim cards that are delightfully modern in spirit. Touches of jewel tone glitter. 16 assorted cards 9x3", with envelopes.

420H2-60
420H2-55—Lots of 8 Boxes ..... RETAIL PER BOX **$1.50**

(E) ALL OCCASION CARDS

Deluxe Everyday Assortment. Traditionally popular assortment but now with a new look. Each card is more than two inches wide. 21 smart French folders 3¼ x 3¾", accented with glitter trim. Birthday, Get Well, and all occasion verses. 21 cards and envelopes.

420H1-60
420H1-55—Lots of 6 Boxes. RETAIL PER BOX **$1.50**

SEE OUR APPLIANCE SECTION FOR INDOOR AND OUTDOOR CHRISTMAS DECORATIONS AND GIFT-WRAPPING PAPER

ANGEL NOEL CANDLE SET

Angel Noel Set. Each angel stands 3½" high, cloaked in a Red robe with White lettering. Set contains 4 angels and 3 Red candles. Packed in gift box.

420G17-70
420G17-65—Lots of 6... . .
. RETAIL PER SET **$1.25**

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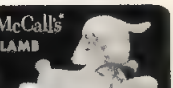
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Juvenia . . . For Him

He's waited long enough . . . give him a Juvenia, the truly fine watch he deserves. For nearly a hundred years the Juvenia factory in Switzerland has produced watches world-famous for their accuracy and elegance. These distinguished designs are made for the active, modern man . . . serve him around the clock with absolute dependability. Classic styling is supremely thin, supremely simple . . . faultless with any outfit. He'll never part with his Juvenia watch . . . world renowned for the perfect time it keeps.

(E) **Alarm Watch** . . . sounds an alarm to keep him punctual for appointments, performs its duties with unobtrusive efficiency. Stainless steel case is a masterpiece of tailored elegance . . . extremely flat for greater wrist freedom. Clear, uncluttered dial is luminous, tells time in the dark. Shock-resistant; 17 jewels.
194-027 A4950 Stainless Steel **$90.00**

(F) **Squire** . . . a clean-lined square of fine Swiss gold, exceedingly thin, and perfectly at ease with dress or casual attire. Boldly squared case fits flat against your wrist, suavely joins a band of black alligator leather. Dial has modern stick numerals. Shock-resistant 17-jewel movement is dependably accurate.
194-118 A12000 18K Yellow Gold **$200.00**

(G) **Baron** . . . extremely thin, elegant, aristocratic. A true jeweler's watch you'll be proud to give, proud to own. Choose it in shining stainless or 18K Yellow Gold . . . both with fine black lizard strap. 17-jewel, shock-resistant movement is precision-made.
194-126 A6950 Stainless Steel **$125.00**
194-134 A15000 18K Yellow Gold. **250.00**

(H) **Gentry** . . . puts emphasis on simple elegance. Thin, flat case comes in 14K Yellow Gold or gleaming stainless steel. Dial has stick numerals, sweep second hand. Shock-resistant movement, 17 jewels. Black suede band.
194-001 A9950 14K Yellow Gold . . **$175.00**
194-019 A4450 Stainless Steel. . . . **75.00**

(K) **Self-Winding Slimatic** . . . thinnest self-winding watch made! Incredibly thin case is a masterwork of watchmaking genius . . . houses precise 21-jewel movement of three adjustments, shock-resistant for active wear. Sweep second hand. Black lizard strap.
194-142 A7500 Stainless Steel . . . **$135.00**
194-159 A15000 18K Yellow Gold **275.00**

On this page, RETAIL prices include 10% Federal Excise Tax

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17 MODELS...priced from $2.98 to $19.98

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REG U.S. TRADE MARK

SEWMASTER
Sewing Machines for Children

Including ...
- Battery Operated with Automatic Clutch for Hand Operation.
- Electric Operated 110 Volts, A.C.

SPECIAL KAY an EE FEATURES
- Extension Tables
- Built-in Drawers
- Protective Presser Feet

The ONLY fully guaranteed Sewing Machine Line with Complete Safety Features.

For the Safety of the child, compare the SAFETY FEATURES of KAY an EE Sewmaster against the unprotected other makes.

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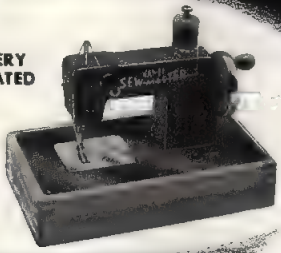
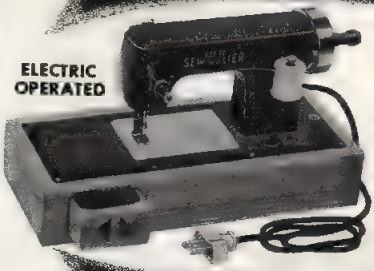
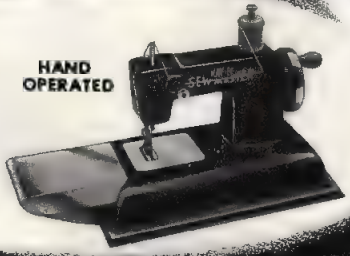


ELECTRIC OPERATED



HAND OPERATED



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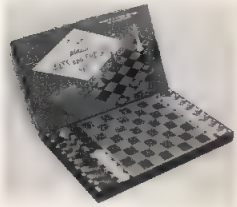

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THE BIGGEST VALUE IN GAMES TODAY

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Weight 1.5 oz

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ROCKET SATELLITE (Like Proto-Type) . ... **69¢**

1-Projects to over 200 feet high.

2-Safe rubber power. Has space man.

3-Returns gently to arms of small child or to the older launcher.

Boys exclaim, "IT'S TERRIFIC!" as they play "SHOOT THE MOON".

TURBO-PROP. MAGIC PLANE **49¢**

1-Performs many stunts!

2-Has built-in static electric means to spin propeller.

3-Rugged . . . Safe . . . All-weather.

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MANUFACTURERS OF PRECISION TOYS
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- **MORE DELUXE MODELS**
- **MORE PROMOTIONAL MODELS**
- **Plus fast Service on sleds and snow discs in every price bracket**

You'll have a grand opportunity to check on this great new Kalamazoo Sled program while you're at the Toy Fair. See how we've expanded *both ends* of our big Champion sled line, to give you more of those chrome plated Deluxe models — and also more of those traffic pulling promotional numbers! Find out, too, how low Kalamazoo prices and low freight rates can put you in a better competitive position than ever before! We're at 918-920, Sheraton-McAlpin. Be sure to stop in.

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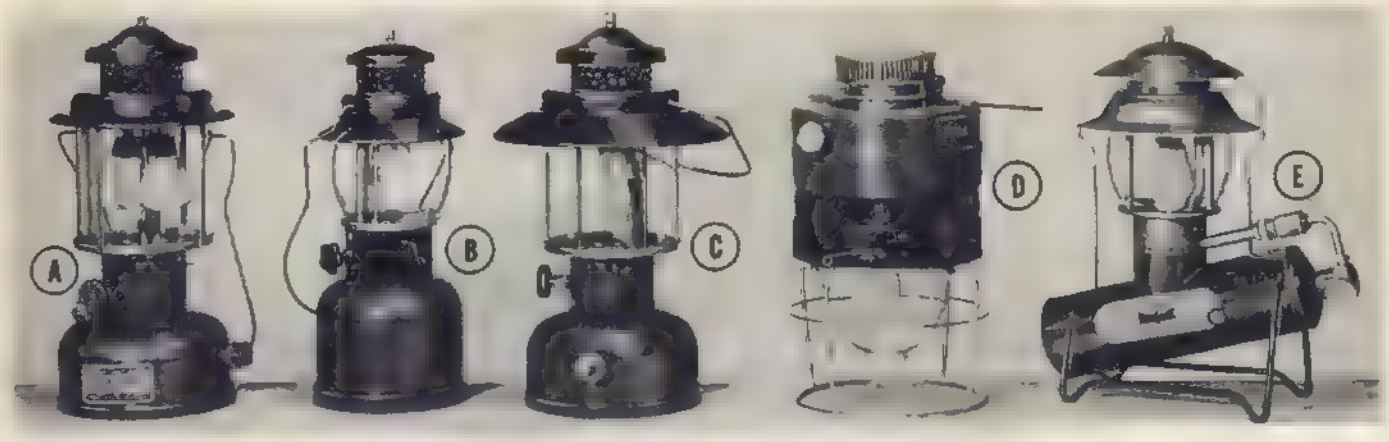

Kamplite Camp Lanterns

Ⓐ **Popular Kamplite**—burns White Gasoline. Powerful double mantle lantern. Features instant lighting, no need for Kamplite to "warm up", clear white globe - large, leakproof tank with 2 pint fuel capacity, one fill ng gives 10 hours continuous service. Extra large filler plug for easy "no-spill" filling. Built-in lock-type pump. Burns white gasoline only. Ship wt. 6 lbs.

19R74-1187.....RETAIL **$16.95**

Ⓑ **Kamplite K-Fuel Lantern.** Uses "K Fuel" in disposable container. Needs no pumping or priming. Safe and dependable with easy-to-change cartridges. Gives 3 to 5 hours continuous light on 1 fuel cartridge. Single mantle, 300-candle power lantern produces a steady, white light. Every Kamplite of finest quality precision parts machined to a jeweler's standards. Storm-proof, works in wind or rain. Size: 14 high, 5¾" diameter at base. Ship wt. 5 lbs.

19R75 862.....RETAIL **$12.95**

"K-Fuel" for above lantern. Sold only packed in dozen lots only

19R79-540—Ship. wt. per doz. 9 lbs.....RETAIL, DOZEN **$8.30**

Ⓒ **Kamplite Extra Wide Hood Lantern.** Burns regular gasoline. Powerful single mantle lantern for tough assignments. Burns "leaded" or non-leaded gasoline. Two-pint fuel capacity. Carefully inspected and burn tested. Safe and storm-proof—will not spill or upset and burns at any reasonable angle. Lights instantly. Clear white globe assures maximum light. Built-in lock type pump. Extra large filler plug. Red with black trim. Large, leak proof tank. Ship. wt. 6 lbs.

19R83-1327.....RETAIL **$18.95**

Ⓓ **Kamplite Inverted Lantern.** Burns automobile gasoline—perfect for night fishing or cabin light. Single mantle, clear white globe, produces brilliant 300-candle power light. Fuel capacity 2 pints for 8 to 10 hours of continuous light. Features: Large, built in lock-type pump, storm-proof construction, self-cleaning generator, extra large filler plug. Overall height, base to top (not including handle), 13".

19R77-1537—Ship. wt. 7 lbs.....RETAIL **$21.95**

Ⓔ **Bernz-O-Matic Propane Lantern.** Strike a match, turn a valve, turn night into day with Bernz-O-Matic lantern. Adjusts from bright beam to soft glow. Burns up to 12 hours on single cylinder of fuel. No maintenance, no liquid fuel to handle. Safe, quick, clean, easy to operate, no working parts to clog or replace. Lightweight and easy to carry. Ideal for cottages, camps, boats, night fishing, farms. One cylinder of fuel included. Ship. wt. 6 lbs.

19R71-995.....RETAIL **$14.95**

Replacement Fuel Cylinder for above lantern. Ship. wt. 2 lbs.

19R70-133.....RETAIL, EACH **$2.00**

Eagle Water Bag. A specially processed canvas that allows a small amount of water to seep through the pores. This water then evaporates. As this evaporation process continually repeats, the water inside the bag is cooled providing a fresh supply of cool water. Made of finest quality canvas. Ideal for sportsmen, boy scouts, farmers, tourists, etc. Closed top model has flat bottom to stand alone. White color. 2-gallon size. Ship. wt. 1 lb.

19R126-120.....RETAIL **$1.75**

Army Type Pocket Compass. Every camper and outdoor man should have a reliable pocket compass. This 1¾" imported heavy brass case compass is precision made with crown depression to open face. Luminous 4 points of the compass. Luminous, pointed, jewel ed needle is automatically locked when case is closed. Ship. wt. 1 lb.

19R64-175.....RETAIL **$3.00**

Save-A-Life Reflective Safety Flares. Reflective medium used, consists of millions of microscopic mirrors that reflect with brilliant intensity when activated by any light source. Flares can be filled ⅔ full of sand, adding to stability when in use and giving a supply of traction material that can be used as emergency sand. Spike attachment at bottom for use in soil. Store them in trunk or glove compartment. Permanent and reusable. Set of 2 reflective flares in easy stow carton. Ship. wt. 1 lb.

19R95-99.....RETAIL **$1.40**

Family First Aid Kit. Ideal for sportsmen, travelers or in home medicine cabinet. Contains mixture of merthiolate; Unguentine antiseptic, 6 yds. 1" gauze bandage; scissors; 5 yds. 2" bandage, 2 paper cups; two 4 x 4" 16-ply sponges; 3 Ampoule ammonia inhalants; 2 gauze compresses, absorbent cotton and First Aid booklet. Packed in metal container measuring 1⅞x4x8½". Ship. wt. 1 lb.

14R173-180.....RETAIL **$2.50**

Big Beam Car Flash. Fits in glove compartment. Uses a minimum of current—will not run down battery even if in operation indefinitely. Flashes approx. 72 times per minute. Durable molded plastic Fresnel lens, rust-resistant, zinc-plated steel base. Rubber vacuum cup assures secure mounting. 10' cord will reach any part of car. Plug fits cigarette lighter of all cars. Ship. wt. 1 lb.

26R6-219, 6-volt model.....RETAIL **$3.29**

26R7-219, 12-volt model.....RETAIL **$3.29**

FABRICO GROUP

Sportsmen's Foul Weather Wear

Ⓐ **Fabrico Storm Suit.** A 2-piece combination. Ideal for boating, fishing or hunting. Parka section is made of 6-gauge Krene, has self-adjusting wrist closures, 18" zipper at neck and is 30" long. Storm pants are made of 12-gauge Krene with elastic in waist and 2 inside front pockets. Sizes: Small, Medium or Large. Ship. wt. 4 lbs.
10R1-644—Specify size.....RETAIL **$10.95**

As above: Short Parka only. Sizes: Small, Med., Large. Ship. wt. 2 lbs.
10R96-307—Specify size.....RETAIL **$5.25**

Ⓑ **Lo-Temp "Tough Twenty" Stocking Foot Wader with new lap seams**—eliminates completely any chance of splitting seam in shoe. 20-gauge Krene withstands ice cold water and sub-zero weather without cracking or stiffening. Will not rot or mildew. All seams are electrically welded. Fitted foot for comfort inside shoes—splash proof waist, double inside pocket. Suspenders included. Sizes: Small, Medium, Large, Ex. Large. Ship. wt. 3 lbs. **Specify size.**
10R5-585.....RETAIL **$9.95**

Ⓒ **Rain Parka.** Complete rain protection. Full cut pullover style, roomy and extra long. Seams electrically welded. Arid action zipper welded on. No buttons, or snaps. Made of 6-gauge Krene plastic for years of rough wear. Air vents under arms, self-adjusting wrist closures, large pouch-type pocket. Color: Brush Brown. Folds into easy-pack pouch. Length 50", weight 16 oz. Sizes: Small, Medium, Large. **Specify size.**
10R2-350.....RETAIL **$5.95**

Raintair Rubber Parka. 100% waterproof! Made of Butadiene rubber with hand cemented, vulcanized seams—cleans with a damp cloth. Fabric cemented under tons of pressure to assure maximum adhesive to rubber. Comfortably styled with raglan shoulders, snaps at wrists, full protective chest gusset with 9" zipper opening. Attached hood with drawstring. Convenient belly pocket with snap-flap. Sizes: Small (36-38), Medium (40-42), Large (44-46), Extra Large (48). Ship. wt. 4 lbs.
10R86-720—Specify size.
.....RETAIL **$11.95**

Totes Thermic Suit. Lightweight all rubber sportswear that can't leak or rot—no seams. 100% waterproof—weighs only ounces, yet is comfortably warm. Ventilated for comfort. Has attached hood, adjustable drip-proof cuffs and neck closure. Stretchy, waist-high trousers give when walking—can be worn over hunting pants knees and seat dry in wet cover, at rain. Complete with suspenders. Sizes: Small, Medium, Large. Ship. wt. 3 lbs.
10R24-1134.....RETAIL **$18.90**

Zephyr Weight NYLON

100% Waterproof Nylon Wear. DuPont nylon impregnated with vinyl resin. Extremely tough and durable—unaffected by sun and salt water, oil or acid. Won't get sticky, harden or crack. Double seams for strength. Coated with vinyl for extra protection. Lightweight and flexible. Approx. 60% tougher than basic cotton fabric.

Ⓐ **Zephyr Nylon Angler Shirt.** Full length body protection. Has raglan shoulders, elastic at wrists, full protective chest gusset with 9" zipper and full sweep (90") in skirt for easy wearing. Covers legs when seated in boat or blind. Large belly pouch for easy access. Color: Autumn Grass. Sizes: Small (36-38), Medium (40-42), Large (44-46), Extra Large (48). Length 52" **Specify size.**
10R88-1078.....RETAIL **$18.50**

Ⓑ **Zephyr Nylon Shorty Parka.** For complete body protection when worn with hippies. Lightweight (16 oz.), yet gives maximum body protection. Raglan shoulders, elastic at wrist full protective chest gusset with 9" zipper opening. Attached hood with drawstrings. Convenient chest pocket with snap-flap. Color: Autumn Grass. Sizes: Small (36-38), Medium (40-42) Large (44-46), Extra Large (48). Length 40". **Specify size.**
10R89-1076.....RETAIL **$18.50**

Ⓒ **Zephyr Nylon Typhoon Suit.** Tops for all weather head-to-foot protection. Consists of typhoon jacket listed below and typhoon pants of full cut with drawstring at waist. Slip on easily. Color: Autumn Grass. Sizes: Small (36-38), Medium (40-42), Large (44-46), Extra Large (48). **Specify size.**
10R87-1395.....RETAIL **$24.00**

Zephyr Nylon Jacket Only. Attached parka-hood with drawstrings. 9" zipper opening for easy accessibility. Chest protected with waterproof gusset. Convenient chest pocket with snap-flap. Lightweight, compact hip-length, elastic at wrists. Raglan shoulders for easy fit. Color: Autumn Grass. Sizes: Small (36-38), Medium (40-42), Large (44-46), Extra Large (48). Length 30". **Specify size.**
10R85-850.....RETAIL **$14.50**

"Totes" Wading Shoes

For the fisherman or hunter who prefers travel light. Perfect for wear with waders in any material and by any manufacturer. Made of extra thick latex rubber with tough, rubber-cord construction at sides and heel. DuPont neoprene soles. Wide web strap and adjustable buckle holds [illegible]. Special [illegible] proof features keep sand and pebbles out, lets water in and out. Color: Brown. Weight. 24 oz. Sizes: (fits shoe sizes) Small (6-8), Med. (8-10), Large (10-12). Ship. wt. 2 lbs.

10R82-477.....RETAIL **$7.95**

KAY Electric Guitars

(N) **KAY HAWAIIAN ELECTRIC GUITAR.** Perfect for the student as well as the professional . . . and an outstanding value at this price! Built with powerful magnetic pick-up . . . this fine instrument has tone and volume controls, deluxe patent heads with built-in covers. New, attractive Plextone finish in green mist color Shipped from New York

761-486 D2995 Hawaiian Electric Guitar **$47.50**
761-601 D550 Case for Hawaiian Electric Guitar **9.00**

(P) **KAY AMPLIFIER** . gives long, trouble-free service. Efficient, compact . . has volume control, 3 tubes, 8-inch speaker, 2 inputs, on/off-switch. Green vinyl plastic cover, contrasting grill. From New York

761-502 D3950 Kay Amplifier, 12x15x7" **$64.50**

(R) **KAY SPANISH ELECTRIC GUITAR.** A lot of guitar for the money! Here's what you get in this grand auditorium-sized instrument built-in magnetic pick-up with volume control, adjustable bridge, nickel-plated hardware, white edges. All maple laminated crackproof construction, lustrous metallic gold finish Shipped from New York.

761-510 D3750 Spanish Electric Guitar **$59.95**

(S) **KAY DELUXE SPANISH ELECTRIC GUITAR** . . . preferred by professionals. It's acoustically designed to produce the clearest, richest tone possible . . carefully inspected and adjusted . . . made with "Speed Demon" neck Hand-rubbed, glowing finish adds good looks power-packed magnetic pickup unit assures Hi-Fi sound. From New York

761-528 D8950 Reddish Mahogany with golden sunburst **$145.00**
761-536 D9500 Honey Blond Guitar **155.00**
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Guitars and Ukuleles

(V) **FAVILLA STANDARD UKULELE.** Fun to play, and so easy! Has beautiful rich tone. Body and neck are genuine Mahogany, triple-lacquered and carefully hand-rubbed to high luster finish. Ebony nut and bridge saddle. Inlaid position dots Shipped from New York.

761-452 D1495 Favilla Standard Ukulele **$25.00**

(W) **FAVILLA BARITONE UKULELE.** Has deep, rich and mellow tone. Neck and body are finest mahogany; extension fingerboard of quality rosewood. Black and white inlay around tone hole, inlaid position dots, non-slip tuning pegs with ivoroid buttons Shipped from New York.

761-478 D2995 Favilla Baritone Ukulele **$50.00**

(X) **KAY STANDARD GUITAR.** Just check the price . . . and compare the quality! Handsome, sturdily made with spruce top, maple back and sides . . . decorative white striping on tip . . rich brown finish Fingerboard has 14 frets clear of body. Shipped from New York

761-411 D1995 Standard Guitar **$31.50**
761-494 D695 Case for Standard Guitar **12.50**

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761-700 D2795 Auditorium-size Guitar **$45.00**

(Z) **CUTAWAY-DESIGN MASTER GUITAR** by Kay Spanish guitar with features professionals want: cutaway for easy, precise fingering in high register . . . pro-type frets, adjustable rosewood fingerboard with 9 position markers Fully-arched spruce top and curly maple back Wide celluloid binding on edges: black inlay on top. From N Y

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X KAY STANDARD GUITAR. Just check the price . . . and compare the quality! Handsome, sturdily made with spruce top, maple back and sides . . . decorative white striping on tip . . . rich brown finish. Fingerboard has 14 frets clear of body. Shipped from New York.

761-411 D1995 Standard Guitar **$31.50**
761-494 D695 Case for Standard Guitar..... **12.50**

Y GRAND AUDITORIUM-SIZE SPANISH GUITAR . . . by Kay. Excellent for solo or orchestra because super size gives fuller tone Fully-arched spruce top, figured maple back and sides. Brown finish with sunburst; hand rubbed and polished. Rosewood fingerboard, deluxe heads, built-in covers, celluloid guard plate. From New York.

761-700 D2795 Auditorium-size Guitar **$45.00**

Z CUTAWAY-DESIGN MASTER GUITAR . . . by Kay. Spanish guitar with features professionals want: cutaway for easy, precise fingering in high register . . . pro-type frets, adjustable rosewood fingerboard with 9 position markers. Fully-arched spruce top and curly maple back Wide celluloid binding on edges: black inlay on top. From N.Y.

761-718 D5500 Brown Guitar with golden sunburst. **$89.50**
761-726 D5995 Honey Blond Guitar. **94.50**
761-544 D995 Case for Kay Spanish Guitar **17.50**

MR YACHTSMAN

To you who appreciate the finer things in life, the All-Steel KEHRIG HACKERFORM cruiser has special appeal.

Superior design and highly engineered construction means peak performance, safety and ease of maintenance. Enjoy ALL of the advantages that steel can offer.

Quality is always a bargain and the KEHRIG-HACKERFORM cruiser will give you, over the years, more real boating pleasure per dollar invested. Our policy of continuous improvement, using the best and latest materials available and no yearly models, assures you a top resale value.

For the sake of you and your family, you owe it to yourself to fully explore just what a KEHRIG HACKERFORM cruiser will do for you. One ride will convince you that here is a new adventure in boating and pride of ownership—quiet, level riding at all speeds and luxurious.

Ask the man who owns one.

JOHN KEHRIG, *President*
KEHRIG MFG. CO.

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Semi-enclosed cruiser
Performance-Proven Hull
32' x 10' x 2'6" — Four & Six Sleeper — Twin Engines to 450 H.P.

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Boat Builders of proven ability will build wooden boats to 60' our designs or yours

RECENTLY COMPLETED—FOR SALE

38' twin screw Cabin Cruiser, sleeps 8. Features include: Flying Bridge, Walk-around Teak Decks, Dual Controls, Power Steering, Shower, Stainless Steel Gas & Water Tanks, and other quality features expected in a boat of this type. PHOTO ON REQUEST. This is an outstanding custom built yacht at the price of a stock boat. $30,000.

★

We also have for sale a **52', Twin screw, Diesel powered, CHRIS-CRAFT** which we are now completely reconditioning. This boat will be ready for spring delivery and is a real buy at $27,000

We welcome inquires from designers or individuals interested in quality workmanship at realistic figures.

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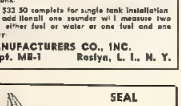
"KNOW HOW MUCH FUEL OR WATER ARE IN YOUR TANKS AT ALL TIMES!"



NO... Cutting Tanks, Electrical Connections, Pixels

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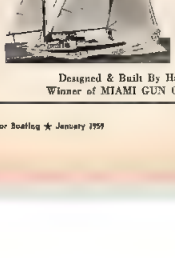

Designed & Built By Harold Glander
Winner of MIAMI GUN CAY RACE 1958

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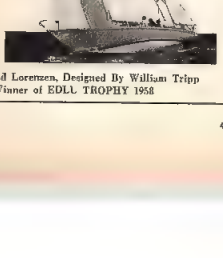
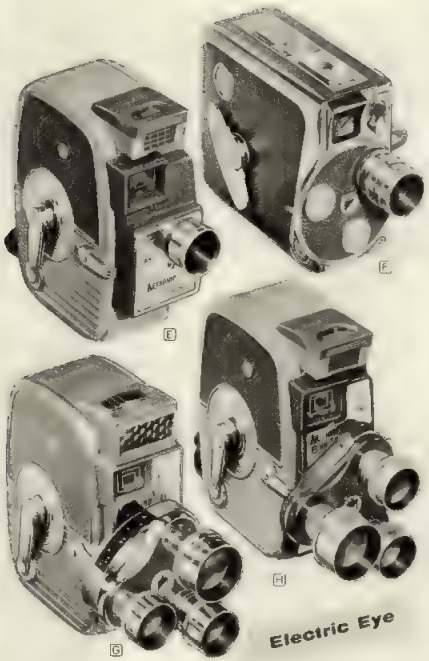
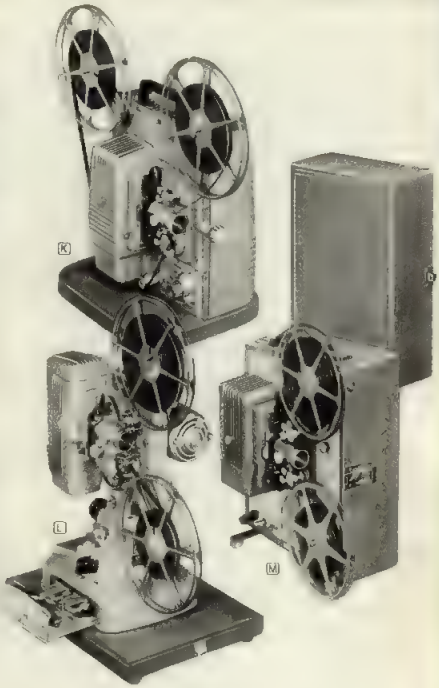


Owner Fred Lorenzen, Designed By William Tripp
Winner of EDLL TROPHY 1958





Keystone Movie Cameras and Projectors

E New Keystone Capri K-20X 8mm Rollfilm Camera
Simply sensational . . . with direct-reading exposure meter (included) on top of camera! Check meter, twist dial and shoot perfectly exposed movies in any light! Fixed-focus f/2.3 lens, jumbo optical viewfinder, footage indicator, drop-in loading, 3-way trigger (regular and continuous run, single frame exposure). Richly finished.
219-238 A3200 Capri K-20X Camera **$39.95**

F Keystone Bel Air K-48 8mm Triple Lens Turret Magazine Camera
Insert pre-loaded film magazine and, seconds later, shoot! Turret shifts quickly from f/1.9 13mm lens (supplied) and locks on another. Marksman-type viewer, built-in exposure guide, 4 speeds, 3-way trigger.
219-253 A10450 Bel Air K-48 Turret Camera **$139.50**
219-360 A8200 K-42 Single-Lens Camera with f/1.9 Lens **109.50**
219-451 A1150 Lock-on Exposure Meter for cameras above **15.00**
219-352 A9350 Lens Group for above cameras. Includes 7.5mm f/1.4 wide-angle focusing mount, 38mm f/1.4 telephoto lens . . **$125.00**

G New Keystone KA-3 Electric Eye Turret Camera
Who could ask for anything more than electric eye, 3-lens turret and Keystone quality at a low price? Shooting is this simple: by pointing camera at scene, electric eye "reads" light and translates it into correct lens setting! Won't operate automatically, however, when eye indicates too much or too little light. Turret complete with f/1.8 normal, telephoto, wide-angle lenses. Built-in Haze and "A" filters.
219-295 A11200 KA-3 Electric Eye Turret Camera **$149.50**

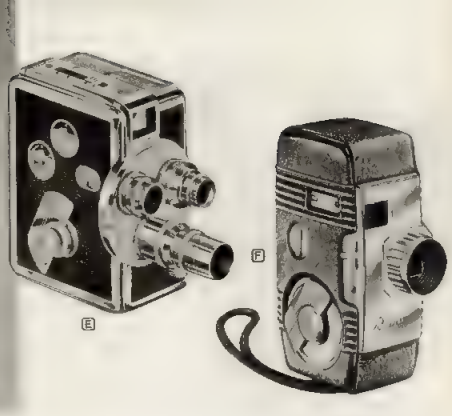
H Keystone Capri K-26X 8mm Triple Lens Turret Rollfilm Camera
A 3-lens camera at a one-lens price! Standard, telephoto and wide-angle lenses are fixed f/2.3. For correct exposure, use dial-set controls or exposure meter that mounts on top. Built-in "A" filters for use of indoor film outdoors. "Color-coded" finder, 3-way trigger.
219-394 A6000 Capri K-26X Turret Camera **$79.95**
219-386 A7500 K-27 with f/1.9 turret, "A" and Haze filters. **99.95**

K Keystone K-100M 8mm Magna-Scope Projector
Nice part about the K-100M is that you can give full attention to scenes on screen rather than concentrate on controls. Selectro-Matic knob operates forward, reverse, fast automatic, still, start, stop. Film gate swings open to facilitate threading and, at show's end, reel arms fold away. Nicest of all, you can be proud of the picture! F/1.6 lens fills a 40" screen from 13 ft. High-speed motor and blower cool projector while 500w lamp is on. Pictures remain steady, because precision gear activates both forward and reverse film wind. Push-button tilt. Rheostat Speed controls, "editor", 400-ft. reel.
827-584 C7500 Keystone K-100M 8mm Projector **$99.95**

L Keystone K-60 8mm Projector
Thousands have asked for a compact, precision, quality projector at minimum cost. A large order, but Keystone's new "Sixty" fills the bill! It weighs in at a mere 10 pounds . . . no strain to carry. Through direct-line projection, you expect and get undiminished light from a 500-watt lamp. Never mind that such brilliance generates heat, because powerful motor keeps housing cool. The same motor drives projector at constant speed. Press of button sends reel into fast rewind. Focusing knob allows hairline accuracy without touching lens. Spring-operated tilting control, built-in reel spindles. Self-encased.
827-600 C4875 Keystone K-60 8mm Projector **$64.95**

M Keystone K-109 8mm Magna-Scope Projector
Projector, built-in splicer, editor-viewer . . . a self-contained home movie workshop! The "extras" speak for themselves, so consider its merits as a projector. F/1.6 Magna-Scope lens increases size of image by 78%, fills a 30x40" screen at 12 feet. There's none brighter than its blower-cooled 750-watt lamp. New film gate takes work and error out of threading. Lite-O-Matic switch turns room light off, projector lamp on and vice versa. Rheostat Speed control adjusts light for fluctuating voltages. Automatic rewind, reverse switch.
827-501 C13100 Keystone K-109 8mm Projector and Case **$174.50**

Magazine load—no threading. Camera door opens wide . . permits quick insertion and removal of the magazine.



REVERE 8mm Home Movie Cameras

REVERE "40" 8mm Magazine Camera

- *Simplicity of magazine-loading! Variety from 5 shooting speeds!*
- *New "zoom-type" viewfinder! Built-in exposure guide!*
- *Shoots an extra-long 8 feet of brilliant movies per winding!*
- *Identifies its owner as one who chose a camera with care!*

As years come and years go, scenes change and children grow . . . but movies in color turn time back in its flight! And now, look how economical it is to own Revere's latest contribution in 8mm cameras . . . and a magazine-loading camera at that. The door of the "40" opens wide to permit quick, smooth insertion and removal of the pre-loaded film magazine. This simplified method also lets you change film anytime . . . from indoor to outdoor.

A flick of your finger adjusts new "zoom-type" viewfinder so that what-you-get coincides with what-you-see. Five operating speeds—12, 24, 32 and 48 in addition to the normal 16 frames per second—allow a variety of special effects, including slow motion. Exposure guide on camera tells correct lens setting at no more than a glance . . . avoids the disappointment from too-light or too-dark action. Footage indicator does just that . . . indicates the number of feet of film you've already taken. You can even get into your own movies by locking the camera on continuous run . . . and add titles or get tricky with the single-frame setting.

This particular camera comes equipped with an f/2.5 Normal Cine Raptar fixed-focus lens . . . although its interchangeable lens mount accepts wide-angle and telephoto auxiliary lenses. There's no denying that so many outstanding features on the "40", its extraordinary budget price and Revere's reputation for quality add up to a great value for you!

219-774 A8350 Revere "40" 8mm Magazine Camera. **$104.50**

(E) REVERE "44" 8mm Turret Magazine Camera

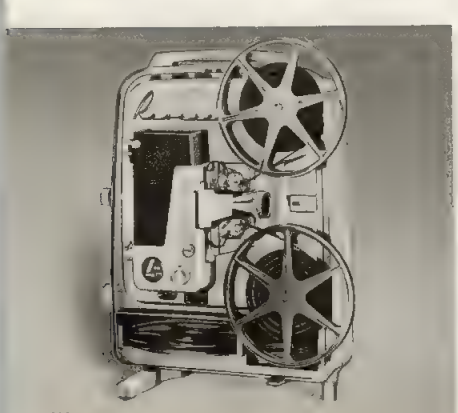
You're really in business when you put yourself behind the turreted face of the Revere "44"! Its rotating 3-lens turret enables you to shoot three different views of a subject from the same position . . . standard, wide-angle and telephoto. With a slight finger adjustment, view of field coincides with lens used (no masks necessary). Revere's newest type of magazine-loading means you can change film in mid-magazine, even in full daylight! Continuous run for self-movies, single-frame for titles and tricks. Exposure guide assures lens setting to suit conditions. Footage indicator tells film left to shoot. One of five operating speeds slows the motion . . . just like in newsreels. Supplied with 13mm f/2.5 Normal Cine Raptar Fixed-Focus Lens only.

219-816 A11160 Revere "44" 8mm Turret Magazine Camera. **$139.50**

(F) REVERE "50" 8mm Rollfilm Camera

The story of the Revere "50" begins happily with low price and ends happily with crisp, lifelike movies! Even if your past experience is limited to box cameras, you can now graduate to movies without a single lesson. That's just how easy it is to make movies with the "50". Quick drop-in loading combines the ease of magazine-loading with the economy of spool film. The f/2.8 coated, fixed-focus lens is safely recessed . . . and an extra-long sun shade makes it possible to shoot while facing the sun. Sight through the built-in viewfinder . . . movies turn out exactly as you see them there. Click-stop exposure settings, automatic footage meter, extra-long running motor . . . plus single-frame shooting and continuous run to take yourself in action.

219-868 A3975 Revere "50" 8mm Rollfilm Camera. **$49.50**



REVERE "777" 8mm Projector

- *The speed of an f/1.6 lens! The brilliance of a 500-watt lamp!*
- *Shows your movies forward, reverse or at a standstill!*
- *Fast power re-wind with safeguards to protect film!*
- *Compact, self-contained case! Handsome exterior styling!*

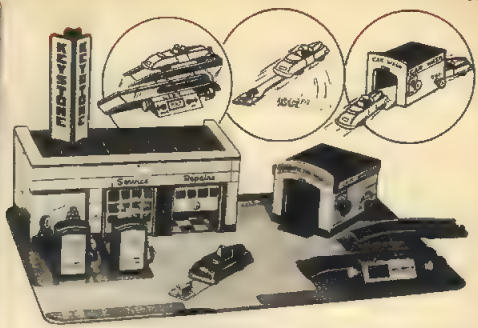
A youngster blowing out candles on a birthday cake. The home team winning the game on a ninth inning homer. "Gramps" playing cowboy with his grandson. The family seeing the sights while on vacation. Once you've made movies of scenes such as these, you're in store for still more fun by showing them! And with a Revere "777", you raise the curtain on the brightest, steadiest motion picture this side of your neighborhood theater.

As the operator of this prize projector, you'll go for its ease of operation in a big way. One simple control instantly changes forward projection to reverse . . . lets you repeat favored scenes over and over again. Sliding control knob provides fast, positive power re-wind with built-in safety features . . . no long delays between reels, no danger of damage to valuable film. Re-wind is automatically released when placed in "Forward" or "Reverse" positions. Even in small rooms, the fast 5/4-inch f/1.6 coated projection lens sends forth an extra-large, extra-sharp picture. The image on the screen owes its brilliance to the 500-watt lamp. Through the manipulation of the precise tilt control, you can aim the "777" directly at the center of the screen . . . and, with its 400-foot reel capacity, you can spend nearly half an hour away from the projector.

In this quick run-down of features . . . let's not forget the rheostat speed control, brightly lit still picture and lifetime lubrication. When it's completely enclosed in its streamlined carrying case, the "777" takes on the convenience of a compact, self-contained unit! Choose wisely . . . the "777"!

828-913 C10195 Revere "777" 8mm Projector. **$127.50**

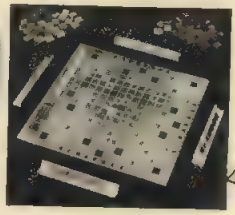
PORTABLE ELECTRIC PHONOGRAPH. Plays standard 78 RPM records up to 10". Has adjustable volume control. Needles, cord and plug. Plastic handle with durable plastic carrying case. 13⅞" x 9⅜" x 5¼". A musical marvel. Wt. 7½ lbs.
68 7060995 ..... $12.95



GAS STATION. Fill her up boy! Complete miniature with two working gas pumps with hose and nozzle, enclosed wash pit with ramp. New type car lift and parking device which parks car in any position. Two door building with moving doors for storage space. All in bright colors with smart looking auto. 16" x 24". Wt. 5 lbs.
68-2200359 ..... $5.95

KIDD-E-BLACKBOARD. Useful, instructive, easel blackboard teaches youngsters how to write, draw and use their hands creatively. Converts to desk, folds flat for easy storage. Extra large writing surface measures 17" x 16". Has exciting picture cartoons and gaily decorated alphabet and numbers. Box of chalk and eraser included. Wt. 12 lbs.
68-433D798 ..... $9.98

MEET THE PRESIDENT. A visual, educational game approved by teachers. For ages 8 and up. 2, 3 or 4 can play and learn historical facts about all U. S. presidents. Full color folding map board of the U. S. with historical pathways. 33 Presidential coins—each a collector's item. Big 9" spinner. Wt. 2 lbs.
68-400279 ..... $3.50



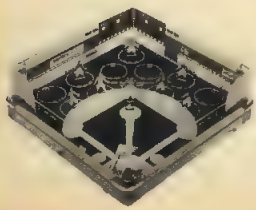
SCRABBLE. Greatest educational game sensation of all times. 2, 3 or 4 can play. Keeps mind active and word conscious. Teaches spelling for young and old. A crossword game that's always a challenge. Wt. 2 lbs.
69-17D195 ..... $3.00

ASSEMBLY LINE. 2, 3 or 4 players from 7 years and up can manage their own auto factories and assemble Fords, Plymouths, Chevrolets and Studebakers. 106 plastic parts — chassis, wheels, motors, steering posts and bodies in color. Fun to assemble, on big 18" square playing board. Wt. 2 lbs.
68-61D238 ..... $3.00

DELUXE TOY TRAIN SET. Two colored trains of four cars each roll around 207" of wood track. Easy for small fry to put together. Set includes 16 curve sections, 3 complete bridges, wood station, 3-piece tunnel and six cars and two engines. Interchangeable track and unbreakable cars give hours of fun on table or floor. Wt. 4 lbs
68 421D719 ..... $8.95

NEW MARX H. O. TRAIN SET. 58 Pc. N. Y CENTRAL DIESEL FREIGHT. Here is full scale realism for the junior train hobbiest. Each of the cars has smooth operating, machined parts. Set includes reroller track, automatic coupling and uncoupling devices, engine headlamp, plus a host of accessories to make a live looking train station. Set comes with UL approved 1,000 plus DC milliampere forward and reverse power pack—with separate built-in 15 volt power for operating accessories. Also approved by National Model Railroad Ass'n Wt 8 lbs.
78-63860D2995 ..... $39.95

SEE PAGE 1 FOR SPECIAL DISCOUNT PRICES



PUSH BUTTON MAGNETIC BASEBALL GAME. PITCH—Fast Balls, Curves and Slow Balls. HIT—Home Runs, Singles, Doubles and Triples. SCORE—Balls, Strikes and Runs. Exciting push-button baseball game is a Big League game the whole family can enjoy. When magnetic ball is hit, result depends on where it adheres when it comes to rest, for hits, double plays, outs. Decorated metal fence with scoreboard, grandstand, score sheet provided for your own league and series games. Set includes 9 metal players, 3 magnetic balls, metal pitching arm, wooden bat, metal fence and grand stands. Steel and masonite construction. Wt. 6 lbs.
74-G8500625 ..... $8.00

ELECTRO MAGNETIC FOOTBALL GAME. PASS—White Men are in Action BLOCK—Moving Players Make Contact KICK—With Snap-action Kicker. Sensational vibrating action moves players across gridiron. They can run through the line with magnetic ball, pass, kick, block and tackle just as in the real game. Ball adheres to carrier, or when kicked or passed will adhere to the player closest to ball. Different plays can be set up by both defense and offense. Set includes 22 players, 2 magnetic balls, a snap-action kicker and passer, yardage maker and all that's needed for an exciting football game. Masonite frame with steel edging. Use with 110 volt AC current only. Wt. 7 lbs.
74-G9400893 ..... $11.95

REAL WESTERN

That's the kind of Jr. Cowboy merchandise you'll see on display in Room 202, 200 Fifth Avenue Building, New York City, at the Toy Fair, Mar. 9-14. Made by Keyston Bros. — good guys to buy cowboy equipment from for over 90 years.

In person, to welcome you at the Fair:

Robert Patterson
Pete Fox
Lou Green
Hy Friedman
Dick Franken
Bert Fuller
Charles Searcy
Don Da Costa
Joe Manning
Jim Hughes
Noel Arthur

KEYSTON BROS.

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LEATHER HOLSTERS • COWBOY SUITS • HATS • BELTS • WESTERN ACCESSORIES

MANUFACTURERS OF REAL WESTERN MERCHANDISE SINCE 1868

Never have Yachtsmen said yes so fast!

Within three years the

KING'S CRUISER

has become the most popular auxiliary yacht sailing American waters!

Little wonder that this sleek, racing-cruising beauty has captured the heart of the American yachtsman. High performance, luxurious accommodations and unexcelled Swedish craftsmanship have made it an instant favorite. One of the finest boats in its class, it comes equipped with stainless sink, icebox and stove — American toilet, four foam rubber berths, drop leaf mahogany table, glass chinaware, flatware, cabin lights, shipping tarpaulin, plus many other extras. There's a trouble-free Penta Diesel, too—with electric starter and full forward, intermediate, neutral and reverse gears

For brochure and further details, consult the following dealers

Swedish Boating
P.O. Box 1528, Annapolis, Maryland

Georgetown Yacht Basin, Inc
Georgetown, Maryland

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Fred J. Driver, Assoc.
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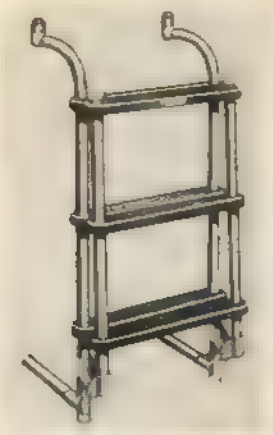
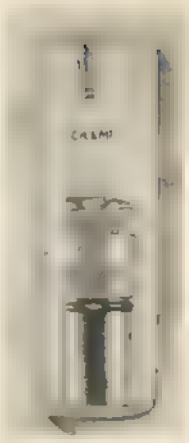
5350 Glenwood Ave., Chicago 40, Ill.

GEORGE B. WALTON, INC. / P.O. Box 1528, Annapolis, Maryland
Phone: COlonial 8-5191



Above, Garelick's swimming ladder is shown here in folded position. The company's EEz-In ladder line includes a model for any boating application. Products also include yacht and deck chairs, and swivel boat chairs.

Right: Champion's new plated 14 mm and 18 mm spark plugs (12 types in these thread sizes) now come in moisture-proof packages.



Left: Portable Light Company's models are designed for everything from a rowboat to a steamship. Remote control lights for cruisers and runabouts are available.

Left: A new combination bow light, K-S No. 44 by K-S Marine Products, Inc., Oakville, Conn., is durable and highly stylish.

The electronic tachometer kit by Heath Company, Benton Harbor, Mich. operates directly from the engine's spark impulse. The tachometer can be used on any spark-ignited 2 or 4 cycle engine of any number of cylinders. Completely transistorized, it operates on 6, 8, 12, 24 or 32 volt DC systems.

PORTABLE LIGHT

The Portable Light Company, Inc., of 216 William St., New York, N. Y., presents its complete line of Half-Mile Ray and One-Mile Ray Marine Searchlights, ranging from 5" to 20" in diameter, and including models designed for all manner of craft, from rowboats to steamships.

Remote Control Searchlights for runabouts and flying bridge cruisers are featured. A selection of searchlights for outboards includes portable units with self-contained batteries. The new Twin-Beam Searchlight with pilot house control has two sealed beams—one gives a concentrated ray; the other a floodlight.

Ray-Line manually-operated Air Horns are also offered, along with Sireno Sirens in several sizes.

AMERICAN HARD RUBBER

The exhibit of American Hard Rubber Company is devoted to two plastic products. One is the Honest John marine toilet, a simple, practical, install-it-yourself head, modestly priced. Installed easily in an afternoon, it fits into a tiny corner or under bunk, locker or seat. Simple in design, it is made of high impact styrene for permanent beauty and cleanliness. The kit contains everything required.

Ace plastic washdown hose is reinforced with nylon tire-cord for years of service. It won't burst even when shut off at the nozzle and left for days in hot sun. Light weight vinyl construction is highly resistant to effects of oil and bilge grease. Light and clean, it handles easily, coils up and stows well. Both products are made by American Hard Rubber Company, Division of Amerace Corporation, Ace Road, Butler, New Jersey.

CHAMPION SPARK PLUG

A plated line of marine spark plugs sealed in a moisture-proof package has been introduced by the Champion Spark Plug Company. Twelve types in 14mm and 18mm thread sizes are featured. Both the plated and regular lines have the Champion five-rib insulator and "Power-fire" electrodes.

An individual heat-sealed clear acetate package protects the plated spark plugs when being carried as spares.

All exposed metal parts have a silver color finish to resist rust even under wet conditions. The plating also protects threads from corrosion and affords easier removal.

The gasket is also plated with the anti-rust finish. Each is secured above the threads to avoid loss.

GARELICK

Garelick Mfg. Co. again displays a line of EEz-In marine products.

Their EEz-In ladder line includes a model for any boating application. Helmsmen seats, swivel boat seats, yacht and Mitey Mate deck chairs, smartly designed with beautiful color combinations, as well as their specialty line of masts, flagpoles, scotchlite letters and numbers, and popular Port-O-Biffs are also shown.

Garelick does its own tooling and manufacturing in a modern plant in St. Paul Park, Minnesota. The finest grade of material available, such as Alcoa, U. S. Rubber, and Minnesota Mining Co. products, is used to insure consistent quality. A new 1959 catalog is free upon request.

DANFORTH ANCHORS

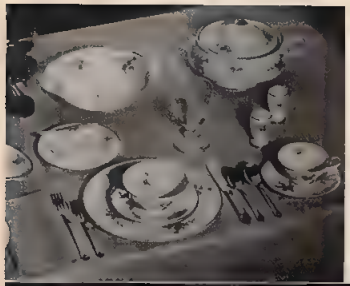
Danforth Anchors, manufacturers of an extensive line of anchors ranging from 2½ pounds to 10 tons, has been invited to place a permanent exhibit in the world-famous Franklin Institute in Philadelphia.

This exhibit, tracing the historical development of anchors from the first crude rock to the present day, will be displayed in the Institute's Marine Room. A further section of the exhibit will be devoted to mobile demonstrations of proper anchoring techniques and relative holding power.

A portion of this exhibit is displayed at the New York Boat Show. Following this it will be revised, expanded and moved into the Institute in March.

Although Danforth Anchors manufactures chocks, mooring anchors and other products, the company is best-known for its stock-stabilized, pivoting fluke anchor, now commonly referred to by the U.S. Navy and others as the lightweight type anchor. The basic patent for this anchor was issued to Richard S. Danforth in June 1943 after he had spent six years developing it.

For detailed information about the history of anchors, and anchoring techniques, the second edition of the 16-page book, "Anchors and Anchoring," is still available. Write Danforth Anchors, 2129 Allston Way, Berkeley 4, California for a free copy.



Kirk

This genuine American-made china is manufactured from the finest clays by experienced dinnerware craftsmen. It is fired at the highest possible heat to provide a finely-textured, mirror-smooth finish. It is beautifully translucent and has the luxurious sheen only fine china can possess. The patterns were chosen to please every taste, modern or traditional. Fine coin gold or platinum is generously used to accent and add grace to the patterns.

ALL SHIPMENTS ARE F. O. B. PENNSYLVANIA FACTORY

It is the choice and desire of every woman to own a complete set of fine china. However if the budget will not allow such an investment at one time, the Piece Setting Plan is the ideal way to obtain a complete service. By adding one or two at every gift occasion a full set is soon in your possession—to give pleasure for a lifetime.

All Dinnerware Patterns Are Open Stock.

1 "FOREVER BOUNTIFUL"—Gold wheat and broad gold bands combined into a classic pattern of complete simplicity and elegance. A minimum of decoration for a striking effect.

	Sugg. Retail
D44G120-1376 5-Pc. Place Setting	**$ 21.50**
D44G121-16957—53-Pc. Place Serv. for 8	**264.95**
D44G122-31528—93-Pc. Pl. Serv. for 12	**492.50**

4 "DUNKIRK"—The ever-popular rose in a new guise. Just-about-to-bloom roses with green foliage to accentuate their freshness and natural charm. Edged in 22K gold for the ultimate touch of perfection.

	Sugg. Retail
D44G128-1085—5-Pc. Place Setting	**$ 18.95**
D44G130-13280—53-Pc. Place Serv. for 8	**207.50**
D44G131-24544—93-Pc. Pl. Serv. for 12	**383.50**

5-Pc. Place Setting: 1 each 10½" dinner, 8¾" salad, 6¾" bread and butter, cup, saucer. Ship. wt. 5 lbs.

53-Pc. Set, 8 each dinner, salad, bread and butter, fruit dishes, cups, saucers, 1 each 14¾" platter, 10¾" bowl, creamer, sugar bowl with cover. Ship. wt. 40 lbs.

2 "RATHAWAY"—A restrained floral decoration in subdued shades of rose, mauve, and green. The 22K gold trim enhances its elegance. An excellent choice for the traditional home.

	Sugg. Retail
D44G123-1021—5-Pc. Place Setting	**$ 13.95**
D44G124-12204—53-Pc. Place Serv. for 8	**182.25**
D44G125-22840—93-Pc. Pl. Serv. for 12	**353.75**

5 "KILLARNEY" Beloved by gardeners for two score years, the white Killarney rose reproduced with a three-dimensional effect. Every waxy petal defined. Handsomely framed by its own foliage and platinum trim.

	Sugg. Retail
D44G132-1148—5-Pc. Place Setting	**$ 17.95**
D44G133-14128—53-Pc. Pl. Serv. for 8	**220.75**
D44G134-28326—93-Pc. Place Serv. for 12	**411.50**

3 "MIDAS" Almost Quaker-prim with its pristine whiteness relieved by the restrained touch of gold. A complement to plain or cut stemware. White or colored linen. Always in good taste—never out of style.

	Sugg. Retail
D44G126-1213—5-Pc. Place Setting	**$ 18.95**
D44G127-14807—53-Pc. Place Serv. for 8	**232.85**
D44G128-27747—93-Pc. Place Serv. for 12	**433.55**

6 "DOWRY" Today's trend is Victorian but contemporary. This pattern combines both by blending precious Mock-Orange blossoms with graceful foliage and a sparkling platinum trim.

	Sugg. Retail
D44G158-880—5-Pc. Place Setting	**$ 13.75**
D44G157-10877—53-Pc. Place Serv. for 8	**189.85**
D44G156-20000—93-Pc. Place Serv. for 12	**312.50**

93-Pc. Set, 12 each dinner, salad, bread and butter, fruit dishes, 8¾" rim soups, cups, saucers, 1 each platter, baker, creamer, sugar bowl with cover, covered casserole, gravy boat, salad bowl. Ship. wt. 90 lbs. Also available, cream soups, tea pot, coffee pot, small platter, relish tray, salt and pepper shakers.

ENGLISH BONE CHINA

CUPS and SAUCERS

ASSORTMENT

Joseph Hogn proudly presents the "Ecot" assortment from the famous Royal kilns. Created in England by old world craftsmen. Offers a lifetime of gracious elegance and beauty. Rich, translucent White bone china with 24K Gold trim. Six different floral designs. Sold only in assortments of six cups and saucers as illustrated. Ship. wt. 5 lbs

4GX2-595..... ....RETAIL, ASSORTMENT **$10.95**

ENGLISH BONE CHINA CUP AND SAUCER

Victorian Pure White Bone China cup and saucer with high arch handle. Gold edging and line gold border. Packed 4 in carton

4G1-375 .... RETAIL, SET OF 4 **$6.50**

ENGLISH BONE CHINA TV SNACK SETS

Highly glazed pure White bone china offers deep lustre, translucency and beauty. Produced by master craftsmen with generations of skilled experience. Pansy or Wild Rose decoration, trimmed in 24K Gold. Plate measures 8½x9". Full size tea cups. Set consists of 4 plates and 4 cups. Ship. wt. 5 lbs.

4SG7-795—Pansy.

4SG8-795—Wild Rose . . . . . RETAIL, PER SET **$11.95**

SCALLOPED CUP AND SAUCER

Charming scalloped design. White English Bone China. Yellow floral decoration in Dubonnet Pink, Yellow and Green leaves. ¼" Gold border on saucer inside and outside of cup. Gold trim on handle

4G148-425

4G148-595—Lots of 3, RETAIL, EACH **$7.50**

ENGLISH BONE CHINA CUP and SAUCER

Pure White translucent china with colorful floral design. Highly decorated in 22K Gold. Choice of three colors: Rose, Blue, or Yellow. Specify color.

4G113-185

4G113-165 Lots of 3....RETAIL, EACH **$3.95**

BONE CHINA SNACK SET

"Classic" English Bone China. The very finest in TV snack sets. Pure White Bone China with Gold trim. Set consists of four 8" plates and four tea cups.

4SG5-848..... RETAIL, SET **$10.00**

Iona Mixall

A full-sized, full-powered mixer at a price you would expect to pay for a portable! Big job-sized beaters zip through any mixing chore with ease. One-hand thumb control selects any of 3 powerful speeds . . . or ejects the beaters for easy cleaning. Mixer head lifts off for use anywhere as a handy portable mixer. Sturdy steel body has a lifetime, mar-proof Cymel finish in white and black. Includes two bowls. UL approved. AC.

840-454 B1492 Iona Mixall. **$22.95**

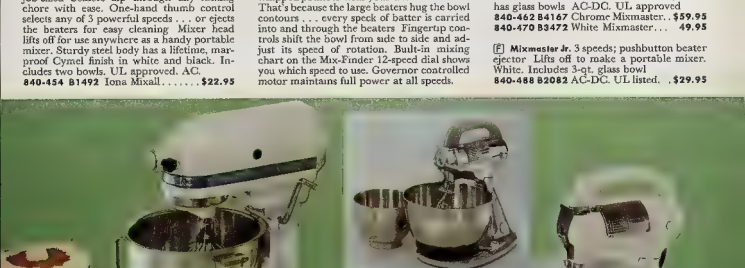
New Sunbeam Mixmasters

(E) **Sunbeam Deluxe Mixmaster.** You'll get lighter cakes, fluffier pastries, creamier whipped potatoes with your new Mixmaster! That's because the large beaters hug the bowl contours . . . every speck of batter is carried into and through the beaters. Fingertip controls shift the bowl from side to side and adjust its speed of rotation. Built-in mixing chart on the Mix-Finder 12-speed dial shows you which speed to use. Governor controlled motor maintains full power at all speeds. Mixing head lifts off for at-the-stove use. Includes juicer, 4-qt. and 1-qt. bowls. Chrome Mixmaster has metal bowls; white has glass bowls. AC-DC. UL approved

840-462 B4167 Chrome Mixmaster. . **$59.95**
840-470 B3472 White Mixmaster. . . **49.95**

(F) **Mixmaster Jr.** 3 speeds; pushbutton beater ejector. Lifts off to make a portable mixer. White. Includes 3-qt. glass bowl

840-488 B2082 AC-DC. UL listed. . **$29.95**



KITCHENAID DELUXE MIXERS. Most powerful of all . . . these are the world's finest 10-speed home mixers! Husky beater "kneads" bread dough as easily as it whips an eggwhite—you'll turn out pastries so fine-textured, light and delicious that you'll be the "cook of the town." Lever lifts the bowl to the perfect mixing level. Bowl remains stationary while single offset beater whirls around entire inside surface, rotating to thoroughly mix ALL ingredients. Wire whip and beater-pastry knife included with 4-qt. and 5-qt. models. AC-DC.

840-181 B9191 5-qt. Mixer with stainless steel bowl. White. . **$139.50**
840-173 B8203 4-qt. Mixer with stainless steel bowl. White . . . **124.50**
840-165 B4952 3-qt. Mixer with glass bowl, Juicer. White. . . . **75.25**
840-199 B841 Food Chopper Attach. (fits all models) **12.95**

HAMILTON BEACH MIXER . . . newly designed and the only mixer in the world with a timer! No more over-beating or under-mixing . . . the exclusive Mix-Timer chimes exactly at any pre-set time up to 15 minutes. New Magic Beaters reach down to the bottom and pull up ingredients for smooth, lump-free mixing. Fingertip Bowl Control shifts the bowl, even while beaters are turning, to insure thorough mixing without using a spatula. Mixguide gives you 10 selected speeds. Mixer easily slides off the stand for portable use. Comes with a full 5-year guarantee! Includes 1-qt. and 3-qt. bowls. AC-DC.

840-223 B3217 White finish with Pyrex glass bowls . . **$45.95**
840-496 B4057 Chrome finish with stainless steel bowls . . **57.95**
840-157 B298 Juicer Attachment. **4.00**

Iona Mixall

A full-sized, full-powered mixer at a price you would expect to pay for a portable! Big job-sized beaters zip through any mixing chore with ease. One-hand thumb control selects any of 3 powerful speeds . . . or ejects the beaters for easy cleaning. Mixer head lifts off for use anywhere as a handy portable mixer. Sturdy steel body has a lifetime, mar-proof Cymel finish in white and black. Includes two bowls. UL approved. AC

840-454 B1492 Iona Mixall **$22.95**

New Sunbeam Mixmasters

(E) **Sunbeam Deluxe Mixmaster.** You'll get lighter cakes, fluffier pastries, creamier whipped potatoes with your new Mixmaster! That's because the large beaters hug the bowl contours . . . every speck of batter is carried into and through the beaters. Fingertip controls shift the bowl from side to side and adjust its speed of rotation. Built-in mixing chart on the Mix-I under 12 speed dia. shows you which speed to use. Governor controlled motor maintains full power at all speeds. Mixing head lifts off for at-the-stove use. Includes juicer, 4-qt. and 1-qt. bowls. Chrome Mixmaster has metal bowls; white has glass bowls. AC-DC. UL approved.

840-462 B4167 Chrome Mixmaster . . **$59.95**
840-470 B3472 White Mixmaster . . . **49.95**

(F) **Mixmaster Jr.** 3 speeds; pushbutton beater ejector. Lifts off to make a portable mixer. White. Includes 3-qt. glass bowl.

840-488 B2082 AC-DC. UL listed. . . **$29.95**

KITCHENAID DELUXE MIXERS. Most powerful of all . . . these are the world's finest 10-speed home mixers! Husky beater "kneads" bread dough as easily as it whips an eggwhite—you'll turn out pastries so fine-textured, light and delicious that you'll be the "cook of the town." Lever lifts the bowl to the perfect mixing level. Bowl remains stationary while single offset beater whirls around entire inside surface, rotating to thoroughly mix ALL ingredients. Wire whip and beater-pastry knife included with 4-qt. and 5-qt. models. AC-DC

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840-496 B4057 Chrome finish with stainless steel bowls . . **57.95**
840-157 B298 Juicer Attachment **4.00**

New Knickerbocker Stuffed Toys "Huckleberry Hound and Friends"

Knickerbocker Toy Company's new 1959 line of stuffed toys will introduce one of TV's best known children's programs, "Huckleberry Hound and His Friends." The TV show is sponsored by Kellogg's Corn Flakes and is seen in over 175 cities. Huckleberry Hound's friends are: Yogi Bear, Mr. Jinks, Pixie, Dixie, Boo-Boo Bear, and Tom-Tom. The toys are made of DuPont crush-resistant rayon plush filled with featherfoam. They have washable, vinyl-painted faces that look exactly like those of the TV characters they're modeled after.

Huckleberry Hound and Yogi are 18½" tall and retail for $4.98. They also come in a larger size to retail at $9.98. His friend, Mr. Jinks the cat, comes in two sizes 13" and 16" for $3.98 and $5.98. Pixie and Dixie mice, 16½" tall, retail for $3.98. Tom-Tom, the Indian, 16" tall, sells at $3.98 while Little Boo-Boo Bear, 13" high, retails for $2.98.

Adding to last year's Betsy McCall's lamb and puppy, Knickerbocker Toy has come out with a Betsy McCall Kitten. It is about 14" long and is made of DuPont crush-resistant rayon plush, filled with featherfoam. It comes in red or black and retails at $3.98.

These and many other new items can be seen at Knickerbocker's showroom at 1107 Broadway, room 500, during and after the Toy Fair.

Cone Pop Game by Wilkening Tied in with Borden's "Elsie"

"Nose Cones for the Missile?" Not quite. These young "engineers" are launching Wilkening's newest addition to the semi-scientific toy line—the "Cone Pop Game." The action packed game comes complete with 12 colorful plastic cones, a miniature launching platform which "pops" cones, and the target—a real ice-cream container featuring "Elsie" the famous Borden cow.

Manufactured by Wilkening Mfg. Company, Philadelphia, the makers of the popular "Mr. Wiggle" line of toys for children, the Cone Pop Game comes packed in a full-color half-gallon ice-cream carton. ($1.50)

LARGE LACING SHOE, COLORFUL PULL TOY WORM IN GERBER LINE

Two of the numerous bright numbers to be found on current display in the Gerber Plastics Company showroom, room 222, 200 Fifth Avenue, New York City, are the

here-in illustrated Lacing Shoe and Willie Worm pull toy.

The yellow shoe with contrasting color laces is a full 7¾" high and is made of all polyethylene to retail at 98c. It is packed by the dozen and is believed by Jim Dunleavy, Gerber's national sales manager and

vice president—marketing, to represent an excellent value in terms of its appearance, size and price.

Green with yellow "feet" and a black top hat, the all-plastic Willie Worm is a pull toy which moves along the ground in true worm fashion. When his head is pulled up, he lies flat; when his head goes down, he begins to hunch his way along. Packed in an attractive display box, Willie retails at $1.98 and is shipped six to the carton.

GELLES-WIDMER APPOINTS REP IN N. Y., ADDS FLASH CARD SETS

The Gelles-Widmer Company of St. Louis, who specialize in school-subject games designed for extra learning at home, has appointed the Stanley Toy and Hobby Company as representatives in the New York market area.

It is also announced that five new flash cards, for home instruction in elementary reading and arithmetic have been added to the five popular sets introduced last spring. These new sets round out the line, which now provides a set of flash cards for each of the principal subjects taught by this method and is approved by schools as educationally valuable.

Gelles-Widmer's complete line, which includes Parent-Teacher Aids, Reading and Arithmetic Flash Cards and Dolch Play-Way Learning Games, is being shown in the Stanley organization's display room, (420) 200 Fifth Avenue, New York City.

HIGHLIGHTS OF KNICKERBOCKER'S NEW 1960 SPRINGLINE!

29 NEW ITEMS

No. 680 QUICK DRAW McGRAW HAT WATER SQUIRT

Sensational new play appeal — Quick Draw McGraw "Six Gallon" hat water gun with surprise-squirt action. Nozzle concealed in crown. Made of lightweight soft poly measuring 13" x 12½" x 6½". Detachable vinyl hose and unbreakable poly water squeeze-container. Assorted colors. Colorful sell-display card attached to hat

Suggested Retail **98c**

No. 754 QUICK-DRAW McGRAW WATER PISTOL

Official Water Pistol, 8¼" long. 250 shots. Black Silver Trim. Removable nozzle. One dozen to display box.

Suggested Retail **49c**

No. 636 WOODSMAN WATER PISTOL

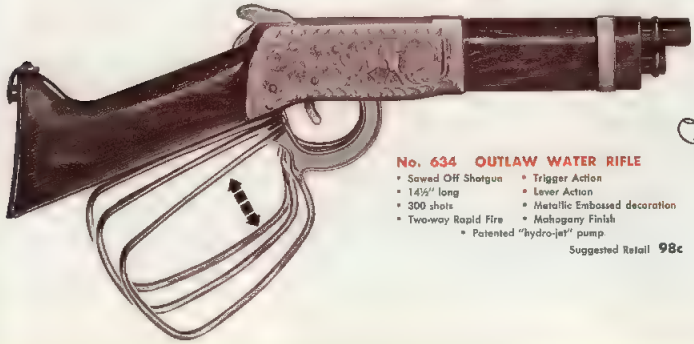
Match-Target woodsman model, 10" long. 200 shots. Black with engraved gold handle. 1 dozen to display box. Patented "hydro-jet" pump.

Suggested Retail **49c**

No. 670 CHROME PLATED DETECTIVE SPECIAL WATER PISTOL

Authentic revolver style Water Pistol. 250 shots. 5½" long. No-clog removable nozzle. 1 dozen to display box. Patented "hydro-jet" pump.

Suggested Retail **49c**



No. 634 OUTLAW WATER RIFLE

- Sawed Off Shotgun
- 14½" long
- 300 shots
- Two-way Rapid Fire
- Trigger Action
- Lever Action
- Metallic Embossed decoration
- Mahogany Finish
- Patented "hydro-jet" pump

Suggested Retail **98c**

HIGHLIGHTS OF KNICKERBOCKER'S NEW 1960 SPRINGLINE!

No. 125 HUCKLEBERRY HOUND BEACH SET

All poly set includes oaken bucket pail, 6" x 5", Yogi Bear shovel, Huck sand mold and Yogi-Bear sifter mold. Asstd. colors. Self-display card. Packaged in Poly bag: 16" high

Suggested Retail **98c**

No. 126 YOGI BEAR BEACH SET

All poly set includes oaken bucket pail, 6" x 5", Yogi Bear shovel, Huck sand mold and Yogi sifter mold. Asstd. colors. Self-display card. Packaged in Poly bag: 16" high

Suggested Retail **98c**

No. 127 HUCKLEBERRY HOUND AND YOGI BEAR BEACH ASSORTMENT

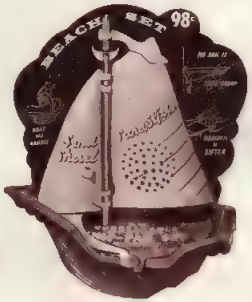
Fast-moving combination pack of 6 each No. 125 Huckleberry Hound Beach Set and No. 126 Yogi Bear Beach Set.

Suggested Retail **98c** each

No. 470 FARM TRACTOR AND TRAILER

Action-packed poly tractor with detachable 2 wheel trailer, size 15¼" x 5" Assorted colors. On card in Poly bag.

Suggested Retail **98c**



No. 466 SAND HAULER

Unbreakable Polyethylene, 14½" x 3½", with multiple play-action. Double compartments for hauling and sifting. Fully workable scoop lifts, loads, transfers or dumps into either back compartment. Assorted colors. Poly bag with attractive header label.

Suggested Retail **98c**

No. 130 SHIP PAIL SET

Giant poly sailing ship with new appeal. Hull floats and hauls sand. For still more play value, full-blown double sails serve as shovel and sifter. Size 14½" x 12" x 7¾". Asstd colors. Colorful self-display card. Package: 15" high

Suggested Retail **98c**

To compliment your selection, the Beverage Server, Salt and Pepper and Multi Server are available as an entertaining set in the following patterns: Delft, Rhondo, Dawn Rose, Summer Garden.

6-PIECE Complete Set
Shipping weight 4½ lbs.

COLOR SAFE OVEN PROOF
Knowles
SEMI VITREOUS U.S.A.

DELFT . . . Lends a warm provincial flavor to American or city rooms. Crisp blue and white blend with the traditional rimmed shape of Delft to make a classic that will grow more treasured with each year.

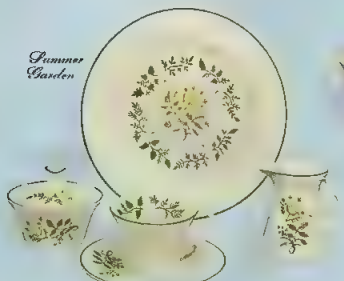
D44G308-1433	32-Pc. Set	Retail 21.50	D44G310-4330	93-Pc. Set	Retail 64.95
D44G309-2433	53-Pc. Set	Retail 36.50	D4101-663	6-Pc. Set	Retail 9.95

America's Finest Dinnerware

Superb Craftsmanship for over 58 years

Americana Shape Designed by KALLA

Summer Garden



Dawn Rose

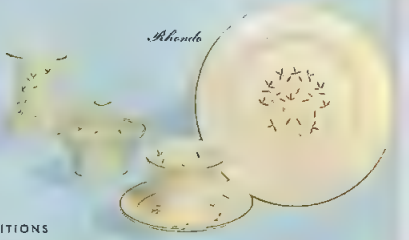
DAWN ROSE . . . Part of the gracious tradition of bygone days, can create pleasant new pace for dinner hours now. Sprays of pink roses, framed in shaded grey foliage, are gracefully placed against this newest rimmed shape.

D44G311-1433	32-Pc. Set	Retail 21.50	D44G313-4330	93-Pc. Set	Retail 64.95
D44G312-2433	53-Pc. Set	Retail 36.50	D4102-663	6-Pc. Set	Retail 9.95

SUMMER GARDEN . . . A charming nosegay of pretty pinks and yellows with a circlet of olive leaves. Rimmed plates and provincial shapes of Summer Garden have a pleasant traditional flavor that makes a refreshing accent for today's homes.

D44G314-1433	32-Pc. Set	Retail	21.50
D44G315-2433	53-Pc. Set	Retail	36.50
D44G316-4330	93 Pc. Set	Retail	64.95
D4104-663	6-Pc. Set	Retail	9.95

Rhondo



RHONDO . Elegant and formal but with a contemporary flavor, Rhondo is delicately patterned with flowers of cocoa, bronze and saffron then rimmed in gold. The broad rimmed plates and traditional shapes of Rhondo promise the most generous hospitality.

D44G317-1433	32 Pc. Set	Retail	21.50
D44G318-2433	53-Pc. Set	Retail	36.50
D44G319-4330	93-Pc. Set	Retail	64.95
D4103-663	6-Pc. Set	Retail	9.95

SEE OTHER SIDE FOR SET COMPOSITIONS

SET COMPOSITIONS

32-PC SET—Service for 6
Shipping weight 22 lbs.

6 Dinner Plates
6 Cups
6 Saucers
6 Bread and Butter Plates
6 Fruit Dishes
1 Medium Size Platter
1 Vegetable Dish (Open)

53-PC. SET—Service for 8
Shipping weight 25 lbs.

8 Dinner Plates
8 Cups
8 Saucers
8 Fruit Dishes
8 Soup-Cereals
8 Bread-Butter Plates
1 Creamer
1 Cov'd. Sugar (2 pcs.)
1 Medium-Size Platter
1 Vegetable Dish (Open)

93-PC SET—Service for 12
Shipping weight 65 lbs.

12 Dinner Plates
12 Cups
12 Saucers
12 Fruit Dishes
12 Soup-Cereals
12 Bread Butter Plates
12 Salad Dessert Plates
1 Creamer
1 Cov'd. Sugar (2 pcs.)
1 Medium Size Platter
1 Large-Size Platter
2 Vegetable Dishes (Open)
1 Pickle Dish (Use on Stand for Sauce Boat)
1 Sauce Boat (Use Pickle Dish as Stand)

IMPORTANT NOTICE: All Compositions include Full Size Dinner Plates

Shipped Direct from Factory in Newell, West Virginia - Allow 2 Weeks for Delivery

COLOR SAFE OVEN PROOF
Knowles
SEMI VITREOUS U.S.A.

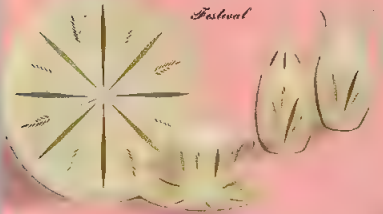
SUN GLOW Radiating orange and yellow daisies underscored with subtle greys, cheered with gay yellow linings for cups and creamer. Knowles sets this sunny cause with classic coupe plates and graceful soaring shapes.

D440320-1433	32-Pc Set		Retail **21.50**
D440321-2433	53-Pc Set		Retail **36.50**
D440323-4330	93-Pc Set		Retail **64.95**

America's Finest Dinnerware

Superb Craftsmanship for over 58 years
Styled by KALLA

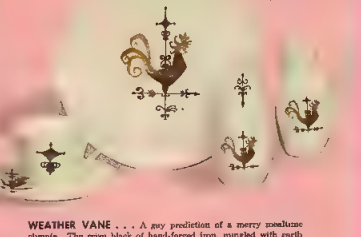
Festival



FESTIVAL . . . full stalks of ripening grain in sun-struck yellow, yellow brown and shadow-gray, interspersed by slender leaves in zodiac arrangement, with a spatter effect tying the whole together. Modern, yet agelessly beautiful as Nature herself on the new "Forecast" shape.

D440256-1833	32-Pc	Set	Retail **27.50**
D440253-3933	53-Pc	Set	Retail **44.00**
D440256-5130	93-Pc	Set	Retail **76.95**

Weather Vane



WEATHER VANE . . . A gay prediction of a merry mealtime chimede. The crisp black of hand-forged iron mingled with earth tones from bronze to sand, creates a charming silhouette against the glowing white of this Forecast group.

D440327-1300	32-Pc	Set	Retail **19.50**
D440328-2167	53 Pc	Set	Retail **32.50**
D440329-3863	93-Pc	Set	Retail **57.95**

Blossom Time

BLOSSOM TIME . . . Fresh as a spring landscape in melting pinks and yellows, sparked with olive green leaves. This glittering white coupe shape by Knowles glows against dark polished woods, would make the prettiest table.

D440323-1433	32-Pc	Set	Retail **21.50**
D440324-2433	53-Pc	Set	Retail **36.50**
D440325-4330	93-Pc	Set	Retail **64.95**

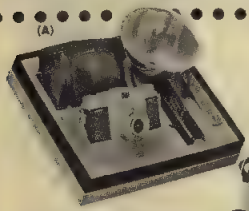
PRECISION 35MM. CAMERAS

KODAK RETINA IIIC. Bayonet mount for lens interchangeability. Built-in exposure meter. Simplified value system that gives exact lens setting. 50mm Schneider Xeon C f/2.0 lens. Synchro-Compur shutter speeds up to 1/500. Self-timer. Coupled range-viewfinder with projected field frame. Single lever film advance. Film type indicator.

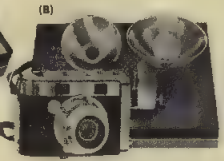
43-144 V14000	Retina III C	Retail	$175.00
43-145 V1160	Case	Retail	14.50
43-148 V1160	Retina 35-80 Optical Finder	Retail	15.50
43-149 V4720	Retina Wide Angle Lens	Retail	59.00
43-150 V6000	Retina Telephoto Lens	Retail	80.00

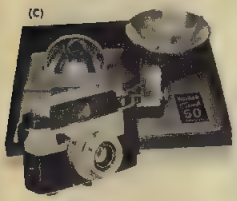
VOIGTLANDER VITO BR 35mm RANGEFINDER-VIEWFINDER. An exceptionally handsome camera, designed for easy handling and quick operation. World famous 50mm color-skopar f/2.8 4-element lens. Features full lens focusing for maximum sharpness at all focusing distances. Exclusive Prontor SLK-V shutter, 9 speeds, 1 second to 1/300.

43-359 V6713	Camera	Ret.	$89.50
43-360 V671	Case	Ret	8.95
43-355 V6713	Vitomatic I W/ light meter	Ret.	$89.50
43-356 V671	Case	Ret.	8.95
43-357 V8213	Vitomatic II W/light meter and rangefinder	Ret.	$109.50
43-358 V671	Case	Ret.	8.95



KODAK CAMERA SETS





(A) KODAK PONY OUTFIT
One of the most popular cameras in the Kodak family. Some of the many features in this camera are: automatic film stop, and exposure counter; rapid film load; film type reminder; and adjustable neck strap. This 35mm miniature camera has a fast Kodak Anastar f/3.5 44mm luminized lens. Brown and bright metal styling. Uses 20 or 36 exposure magazines both black and white or color. This kit includes camera, leather field case, and Kodak standard flashholder.

43-287 V3996 Ship. wgt. 3½ lbs. ..... Retail **$49.95**

(B) KODAK SIGNET 40 CAMERA SET. Includes flashholder and 2 reflectors — 3" and 4". 46mm f/3.5 Kodak Ektanon lens coated and color corrected. Synchro shutter with speed up to 1/400 plus bulb. Single window, lens-coupled range and viewfinder. Built-in exposure guide. Double exposure prevention. Color marked settings.

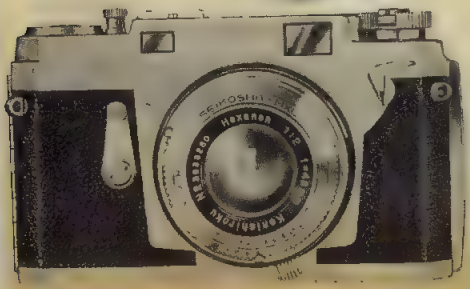
43-143 V5000 Ship. wgt. 4 lbs. ..... Retail **$62.50**

(C) KODAK SIGNET 50 CAMERA. Built-in exposure meter. Features a fast f/2.8 Ektanar 44mm lens system with EV light value calibrations. Shutter speeds from ¼ second to 1/250 to stop action.

43-286 V6600 Ship. wgt. 4 lbs. ..... Retail **$82.50**

(A) 35mm MINOLTA A. Single thumb stroke film advance lever cocks shutter, in same operation prevents double exposures. Lens: 45mm, 4-element f/3.5 Rokkor coated, click stops. Optiper shutter speeds up to 1/300 and bulb; flash synchronized. Super-imposed image, coupled rangefinder.

43-153 V3746		Retail	$49.95
43-252 V5247	Camera	Retail	$69.95
43-253 V675	Leather Case	Retail	8.95

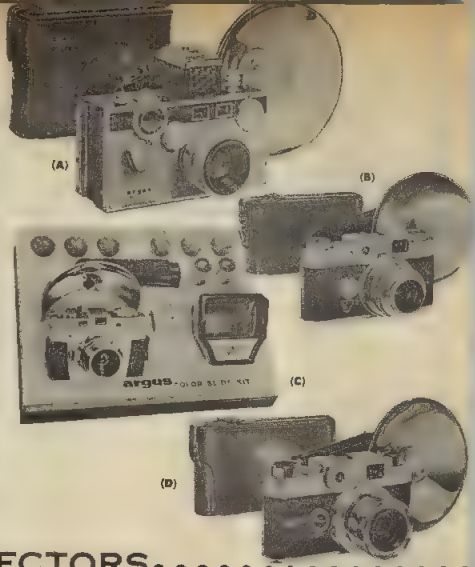


THE KONICA III.

THE KONICA III. Your "dream" 35mm Camera, with all the advanced luxury features you're ever likely to want or use! Self-setting automatic film counter. Speeds from 1 second to 1/500th and bulb, with light value scale, MFX synchronized at all speeds. Speedy settings. Built-in selftimer. Combined range and optical viewfinder. Folding rewind crank. Exclusive rapid-wind lever position. 6 element 48mm f/2.0 Hexanon lens. Convenient focusing lever.

43-290 V8750	35mm Camera	Retail	$124.75
43-291 V1000	Leather Case	Retail	12.50

ARGUS CAMERAS



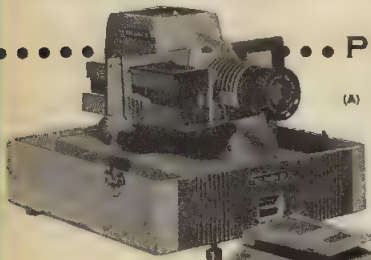
(A) ARGUS MATCH-MATIC C3. A popular color slide camera with Match-Matic exposure meter. Easy to set as a clock. Perfect exposure is simply a matter of matching numbers. Variety of shutter settings and lens settings for every picture. Flash finder. Plug-in flash. Case.
43-289 V5996 Ship. wgt. 6 lbs. .....Retail **$74.95**

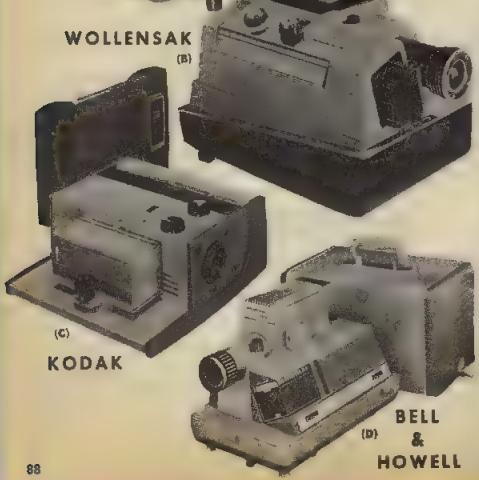
(B) ARGUS C20 CAMERA. Features the versatility of a lens-coupled range-finder and lever film wind with the ease of Argus Color-matic settings. Split image type rangefinder gives lens-coupled focusing from 2½ ft. to infinity. Sharp color-corrected 44mm f/3.5 Argus Cintar lens is hardcoated. Shutter has speeds from 1/25 to 1/200 second plus bulb, click-stop settings. Plug-in flash with synchronization for wire and gas-filled flash bulbs. Wgt. 16 oz.
43-430 B4796 Camera .....Retail **$59.95**

(C) ARGUS C-4 OUTFIT. A versatile 35mm camera with a host of features! Colormatic settings, automatic shutter cocking, adjustable flash, double exposure prevention, automatic film counter. Features a Cintar 50mm f/2.8 coated, color-corrected lens. Focusing through super-imposed image range-finder and coupled view finder. Shutter speeds from 1/10 to 1/300 sec. plus bulb. Complete with flash unit and leather carrying case.
43-135 V7960.....Retail **$99.50**

(D) ARGUS C-44 OUTFIT. A newly designed 35mm miniature with coupled rangefinder and lens interchangeability. New 50mm (2") Cintagon f/2.8 color-corrected, coated anastigmat lens; focusing from 3 ft. to infinity. Shutter speeds from 1/10 to 1/300 sec. and bulb. New rigid, bayonet-type mount. Has depth-of-field scale on lens barrel. Automatic exposure counter. Color-matic settings; double exposure prevention; tripod socket. Flash attachment and leather carrying case.
43-132 V9656 . . . . . .Retail **$120.70**

PROJECTORS





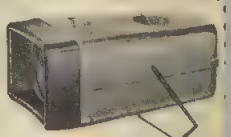
(A) BELL & HOWELL 300 WATT SLIDE PROJECTOR
Built for a lifetime of service! 2 x 2 slide projector. For 35mm, Bantam, and Super-Slides. 300 watt F.E. CYC short lamp, blower-cooled. Operates on 105-125 60 cys. Helical focusing 4-in. f/3.5 lens. Die-cast aluminum construction. Push-button for tilting. With case.
43-250 B4997 Slide Projector .....Retail **$62.50**
43-267 B100 Micro-Fit Slide Tray.....Retail **1.50**

(B) WOLLENSAK FULLY-AUTOMATIC SLIDE PROJECTOR
The ultimate in modern slide projection. Load up to 36 slides! Accepts 35mm, bantam or new large 1⅛" x 1½" format slides intermixed. Automatic fade in and fade out. Automatic Timer knob. Powerful 500 watt lamp. Two-toned case. Extra condenser lens. Cord and 7 magazine trays.
43-390 B11997 Slide Projector .....Retail **$149.50**

(C) KODAK "300" SLIDE PROJECTOR
4" luminized f/3.5 wide angle lens fills a 40-inch screen at just 10 feet. Uniform screen illumination, easy to carry. Only 5" high by 11" square. Simplified operation with all controls at user's fingertips. Quiet, powerful turbine-type blower for efficient cooling. Detachable 12' cord. Complete with automatic magazine changer in attractive teal green. Ship. wgt. 10 lbs.
43-184 V5960.....Retail **$74.50**

(D) BELL & HOWELL 500 WATT ROBOMATIC
Impressively designed. Takes 2 x 2 slides in all mounts and shows half of stereo slides. Magnesium body; f/3.5 Procomat lens; roller bearing focus. 500 watt lamp; 115 volts, 50-60 cycles AC. Blower cooling; automatic cycling with Selectray; variable cycling from 5 to 90 sec.; manual and push-button operation; gear-and-chain drive; darkening shutter; rotary control dial; tilting controls. With case, timer, tray, 10-ft. timer cord.
43-513 B11525 Slide Projector 500 Watt..... Retail **$149.95**
43-514 B13063 Slide Projector 750 Watt..... Retail **169.95**

OPTA-VUE 35MM VIEWER. With case. Magnifying hand viewer for 35mm slides. Magnifies nine diameters. Battery operated. Plastic body.
43-229 B750 . .Retail **$9.95**



OPTA-VUE 2¼" VIEWER. Table viewer and light box. Viewing surface, 20¼". 110-volt AC operation. Accommodates 35mm as well as 2¼" slides.
43-459 B1497. . .Retail **$19.95**

FOR SUPERIOR DESIGN, CONSTRUCTION AND PERFORMANCE . . . FAR GREATER STRENGTH . . . UNEQUALLED SAFETY . . .

AMERICAN
Approved
PARK, PICNIC, PLAYGROUND AND SWIMMING POOL EQUIPMENT

Since 1911 the finest equipment built, backed by lifetime guarantee against defective materials and construction . . . specified by leading recreational authorities for almost half a century.

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AMERICAN PLAYGROUND DEVICE CO.
ANDERSON, INDIANA, U.S.A.
WORLD'S LARGEST MANUFACTURERS OF FINE PARK, PICNIC, PLAYGROUND, SWIMMING POOL AND DRESSING ROOM EQUIPMENT

Speed King
MAKES YOUR PROFITS SING!

Example: MODEL 480 RED RACER
- Beautiful eye appeal
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- Extra Long Extension
- Ball Bearing Wheels

All Speed King Skates are shaped to the foot for comfort. Investigate the complete line today.

Distributed through hardware and toy jobbers from coast to coast

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L&S MIRROLURES

The Lure with the Built-in FLASH
The L&S BAIT CO., Inc.
Bradley, Illinois, Clearwater, Florida

WHY TRY TO "TIE TOGETHER" A LINE? . . .

This neatly packaged line does it better!

Ever figure what it *really* costs to "wrap up" a sale? The more brands of sporting goods you carry, the higher your costs. So, why not save? Stock and sell the one complete line of sporting equipment your customers know . . . Draper-Maynard. You reduce inventory headaches, brand confusion, duplication of orders and effort, and paperwork. In their place you get a complete line, quick delivery, faster turnover and higher profits. Get the full story. Write today for complete information, catalogs and name of your nearest Draper-Maynard wholesaler.

DRAPER-MAYNARD
Sports Equipment
4861 Spring Grove Ave. • Cincinnati 32, Ohio

Mention Hardware Age When Writing

BRASS — 4-BOTTLE TANTALUS SET. Non-tarnishing. Each bottle, 16 oz. capacity —swivel handle with lock and key. Weight 7 lbs.
1A3X675 .. . . RETAIL 11.25

BRASS TANTALUS 3-PIECE SET. Non-tarnishing. Each bottle, 16 oz. capacity—swivel handle with lock and key. Weight 6 lbs.
1A2X600. .....
.....RETAIL 13.50

Black and white decorated ribboned handle which swivels. Glass lined. Fully insulated Shipping weight 4 lbs.
....1A1X750
RETAIL 12.50

La Belle

SERVING PIECES FOR GRACIOUS LIVING

Brass plated stand. Contrasting ebony handle. Complete with can of sterno. Shipping weight 7 lbs.
1A4X1400.....RETAIL 23.95

Non-tarnishing with black and gold glass shaker (1 quart). Six poodle motif glasses. Rotates. Gift boxed Shipping weight 6 lbs.
24K119X700 .....RETAIL 11.95

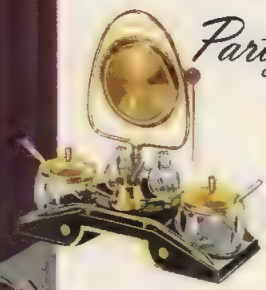
Revolves. Non-tarnishing with designed glass quart bottle. Six gold rimmed cordial glasses. Shipping weight 5 lbs
24K97X500 RETAIL 8.50

EIGHT-PIECE CHROMIUM-PLATED COCKTAIL SET. Two quart shaker with vacuumatic type cover. Screw cap spout. Six colored 3 oz. 6 inch "snap on" glasses with chrome stems. Glasses "snap out" for easy washing. Etched tray 18½ x 12 inches. Shipping weight 8 lbs.
24K98X1400 RETAIL 23.95

[illegible] PLATE BASE. 1 Qt capacity with six mug-shaped cordial glasses. Shipping Weight 3½ lbs.
24K114X635 RETAIL 18.50

Guild

Partytime Creations

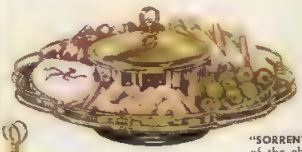


"DINNER GONG" CONDIMENT SET. A Chinese dinner gong with 2 salt and pepper shakers and polished brass tooth pick holder fitted in a miniature lazy susan. 2 crystal clear relish jars, polished brass covers fitted into base. Ebony enamel trim, brass railing. 10" long. Wt. 3¼ lbs.
15A2X585 . . . . Retail **9.00**

"CROWN" CREAMER AND SUGAR SET. Unusually handsome combination of heavy glass creamer and sugar decorated in glazed 22K gold, with complementary salt and pepper shakers. Satin black modern tray with brass legs, guard rail. Recessed inserts to hold utensils 10" long. Wt. 2¼ lbs.
15A3X395 . . . . . Retail **6.00**

"CAPRI" 9-PC. SALAD SET. Brass-finished vertical guard rail and handles. One 4-quart salad bowl, 12" diam. of Swedish-type glass; 4-companion serving bowls, 6" diam. Plastic spoon and fork. 2 brass enclosed salt and pepper shakers. Wt. 12 lbs
15A5X1560 Retail **24.00**

"YORK" SINGLE CASSEROLE WITH WARMER. Stately beauty! True classic lines and simple efficiency are executed in this attractive casserole. Gleaming brass vertical guard rails cradle the 2-quart oven-proof milk-white casserole; accented by charcoal black rim and highly polished solid brass cover and handles. Complete with candle and candle holder 10" high Wt 4¼ lbs
15A8X650 . . . . . Retail **10.00**



"SORRENTO" LAZY SUSAN. The classic beauty of the ebony black scalloped tray with lustrous brass finish molding and guard rail is enchantingly unique and different. Five glass wedge trays and center dish with highly polished brass cover complete this alluring Susan 17" diameter Wt. 12 lbs.
15A13X845 Retail **13.00**

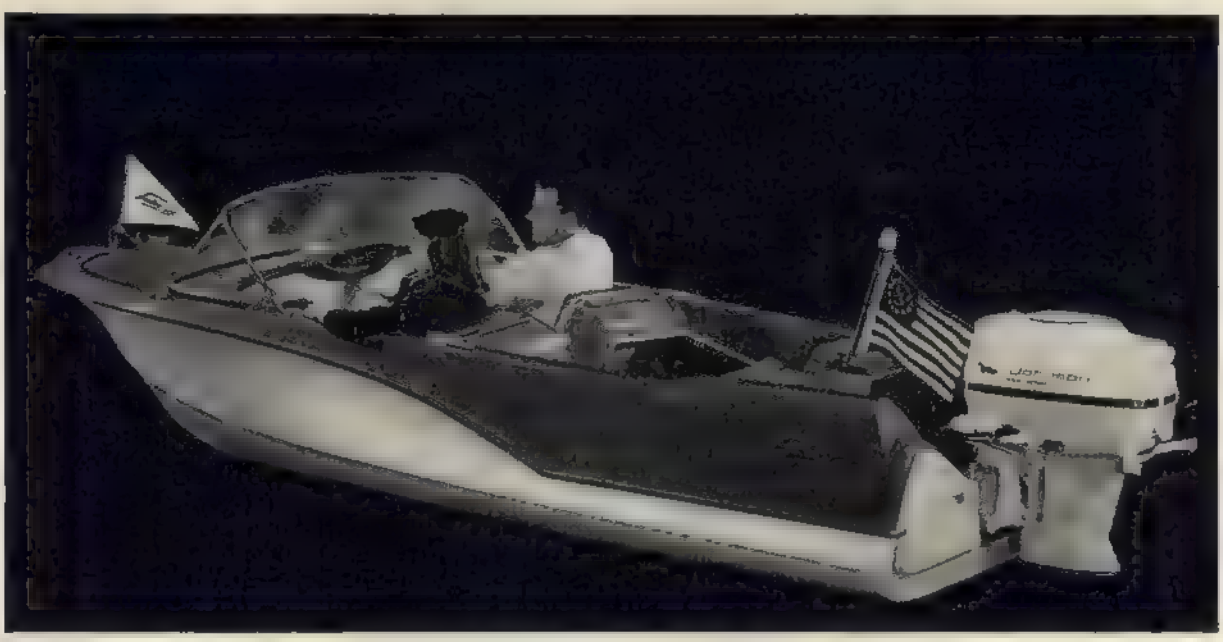
"MERRY-GO-ROUND" 8-PC. CONDIMENT AND CRUET SET. Revolving tray in charcoal black with brass molding and guard rail. 2 heavy glass cruets, 22K gold decoration, with stoppers Brass covered relish jars, glass stir-n-serve rods, salt and pepper shakers 9" diam. 11" high. Wt 6½ lbs
15A1X780 . . . . . Retail **12.00**

"SAVOY" 5-PC. CASSEROLE SERVING CART. A modern casserole set of lasting beauty and expert craftsmanship. One 2-qt. and four selective oven proof milk-white casseroles each with individual candle and holder. Brass rail and handles . . . polished brass cover contrast with charcoal black enameled cart Wt 12 lbs
15A10X975 . . . . . Retail **15.00**

ELEVEN entirely new models . . . thoughtful new features, distinctive new styling, astonishing new performance . . . *completely equipped* for your supreme boating enjoyment!

All-new Lake 'n Sea for '59

FOR 1959, Parsons Corporation announces a dazzling array of completely new Lake 'n Sea Boats . . . skillfully designed, refreshingly styled, beautifully moulded of *Aircraft-Quality Fiberglass* for years of maintenance-free boating pleasure. ¶ Distinguished new Lake 'n Seas, 12 through 18 feet, include husky Fishing Utilities . . . glamorous Sports Utility, Runabout and Semi-Enclosed models . . . luxurious two-sleeper Cruiser. ¶ All except Fishing Utilities are *completely equipped* with factory-installed windshield, steering wheel and controls, remote power controls, seat cushions, deck fittings. Custom dash panel and wheel, running lights, jackstaff also standard on Custom models. ¶ Exhilarating performance—firm-riding, sure-handling, amazing maneuverability! A host of outstanding features! Modestly priced. ¶ Write *today* for free brochure and name of nearest dealer. Make *your* new boat a *new* Lake 'n Sea.



▲ Each section of divided stern seat in Caribbean Runabout tilts forward for convenient access to compartment below aft deck.

▲ Lake 'n Sea 14-ft. Caribbean Custom Runabout—*two* magnificent boats in one! Stern seat is removable for quick conversion to Sports Utility! *Completely equipped*, only $1040. Prices of other 1959 Lake 'n Sea models start as low as $295. Send for full information.

PARSONS CORPORATION—important creative-engineering and precision manufacturing firm for over 30 years and world's largest builder of helicopter rotor blades has been a specialist in the development and production of fiberglass structures for more than a decade. Superb Lake 'n Sea quality reflects this experience, assures years of boating pleasure.

(Prices quoted f.o.b. factory. Prices, specifications and equipment subject to change without notice.)

Parsons Lake 'n Sea®

PARSONS CORPORATION • LAKE 'N SEA DIVISION • TRAVERSE CITY, MICHIGAN

Lancaster Chain Saws

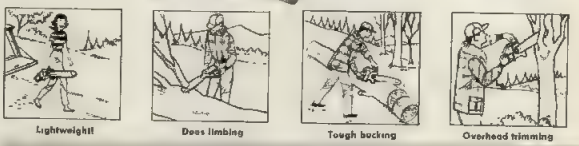
Take the work out of wood cutting! Rugged direct-drive saws have ball bearing construction, wrap-around handles for easy guiding. Famous Oregon chipper chains have ½" pitch. Rugged 2-cycle, 3 HP West Bend Engines, recoil starters, flame arresting mufflers. Shipped from Pennsylvania.

Ⓔ **"Nifty" Chain Saws.** Perfect for suburbanites, small farms, etc. Float-type carburetor, automatic oiler.

526-814 D11200 14" Saw. 26 lbs. . **$149.50**
526-822 D12700 16" Saw. 28 lbs. . . . **169.50**
526-830 D13250 19" Saw. 30 lbs. . . . **176.50**

Ⓕ **"Log Jiffy" Chain Saws.** For heavy duty work. Diaphragm-type carburetor, automatic clutch. Use saw in any position.

526-939 D14600 16" Saw. 30 lbs. . **$194.50**
526-947 D15000 19" Saw 32 lbs. . . . **199.95**
526-954 D15950 24" Saw 34 lbs. . . . **212.95**



Lambert Lawn Sweepers

Lambert sweepers save hours of manual raking . . . do the job at least 10 times quicker! Gentle whirling brush whisks up leaves, grass and debris from lawns, walks and driveways. All four models leave a clean, 30" wide swath. Roomy weatherproof hoppers are easily emptied. Heavy steel frame, semi-pneumatic rubber tires From Ohio

Ⓖ **"Ranger"** has 6 bushel hopper. Double tubular steel handle controls brush height.

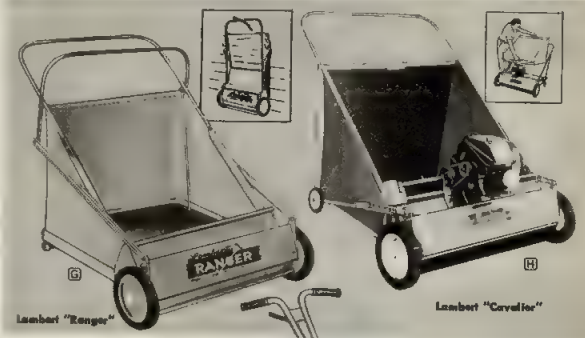
525-493 D3430 With Canvas hamper. **$46.95**
525-485 D4600 With Saran hamper and roll-away wind cover. 50 lbs. **$62.95**

Ⓗ **"Cavalier" Power Sweeper.** Briggs & Stratton 1.6 HP, 4-cycle engine powers the brush only, eliminating 90% of the sweeping effort. Brush adjusts from 0 to 2½" high. 8 bu. capacity. Steel frame. Wt. 100 lbs.

525-451 D9570 Recoil starter. **$127.50**

Lambert Self-Propelled Power Sweeper. Like above but completely self propelled by 1¾ HP Briggs & Stratton engine. Recoil starter.

525-477 D12750 Wt. 120 lbs. **$174.95**



Savage Riding Mower

Ⓚ **Savage "Rote Chief" Rider.** It's a snowplow! A bulldozer! A lawnmower! Saves hours of hard work, summer or winter. Use as a snowplow or light dozer with heavy 14 gauge steel attachable blade and tire chains listed below. 36" blade mounts for either left, right or straight ahead plowing. Blade lifts by applying light pressure to foot pedal. Comes summer, you relax while you mow! Cuts 26" wide swath from 1" to 2½" cutting height. Operator sits comfortably on spring-mounted seat, rides smoothly on four 12" pneumatic rubber tires. Clinton 4 HP, 4-cycle engine. Forward and reverse speeds up to 8 mph. Color: 2-tone green. 220 lbs. From Mass.

526-350 D29810 Rotor Chief. **$397.50**
526-335 D2230 Dozer Blade. 20 lbs. **29.75**
526-426 D623 Tire Chains. 5 lbs. . **8.25**

Savage Rotary Mower

Ⓛ **"Rote Chief"** is powered to handle toughest lawn jobs! 4 cutting heights from 1" to 2¾". Staggered wheels prevent scalping. Includes leaf mulcher. Rugged 4 cycle Briggs & Stratton engine; recoil starter. Green.

526-384 C7345 18" Mower. 1¾ HP. **$ 97.95**
526-376 C8740 21" Mower. 2¼ HP. **116.50**
526-442 C10685 21" Mower. With 110–120v, AC electric starter. Automatically disengages when engine starts. 2¾ HP. **$142.50**

Lancaster Chain Saws

Take the work out of wood cutting! Rugged direct-drive saws have ball bearing construction, wrap-around handles for easy guiding. Famous Oregon chipper chains have ¼" pitch. Rugged 2-cycle, 3 HP West Bend Engines, recoil starters, flame arresting mufflers. Shipped from Pennsylvania

E **"Nifty" Chain Saws.** Perfect for suburbanites, small farms, etc. Float-type carburetor; automatic oiler

526-814 D11200 14" Saw. 26 lbs.. **$149.50**
526-822 D12700 16" Saw 28 lbs ... **169.50**
526-830 D13250 19" Saw. 30 lbs... **176.50**

F **"Log Jiffy" Chain Saws.** For heavy duty work. Diaphragm-type carburetor; automatic clutch. Use saw in any position.

526-939 D14600 16" Saw. 30 lbs...**$194.50**
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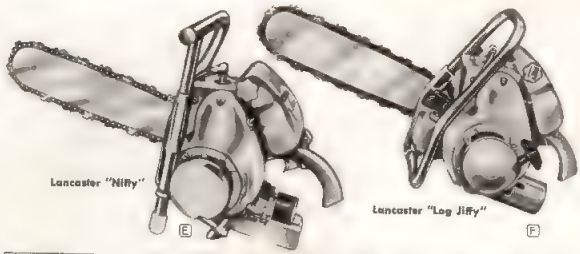
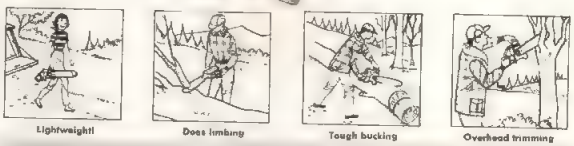
526-954 D15950 24" Saw. 34 lbs... **212.95**





Lambert Lawn Sweepers

Lambert sweepers save hours of manual raking . . . do the job at least 10 times quicker! Gentle whirling brush whisks up leaves, grass and debris from lawns, walks and driveways. All four models leave a clean, 30" wide swath. Roomy weatherproof hoppers are easily emptied. Heavy steel frame; semi-pneumatic rubber tires. From Ohio.

G **"Ranger"** has 6 bushel hopper. Double tubular steel handle controls brush height.

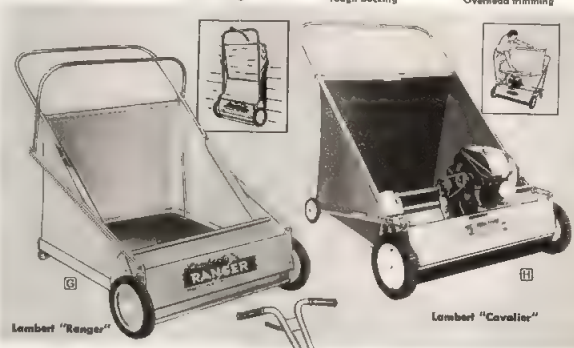
525-493 D3430 With Canvas hamper.**$46.95**
525-485 D4600 With Saran hamper and roll-away wind cover. 50 lbs..... **$62.95**

H **"Cavalier" Power Sweeper.** Briggs & Stratton 1.6 HP, 4-cycle engine powers the brush only, eliminating 90% of the sweeping effort. Brush adjusts from 0 to 2½" high. 8 bu. capacity. Steel frame. Wt. 100 lbs.

525-451 D9570 Recoil starter..... **$127.50**

Lambert Self-Propelled Power Sweeper. Like above but completely self propelled by 1¾ HP Briggs & Stratton engine. Recoil starter.

525-477 D12750 Wt. 120 lbs.....**$174.95**



Savage Riding Mower

K **Savage "Roto Chief" Rider.** It's a snowplow! A bulldozer! A lawnmower! Saves hours of hard work, summer or winter. Use as a snowplow or light dozer with heavy 14 gauge steel attachable blade and tire chains listed below. 36" blade mounts for either left, right or straight ahead plowing. Blade lifts by applying light pressure to foot pedal. Comes summer, you relax while you mow! Cuts 26" wide swath from 1" to 2½" cutting height. Operator sits comfortably on spring-mounted seat, rides smoothly on four 12" pneumatic rubber tires. Clinton 4 HP, 4-cycle engine. Forward and reverse speeds up to 8 mph. Color: 2-tone green. 220 lbs. From Mass

526-350 D29810 Rotor Chief... **$397.50**
526-335 D2230 Dozer Blade. 20 lbs. **29.75**
526-426 D623 Tire Chains. 5 lbs.. **8.25**

Savage Rotary Mower

L **"Roto Chief"** is powered to handle toughest lawn jobs! 4 cutting heights from 1" to 2¾". Staggered wheels prevent scalping. Includes leaf mulcher. Rugged 4 cycle Briggs & Stratton engine; recoil starter. Green.

526-384 C7345 18" Mower. 1¾ HP.**$ 97.95**
526-376 C8740 21" Mower. 2¼ HP. **116.50**
526-442 C10685 21" Mower. With 110–120v, AC electric starter. Automatically disengages when engine starts. 2¼ HP.....**$142.50**

LANGE PLASTICS COMPANY

See Complete Specifications On Reverse Side

ON DISPLAY – AMERICAN TOY FAIR
Room 1252, Hotel New Yorker, New York, N. Y.

PERMANENT DISPLAY ROOM –
Room 354, 200 5th Ave., New York, N. Y.

ROLL-O-PONY

MODEL: 610-9 Red and Black
MODEL: 611-9 Palomino
HEIGHT: 22 inches
SHIPPING WEIGHT: 6.5 lbs.
BOX SIZE: 23¼" x 20¼" x 6¾"

ROLL-O-MARE

620-9 Red and Black
621-9 Palomino
19 inches
5 pounds
20" x 17¼" x 6"

ROLL-O-COLT

630-9 Red and Black
631-9 Palomino
17 inches
3.5 pounds
15½" x 14¾" x 5"

THREE SIZES Tested for each age group

ROLL-O-BEAR

MODEL: 316-9
COLOR: Cinnamon
HEIGHT: 14¼ inches
SHIPPING WEIGHT: 5 pounds
BOX SIZE: 23" x 12¼" x 8"

SPINS Rolls easily, developing legs, balance and confidence.

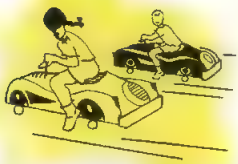
ROLL-O-LAMB

MODEL: 414-9
COLOR: Pink with Blue Ribbon and Silver Bell
HEIGHT: 19 inches
SHIPPING WEIGHT: 5 pounds
BOX SIZE: 20" x 17¼" x 7"

FUN UNLIMITED Stimulating, imaginative and creative play

ROLL-O-RACER

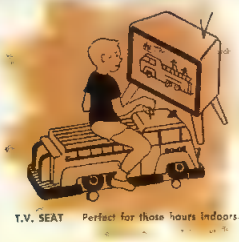
MODEL: 110-9 Red and White
112-9 Black and Red
113-9 Blue and White
HEIGHT: 13 inches
SHIPPING WEIGHT: 5½ pounds
BOX SIZE: 25" x 10" x 6"



ACTION PACKED—A must for every young hot rod

ROLL-O-FIRE TRUCK

MODEL: 210-9
COLOR: Red
HEIGHT: 13 inches
SHIPPING WEIGHT: 5½ pounds
BOX SIZE: 24" x 10" x 8"

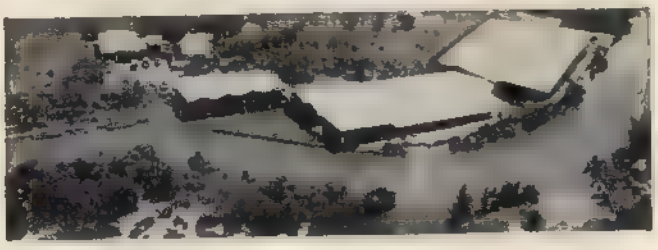


T.V. SEAT Perfect for those hours indoors

Toy Manufacturing Division of

LANGE PLASTICS CO.
BRUNSWICK INDUSTRIAL BLOCK DUBUQUE, IOWA

ONE OF AMERICA'S FINEST



One of the largest and most respected yacht headquarters cordially invites you to inspect its facilities and join its host of regular satisfied customers. Yacht owners the country over attest to the meticulous attention given each of the over 300 craft left in our care.

COMPLETE ONE-STOP SERVICE

STORAGE: Fresh Water—Covered—Hurricane Safe—Many services included.

REPAIRS: Complete modern facilities. High standard of workmanship maintained by our competent yacht craftsmen.

BROKERAGE: An aggressive sales organization right on the premises for consultation at all times. We have numerous listings. See us—We have national coverage.

LAUDERDALE YACHT BASIN, INC.

2000 S.W. 20TH STREET **FORT LAUDERDALE, FLORIDA**

PHONE: JAckson 2-3655 Harry Spencer, General Mgr.

JUSCALON LIQUID PLASTIC COATINGS

Liquid plastic coatings, featured by Juscalon, 9 Union St., East Walpole, Mass., is said to permanently eliminate boat stripping. An acrylic plastic coating intended for marine use, it is so hard and durable it never needs waxing. For maximum protection, Juscalon coatings should go on bare surfaces. They bond well to wood, metal, canvas, and fiberglass, and are said to last from three to five years in both fresh and salt water. Juscalon is resistant to abrasion, acids, alkalis, chemicals, and oils. It is offered in ten colors, including black, white, clear, metal-wood primer, and anti-fouling.

THE NASSAU SHOP

The Nassau Shop, as one of Nassau's largest and most modern stores, offers a variety of items, including the following: Daks for men and women by Simpson's of Piccadilly, London; Fred Perry tennis shirts and sportswear; ladies' cashmere sweaters by Pringle, Ballantyne and Braemer of Hawick, Scotland; ladies' English doeskin gloves by Dent and Fownes; cashmere topcoats for men and women by Chester Barrie of London, Liberty scarves and ties; Swiss watches; and sports shirts of local design. Mail orders are accepted.

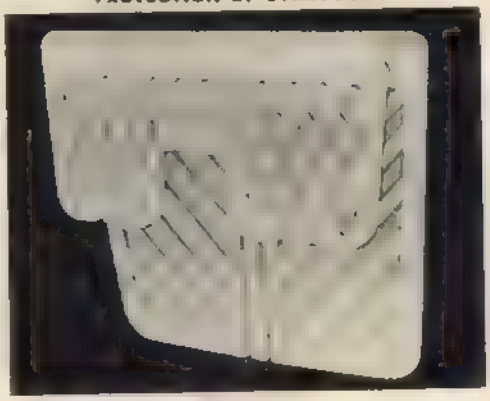
FLOATING DOCK HARDWARE

Galvanized hardware for floating docks is made by the National Floating Dock Co., 1717 Gent Avenue, Indianapolis 2, Ind. These malleable iron clamps secure steel drums to wood railings and replace wire bands and turnbuckles. The rigid clamps add strength, enabling steel drums to act both as floating and cross support members. They are easy to install and replace.

BOAT LUMBER STOCKED

Teak, Philippine mahogany, and white cedar boat boards are carried in stock by Black & Yates, Inc., 157-175 Varick Avenue, Brooklyn 37, N. Y. Inquiries are solicited for any quantity, large or small. They'll be glad to quote on receipt of specifications.

PROTECTION BY BURROUGHS



For protection of the outboard transom against vibration and clamp damage, a transom pad of polyethylene by Burroughs Mfg. Corp., 3550 Tyburn St., Los Angeles 65, Cal. Below, their Burrite plastic tool box, light and compact.

KERMATH

THE MOST COMPLETE MARINE ENGINE IN ITS FIELD

SEA PUP

4 CYCLE 5 H. P.

SEA TWIN

4 CYCLE 10 H. P.

SEA CUB

4 CYCLE 25 H. P.

These all marine inboard engines are light in weight, power packed and designed exclusively for small motor boats and auxiliaries up to 36'. Sturdily built of precision machined parts. Permanent installation is simple—compact design needs minimum space.

Can be equipped to meet your requirements. Starter, generator, reverse and 2.5 to 1 reduction gears optional.

Complete engines or spare parts may be ordered directly or through your dealer.

WRITE FOR FREE DETAILS TODAY

MANUFACTURED BY MARINE ENGINE DIVISION

BALLANTINE INDUSTRIES

133 WHITE HORSE PIKE — ABSECON, N. J.

NORGE BOATS

Norge Boats Inc., Stamford, Conn. importers of European-built yachts, has under construction for American clients two Shaw 24's in Norway and one in Denmark. These will join five others received in this country since June 1957, among them Wilbur L. Scranton Jr.'s extraordinarily successful yawl-rigged Trina and Sidney H. Rogers' sloop Galatea.

Trina, actively campaigned by her New Haven owner, has piled up a two-season total of 16 victories in 17 races. Galatea, whose owner was so busy serving as crew in a larger auxiliary that he had only two opportunities to race her, scored twice. He placed Galatea fourth in a large interclub fleet on elapsed time and won handily on corrected time. In the Fall cruise of the Off Soundings Club she took the Class B-2 prize.

The Shaw 24's are centerboarders, 24' overall, 18' 6" on the waterline, designed by W. H. Shaw, of Stamford, Conn. They are miniature "big" cruising yachts with bunks for four persons, galley, ice box, toilet and unusual stowage space for so small a boat. The 24's are built to the Midget Ocean Racing Rule and perform well under most rating measurement systems.

A FLORIDA COUNTRY CLUB COMMUNITY

Tequesta, Inc., is a secluded country club community on the Loxahatchee at Jupiter, Florida. Located between Palm Beach and Hobe Sound, Tequesta provides unspoiled and modest living in Florida's climatically ideal east coast. This private community has a natural waterfront, large wooded lots, and an 18-hole golf course, where Dow Finsterwald, PGA champion, is acting professional.

ADJUSTABLE STEEL HOISTS, DOCK, TOWERS

The Anchor Pier & Boat Hoist Corp., 520 Clinton Avenue South, Rochester 20, N. Y., presents its new series of shoreline facilities. Featured equipment includes adjustable steel boat hoists, an adjustable steel dock, and steel diving towers. These items, once installed, require minimum service.

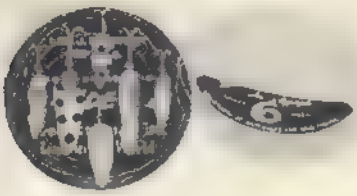
EXPANDED BARBOUR BOAT LINE

Barbour's Silver Clipper, a 19' cruiser.

New models in the 15', 19', and 22' class are added to the outboard line of boats manufactured by Barbour Boats, Inc., New Bern, N. C. A deluxe new 15-footer has the same hull as the 15' Vacationer, and features a different seating arrangement and a windshield. Two new 19' models, a Hard Top and a Cruiser, are offered besides the standard 19' Silver Clipper. The new models feature hatches, flying bridges, and spacious cabins and cockpits. Cabins have ventilated windshields with sliding windows, and two full-length bunks.

Hard Top and Cruiser models are also added to the 22' class, with the cruiser offering complete head and galley. Taylor glass windshields, mechanical steering, and permanently installed gas tanks are optional on all models. The 19' and 22' versions are available with inboard installations and power options ranging up to 225 hp.

The standard 16' Vacationer and 16' Silver Clipper are also available, with a slight bottom modification in the 16' Clipper, as well as the 12' and 14' Utility boats. All Barbour construction is lapstrake.

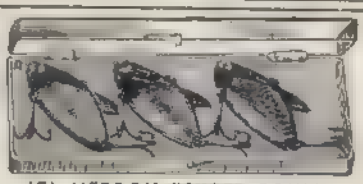


(A) DAREDEVLE 6 PACK

(B) LAZY IKE SPIN PACKS

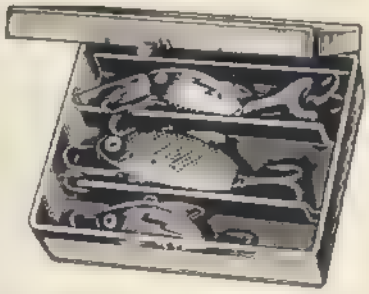
(C) FLATFISH PLUG ASST.

(D) ABU LURE KIT



(E) HEDDON "SUPER SONIC"

(F) HEDDON "SONIC" SPINNERS



(G) HEDDON "SONIC FAMILY" KIT

(H) TONY ACCETTA JIG ASST.

(J) ACCETTA SPIN BAITS

(K) HAGEN SPINNER KIT

Nationally Famous Lure Assortments

Ⓐ **"Dardevle" Spin Fishing 6 Pack.** Genuine Dardevle, the greatest game fish lure in the world. Now available for the first time in a 6 pack. Pack contains 2 Dardevle spinnies, 2 Dardevle imps, 2 Dardevle midgets. All in plastic box.
14R175-305.....RETAIL **$5.25**

Ⓑ **Lazy Ike Spin Pack.** 9 spinning size Ikes in plastic bait box. Pack consists of 3 Lazy Ike jig Ikes, one yellow, one white, one black, 2 Lazy Ike sugar spoons; 4 regular Lazy Ike baits, one red and white, one black, one perch and one yellow and red.
14R117-487.....RETAIL **$7.70**

Ⓒ **Flatfish Plug Assortment.** Plastic Lure box contains 6 of the favorite Flatfish lures: 1 Baracuda No. 2, 5 each Flatfish in assorted sizes and colors. Box has 5 compartments and measures 7¼x3¼x1⅛". Ship. wt. 1 lb.
14R118-496.....RETAIL **$8.25**

Ⓓ **Abu Lure Kit.** Assortment of 5 different color combinations of the most outstanding fish-getting lure—the Abu Reflex. Includes 1 each white with chrome, yellow with chrome, orange with chrome, orange with gold, orange with zebra. All in plastic box.
14R104-220.....RETAIL, PER ASST. **$3.75**

Ⓔ **Heddon Super-Sonic Bait Casting Assortment.** A larger size of the famous sonic lure which catches fish on the sound vibration principle. Bait casting size suitable for trolling also. Weighs ½ oz., length 2⅛" has two No. 4 treble hooks. 3 fish-getting patterns in one unit.
14R102-240.....RETAIL **$4.95**

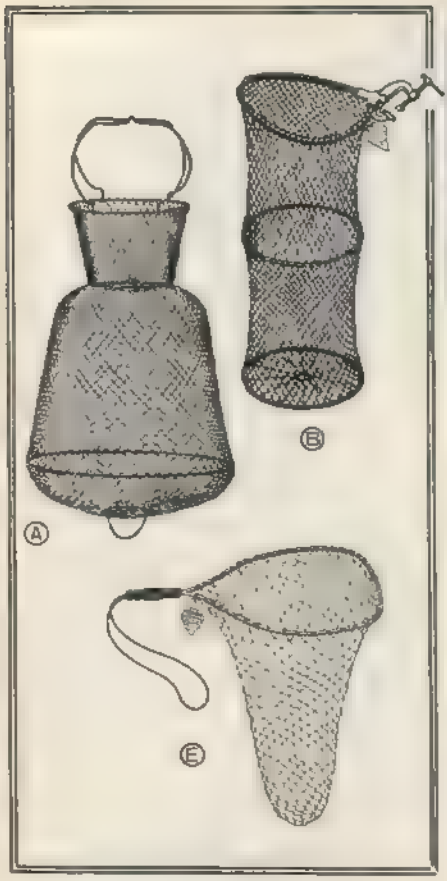
Ⓕ **Heddon Sonic Spinning Lure Assortment.** Lure attracts fish even when it cannot be seen. Sends out irresistible sound vibrations which are both heard and felt by fish. Spinning size weighs ⅛ oz., is 1⅝" long, has two No. 6 treble hooks. 4 most popular patterns packed as one unit.
14R107-295.....RETAIL, PER ASST. **$4.95**

Ⓖ **Heddon Sonic Family Kit.** The Sonic family all together. Sonic Super-Sonic, and Firetail Sonic. This assortment kit is ideal for casting, spinning and trolling. The new Firetail combines sound with strike zone to make it a constant killer for bass, pike, wall-eyes and muskies. 3 lures in styron box.
14R176-245.....RETAIL **$3.95**

Ⓗ **Tony Accetta Jig Lure Asst.** Jig lures can be used with equal effectiveness both in fresh and salt water. Assortment includes: ½ oz. jig with nylon tail, ¼ oz. weedless and spoonless, ¼ oz. jig with Marabou tail, ¼ oz. spinner jig with bucktail, ⅛ oz. jig with feather tail. (Each item if purchased separately would total $3.65 Retail.) Compact pocket size plastic utility box.
14R174-198.....RETAIL **$3.30**

Ⓙ **Tony Accetta Five Favorite Spinning Baits.** Here is an assortment of 5 spinning size baits that include all of the latest innovations in modern fishing lures. No two alike. Box contains: ½ oz. hollo-head, ¼ oz. wacky, ¼ oz. Mr. Eel, ⅓ oz. pet spoon, ⅛ oz. Jigaroo. (Each item purchased separately would total $5.40 Retail.) In pocket size plastic utility box. Ship. wt. 1 lb.
14R116-315.....RETAIL **$5.00**

Ⓚ **Hagen Spinner Kit.** The lure that is no different! It's patented. Solid brass. Has spontaneous vibrating [illegible] can resist it. Kit contains 3 ⅛-oz. and 1 ⅜-oz. spinner [illegible].
14R177-345.....RETAIL **$5.25**



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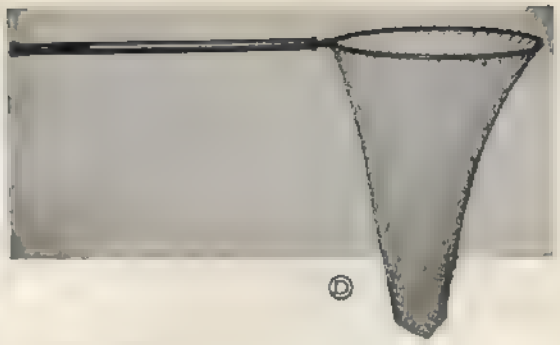


Ⓓ

FISHERMEN'S HAND NETS

Ⓐ **"Inox" Fish Baskets.** Completely collapsible, always ready for use. Pick it up and it falls into shape immediately. All genuine Inox baskets are made in France of **rustproofed** collapsible steel wire mesh for use in fresh or salt water. Fish can be dropped in top opening which springs closed. Acts as live box which is completely safe from predatory creatures. Keeps fish alive and [illegible]

Model B6. 13¾" diameter at widest point. ⅛" mesh 3½" deep. Ship. wt. 3 lbs.
19R152-390.....RETAIL **$6.50**

Model B8B. 15¾" diameter at widest point. 9/16" mesh 25" deep. Ship. wt. 4 lbs.
19R153-370.....RETAIL **$5.95**

(Dimensions given are less carrying handle)

Ⓑ **Clamp-On Live Net.** [illegible] tackle with [illegible] 14" and rebel bits and the way back into boat [illegible] heavy, cotton net fitted with two 12" rings to give fish room to breathe. Strong cadmium plated C-clamp holds net securely to boat or pier. Weighs only 20 oz.

42" Depth. Ship. wt. 2 lbs.
19R28-215.....RETAIL **$3.50**

60" Depth.
19R155-250.....RETAIL **$4.00**

Ⓒ **Arrow Brand Slide Away Boat Net.** New side-away handle mode[illegible] in boat or car. Highest qu[illegible] aluminum handle and bow [illegible] Bow size 19¼" in diameter, handle length 24¾", net depth 30". Weighs 15 oz.
19R35-330. Maliable ..RETAIL **$5.50**

As above with nylon vynlon net
19R157-395 . . . . . .RETAIL **$6.50**

Ⓓ **Flint Arrow Brand Nets.** Finest available value in nets. Truly floating boat nets of light-weight aluminum with highest quality [illegible] ton netting. Exclusive tight-grip handle prevents [illegible] from wet hand [illegible] length 14" net depth 24". Weighs 15 oz. Maliable.
19R33-215. . . . . .RETAIL **$3.50**

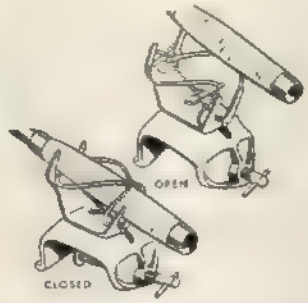
As above: with nylon vynlon net bag
19R156-260.....RETAIL **$4.25**

Ⓔ **Cummings Spin Net.** Floating type aluminum frame. Bow size 13¾"x19½", net 30" long. Highest quality cotton net. Green plastic grip. [illegible] cord. Weight 7½ oz. Ship. [illegible] 2 lbs.
19R154-135.....RETAIL **$2.00**

KLAM'S FOLDING SPORT SEAT. Comfort—ease and convenience. Designed and built for sportsmen. Seat stands 14½" high, 10" long, 7" wide. Folds into small [illegible] Can be carried in jacket pocket, tackle box. Accommodates 250 lbs. Seat chain fastens both ends. All steel parts cadmium plated. Red canvas seat.
19R24-140.... ... RETAIL **$2.25**

Klam's Rod Holder. Fits all poles and rods. Adjustable through all angles from horizontal to vertical position. Heavy-duty steel cadmium plated. Top of bracket rubber covered. Rod fits in front part of holder, in groove between [illegible]. Ship. wt. 2 lbs.
19R93-105 . . RETAIL **$2.00**

As above: double pole holder. 2 rod brackets one clamp. Ship. wt. 2 lbs.
19R36-175. ... .. RETAIL **$2.95**

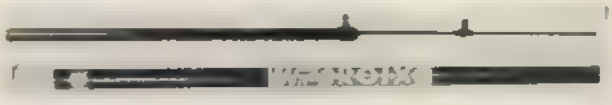


Hold-Rite Pole Holder. Automatic pole holder. Gives the fisherman extra hands. Always ready to release or take a pole. Ideal for trolling rod—cannot be pulled out. Handles any size rod handle or pole. Ship. wt. 1 lb.
19R158-180. . . RETAIL **$2.90**

FISHERMAN'S DEPTH-O-PLUG. Tells [illegible] where the fish are. Attached to any line or leader, this plug can be thrown or cast to give the user accurate readings of depth and temperature. Scientifically engineered. Unconditionally guaranteed.
14R119-145.. RETAIL EACH **$2.50**

Telescopic Glass Fishing Rods

(A) SOUTH BEND HOLLOW GLASS LAZY DAY POLE



(B) ST. CROIX STANDARD WHIP-OUT POLES

(C) ST. CROIX DELUXE WHIP-OUT POLES

Ⓐ **South Bend Hollow Glass Lazy Day Poles.** One piece cane pole. Each [illegible] through [illegible] reinforced by metal alloy sleeve. Lightweight and durable. Will not take a set. Ship. wt. 4 lbs.

No.	Extended	Closed	Sections	Wt.	RETAIL
16R70-585	12'	51¼"	3	7½ oz.	$ 9.95
16R71-895	14'	61"	3	10 oz.	11.95
16R72-750	16'	52"	4	12 oz.	12.75
16R73-938	18'	61"	4	16 oz.	15.95
16R74-1055	20'	52½"	5	22 oz.	17.85

Ⓑ **St. Croix Whip-Out Poles.** Fiberglass rods with sliding guides.
16R67-644. 3 section 12' length.....RETAIL **$10.95**
16R68-781. 3 section 14' [illegible] . . . . . RETAIL **$12.95**
16R69-895. 4 section 16' [illegible] . . . . . RETAIL **$15.25**

Ⓒ **St. Croix DeLuxe Whip-Out Poles.** Richly colored fiberglass for strength. Ideal for all types of fishing. Fitted with anodized aluminum reel seat nylon wound spin guides and adjustable [illegible] tip guide.
16R246-585. 3-section [illegible] . . . . . RETAIL **$9.95**
16R247-735. 3-section [illegible] . . . . . RETAIL **$11.95**

LEDOUX Fine Quality Woodwinds

Made by the Carl Fischer Musical Instrument Co.

Made in Europe to our exacting specifications, under our own trade name, by the world-renowned Carl Fischer Musical Instrument Co. Inc. of New York, France, Switzerland and Italy. Ledoux instruments stand supreme for flawless tone quality, perfect intonation, easy-facile action . . . for maximum flexibility and responsiveness.

Clarinet bodies are fine, seasoned Grenadilla wood or Ebonite. Keys are drop forged nickel silver with a lightness, speed and flexibility hard to match. Simple automatic octave mechanism. Clarinets and flutes are fully guaranteed against defects due to faulty material or workmanship for twenty years from date of purchase. From N.Y.

(E) ARTIST MODEL LEDOUX CLARINET. The Ledoux Artist Model is among the world's finest! Made in Europe by skilled workmen whose families have been clarinet craftsmen for generations . . . the Ledoux Artist is fashioned of finest Grenadilla wood and has an exceptionally liquid tonal quality and perfect intonation In Boehm system, 17 keys, 6 rings . . . B flat, A or E flat. Comes complete with accessories. In deluxe, leather bound Gladstone case with plush lining, zippered waterproof cover. Specify key desired . . . B flat, A or E flat
761-262 D10950 Clarinet with case and cover. **$305.00**

(F) LEDOUX STANDARD MODEL CLARINET . . . a superlative instrument at a moderate price. Made of finest Grenadilla wood seasoned and dried for years, then oil-treated for durability. Keys are nickel silver, hammered by hand and hardened for maximum strength. Intonation, tonal quality, flexibility and responsiveness make playing this clarinet a pleasure. Boehm system, key of B flat; 17 keys, 6 rings. Comes with accessories in plush lined, durably covered, simulated leather case with partitions dividing clarinet in 3 parts.
761-270 D9950 Ledoux Standard Clarinet with case. **$165.00**

(G) LEDOUX NATIONAL CLARINET. Although priced for the student, the quality of this instrument is so fine that it is used extensively by profesionals. Made of finest, seasoned solid Grenadilla wood. Has lock key posts and middle G sharp screw adjustments (usually found only in the highest priced instruments). In Boehm system . . . key of B flat; with 17 keys, 6 rings. Yields exceptionally fine tonal quality and full intonation. Instrument comes in a plush lined, durably covered simulated leather case with partitions dividing clarinet in 3 parts.
761-288 D7250 Ledoux National Clarinet with case. **$135.00**

(H) LEDOUX STANDARD EBONITE CLARINET . . . the world's finest in this price range! Has the fine tonal quality and perfect intonation usually found only in highest priced instruments. Made of ebonite (hard rubber) . . . it is not affected by temperature changes; won't crack. Entire upper joint is lined with nickel silver to eliminate breakage. Boehm system, key of B flat, with 17 keys, 6 rings (keys are nickel silver). Comes with accessories; in plush lined, durably covered simulated leather case with partitions dividing clarinet in 3 parts.
761-296 D6950 Ledoux Standard Ebonite Clarinet with case. **$129.50**

(K) LEDOUX FLUTE. Made to our precise specifications by one of Europe's oldest and most renowned flute makers . . . this fine instrument is exceptionally accurate in pitch and intonation. It possesses the fullest, richest beauty of tone . . . the perfect action and split-second response that is appreciated so much by all profesional artists. Made of drawn nickel silver throughout . . . silver plated and hand burnished, with nickel silver forged keys and hand tempered springs. Boehm system, key of C only, with closed G sharp. The Ledoux flute comes in a handsome plush lined case, durably covered with Keratol.
761-304 D6750 Ledoux Flute with case. **$125.00**

(L) MASTER MODEL LEDOUX FLUTE . . . a precision instrument, built to highest profesional standards! Performs with ease . . . produces tones of flawless quality, expressed in full, round response with supreme intonation. Low tones which usually require skillful professional flavoring, flow out pure, clear, beautiful! The Master Model Flute is elegantly silver plated, with keys of the popular French style, fitted to perfection. Posts are mounted on bridge work. In key of C only, with closed G sharp. Instrument comes in a deluxe carrying case, lined with silk plush; zippered, waterproof cover also included.
761-087 D9950 Ledoux Master Flute with case and cover. . . **$182.50**

BONTEMPI Accordions

Italian-made to our specifications by the famous Carl Fischer Musical Instrument Co. . . . Bontempi accordions have rich, full tonal qualities. Lightweight, made of seasoned woods, covered in plastic . . . with brass tubing bass mechanism, and hand-fitted, hand-filed reeds of Swedish steel. Guaranteed against defects in material or workmanship for 20 years! With silk plush-lined case. Shipped from N.Y.

Colors: Solid Black, Black Pearl, Red Pearl or White Pearl.

(F) **PROFESSIONAL MODEL.** Piano accordion of the stars! Gives every type of tonal color combination. Has 41 treble keys, 120 basses, 4 sets of treble reeds, 5 sets of bass reeds, 11 treble switches, 5 bass switches, 1 master treble switch. Hand tuned reeds. Wt 22 lbs.

761-684 D32500 Specify color. With custom-quality case . . . **$600.00**

(F) **SEMI-PROFESSIONAL ACCORDION.** An instrument of outstanding quality! 41 treble keys, 120 basses, 3 sets of treble reeds, 4 sets of bass reeds, 4 treble switches, and 1 bass switch. Specify color (above).

761-692 D19950 With Gladstone deluxe case. Wt. 18 lbs. . . **$375.00**

(G) **MULTI-SHIFT ACCORDION.** Has 41 treble keys, 120 basses, 2 sets of reeds in treble, 4 sets of bass reeds, 3 treble switches, bass shift. Choice of 2 sizes: Small (14 lbs.) or Medium (15¼ lbs.).

761-338 D15950 Specify color (above) and size. With case **$300.00**

(H) **DELUXE ACCORDION.** Outstanding workmanship! 41 treble keys, 120 basses, 2 sets of treble reeds, 4 sets bass reeds. 1 (2-lever) automatic treble switch. 2 sizes: Medium (15¾) or Small (14 lbs.).

761-320 D13950 Specify color (above) and size. With case. . **$250.00**

(K) **BEGINNERS' or CHILDREN'S ACCORDION** . . . by Bontempi. Excellent tone, airtight volume. 25 treble keys, 12 basses, 1 set treble reeds, 2 sets bass reeds. Warp-proof walnut fingerboard. Wt. 8 lbs.

761-346 D3995 Specify color (above). With case **$75.00**

ACME Saxophones

Built by world renowned instrument makers . . . Acme saxophones are noted for their rich quality of tone and ease of response. Every one is guaranteed for 20 years from the date of purchase against any possible defect due to faulty material or workmanship And every one comes with all the accessories you need (except the case)

(L) **ACME MASTER SAXOPHONES** . by York. These fine instruments give perfect intonation and easily-produced full tones. Improved fingering system makes it simpler to execute tricky passages. Tone-hold rings are flared from body, bow and bell to eliminate leaky or loose sockets. New resonator pads for better, more resonant tone, even volume through scale range. Case-hardened keys, new single-action octave key, improved wide flaring bell. Highly polished brass is Perma-lacquered to stay shiny. Each instrument carefully regulated before leaving factory. Complete with accessories. From Michigan.

761-163 D16950 Master Alto Saxophone, E flat. **$285.00**

761-171 D18950 Master Tenor Saxophone, B flat. **325.00**

(M) **ACME ARTIST SAXOPHONES.** Made in Europe by Carl Fischer . . . they're the world's best saxophone value. Although reasonable in price, Acme Artist saxophones are made with the same fine craftsmanship and painstaking care as the most expensive instruments. Modern forged and cast keys of extreme hardness give you smooth, responsive action. Intonation, tonal quality and volume—all are top-ranking. And now these saxophones have the new combination articulated G sharp, B and B flat keys. Instruments are elaborately engraved, brilliantly polished, and finished with thin Perma-lacquer. All accessories (except case) are included. From N.Y.

761-205 D13950 Artist Alto Saxophone, E flat. **$225.00**

761-213 D17950 Artist Tenor Saxophone, B flat. **275.00**

GLADSTONE SAXOPHONE CASES . . . fit all makes. Lightweight but durable . . . cases have Keratol cover, plush lining. Post handle; lock and key. Fitted compartment holds all accessories. From N.Y. or Mich.

761-231 D1995 Case for Alto Saxophone. **$37.50**

761-239 D2295 Case for Tenor Saxophone. **42.50**

FOOTBALL

(E) Babe Parilli Football Uniform . . . for junior-size football heroes. Includes tough red Tenite helmet with adjustable chin strap and face guard, fiber shoulder pads, sturdy fabric pants, red-and-white cotton knit jersey. Specify boy's size S (4–7 yrs.), M (7–11), L (11–14). From Ohio.
808-584 D867 Parilli Uniform **$14.50**

(F) Boy's Hutch Football Helmet with double bar faceguard. Provides sturdy protection for the head and face, allows full vision. One-piece molded high impact Tenite helmet has amazing bursting strength. Leather-covered foam rubber spot padding, adjustable one-piece chin strap. White with red stripe. Specify: S (6¾–6⅞), M (7–7½), L (7¼–7⅝).
808-568 B477 Hutch Football Helmet **$7.95**

(G) Hutch Shoulder Pads . . . for "he-man" football players. Molded vulcanized fiber arches, flaps and caps with drill covered rubber cushion padding; extra padding at epaulettes. Leather bound neck opening and lacing in front and back; heavy-duty elasticized webbing; adjustable side straps.
808-576 B477 Red and White **$7.95**

(H)(K) Sealand Football Shoes . . . built for rugged duty and comfort on the field. Sturdy black cowhide uppers have elk toe tips and back-stays for extra strength. Reinforced heavy duty rubber outsoles; hard rubber cleats, lock washers. Littleway lockstitch construction adds flexibility. From Ill.
(H) 808-998 D707 Low Cut Football Shoes. Specify Men's size: 6-7-8-9-10-11-12. Pair **$10.95**
(K) 808-980 D707 High Cut Football Shoes. Specify Men's size: 5-6-7-8-9-10-11-12. Pair . . . **$10.95**

(L) Voit Collegiate Football . . . official size, shape, weight. Waterproof, scuff-proof rubber cover, fabric lined. With inflating needle.
808-832 B447 Tan with white stripes **$7.50**

(M) Len Dawson Football by Spalding. Select pebble grain leather specially tanned for better feel and sure-grip control. Official size and weight. Double lining, durable lockstitching throughout. Double lacing. Tan with white stripes.
808-808 B560 Len Dawson Football **$8.45**

(N) Alan Ameche Football . . . offers top gripping power in all weather! Top grain leather cover; tan with 2 white stripes. Sturdy lock-stitch construction; triple lined. Tough rubber valve bladder.
808-824 B875 Official size, weight, shape . . . **$12.00**

(P) Wilson Official Intercollegiate Football . . . top quality for sure-grip handling in all kinds of weather. Finest full grain cowhide with triple lining, double lockstitched seams. Double laced with combination white leather and rawhide laces. Has rubber valve bladder. Tan with white end stripes.
808-915 B1235 Official size, weight, shape . **$19.00**

BOXING

(R) Boxing Gloves . . . rugged wine colored leather with vinyl palm, hair filler. All sizes deep laced with well padded wrists, rolled palm grip.
808-659 B400 5 to 9 yrs. Set of 2 prs. **$6.65**
808-667 B480 10 to 14 yrs. Set of 2 prs. **8.00**
808-675 B735 Adult size. Set of 2 prs. . . . **12.25**

(S) Striking Bag and Platform . . . has lots of muscle building bounce. Medium size valve-type bag (inflating needle included) of durable 3-ply leather grain Duratex. 22" steel rebound ring has universal joint swivel and hook for attaching bag. Sturdy dark blue hardwood braces are securely bolted to ring.
808-873 C810 Bag and Platform **$13.50**

SEE.... LESLIE-HENRY'S EXCITING NEW '59 LINE UP!

DIAMOND H BRAND

WAGON TRAIN

U. S. MARSHAL

MAVERICK

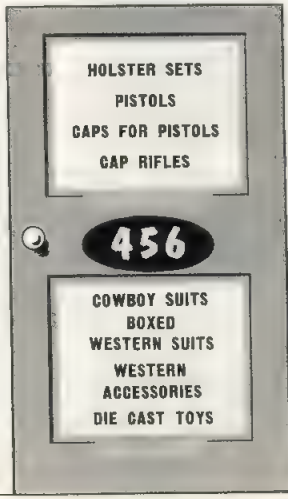
★ YOUNG BUFFALO BILL

CIMARRON CITY

★ TEXAS RANGER

FAMOUS NAMES!

For '59 — Leslie-Henry packs a whole new line-up of famous TV names. Names that pre-sell and give you extra turnover and sales. That's added profit-volume insurance for you by the holster line already nationally known as tops in "over-the-counter" sales!



The World's Largest Manufacturers of Western Playthings

LESLIE-HENRY COMPANY, INC.

SHOWROOM: 200 5th AVE., N.Y. 10, N.Y.

FACTORY: MOUNT VERNON, N. Y.

M. A. HENRY WESTERN CO., INC.
1751 Olympic Blvd.
Santa Monica, California

M. A. HENRY LTD.
Dundas, Ontario, Canada

LINDBERG

TAMPER-PROOF RACK PACKAGES

OF PLASTIC CONSTRUCTION KITS

The name of LINDBERG on hobby kits is well known to millions of youngsters throughout America and the world. The sale of these airplane hobby construction kits is fabulous. The Boy Craft Company, manufacturers of Lindberg authentic plastic construction kits, is proud to present these items in a package that is tamper-proof. It flashes a quick message. The merchandise can easily be observed through the unbreakable clear window. Also, on the back of the package is complete instructions as to the number of pieces in the kit and how the kit should be assembled. This colorful package which is pre-priced can be used on peg-board racks, upright on counters or stacked flat on shelves. These hobby toy kits can be purchased open-stock or as an assortment which includes the wire rack as pictured.

FREE! DISPLAY STAND

RD-300 ASSORTMENT

10 Different 29c Items 48 Total
2 Different 69c Items 6 Total
6 Different 79c Items 18 Total
5 Different 98c Items 20 Total
RETAIL $51.88

RD-29 ASSORTMENT

6 Different 29c Items 72 Total
RETAIL $20.88

RD-30 ASSORTMENT

6 Different 29c Items 36 Total
2 Different 69c Items 6 Total
4 Different 79c Items 16 Total
RETAIL $27.22

ABOVE ASSORTMENTS ARE SHIPPED ON AN ATTRACTIVE WIRE RACK DISPLAY

FOR INFORMATION WRITE:

BOY CRAFT COMPANY

8050 N. MONTICELLO AVE. • SKOKIE, ILLINOIS

"Canadian Distributors: International Games of Canada Ltd. 240 Eighth Street, New Toronto, Ontario, Canada"

"See this exciting model and others at the Toy Fair — Room 263, 200 Fifth Avenue Building and Room 828 McAlpin Hotel, New York City, March 9 through March 14, 1959."

LINDBERG

TAMPER-PROOF RACK PACKAGES

OF PLASTIC CONSTRUCTION KITS

The name of LINDBERG on hobby kits is well known to millions of youngsters throughout America and the world. The sale of these airplane hobby construction kits is fabulous. The Boy Craft Company, manufacturers of Lindberg authentic plastic construction kits, is proud to present these items in a package that is tamper-proof. It flashes a quick message. The merchandise can easily be observed through the unbreakable clear window. Also, on the back of the package is complete instructions as to the number of pieces in the kit and how the kit should be assembled. This colorful package which is pre-priced can be used on peg-board racks, upright on counters or stacked flat on shelves. These hobby toy kits can be purchased open-stock or as an assortment which includes the wire rack as pictured

FREE! DISPLAY STAND

RD-300 ASSORTMENT

10 Different 29c Items 48 Total
2 Different 69c Items 6 Total
6 Different 79c Items 18 Total
5 Different 98c Items 20 Total
RETAIL $31.88

RD-29 ASSORTMENT

6 Different 29c Items 72 Total
RETAIL $20.88

RD-30 ASSORTMENT

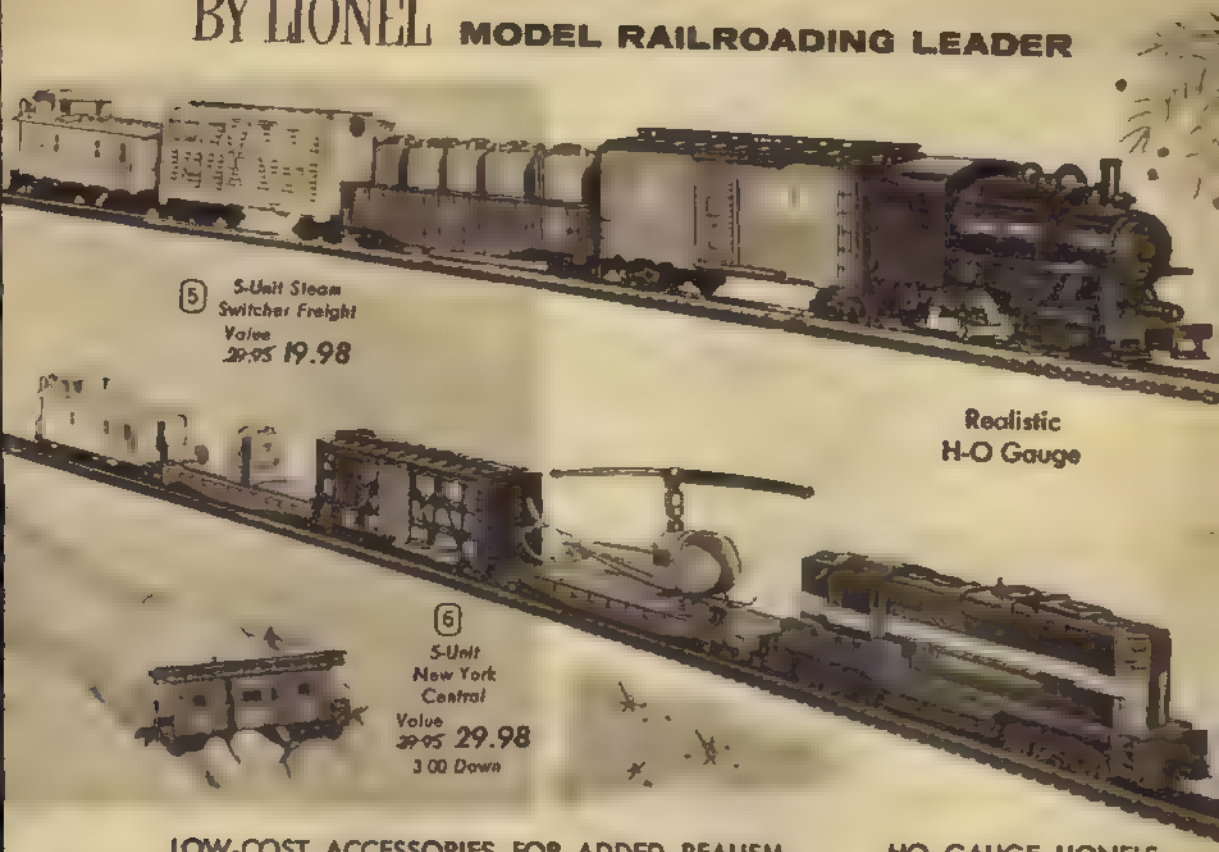
6 Different 29c Items 36 Total
2 Different 69c Items 6 Total
4 Different 79c Items 16 Total
RETAIL $27.22

ABOVE ASSORTMENTS ARE SHIPPED ON AN ATTRACTIVE WIRE RACK DISPLAY

FOR INFORMATION WRITE:
BOY CRAFT COMPANY
8050 N. MONTICELLO AVE. • SKOKIE, ILLINOIS

Canadian Distributors: INTERNATIONAL GAMES OF CANADA, LTD., 140 Eighth Street, New Toronto, Ontario, Canada

BY LIONEL MODEL RAILROADING LEADER



(5) 5-Unit Steam Switcher Freight
Value ~~29.95~~ 19.98

Realistic H-O Gauge

(6) 5-Unit New York Central
Value ~~29.95~~ 29.98
3.00 Down

LOW-COST ACCESSORIES FOR ADDED REALISM

Self-Powered Gang Car
Scrunns down track, reverses on hitting a bumper! 7.95 value.
35Y4833–1 lb. 4 oz. **5.00**

Flat Car With Missile
Carries realistic model of famed Lacrosse missile 2.95 value.
35Y4840–1 lb 2 oz. **2.49**

Maintenance Car With Light
Model of car used for working on overheads at night. 3.95 value.
35Y4842–1 lb. 2 oz. **3.49**

Multi-Volt AC-DC Power Pack
Reverses; circuit breaker
35Y4827–5 lb. 4 oz. **11.98**
Regular Power Pack.
35Y4828–4 lb. 11 oz. **5.98**

Automat c Gateman
Door opens, gateman comes out, swings lantern, goes back in
35Y4844–2 lb. 4 oz. **4.79**

Rotating Beacon
"Vibrator" powered revolving beacon throws red and green beams.
35Y4846–Wt. 13 oz. **4.79**

Straight-Curved Track Sections
9-in. long. HO gauge.
35 Y 4848—Curved.
35 Y 4848—Straight.
Wt. 1 lb. 2 oz. 12 for **3.49**

Remote Switch
Right Hand Control.
35Y4838–2lb.10oz. **2.49**
Left Hand Control.
35Y4839–2lb.10oz. **2.49**

Buy EARLY on CREDIT . NO PAYMENTS 'TIL JANUARY! See page 144

HO GAUGE LIONELS

Young and old alike thrill to HO gauge electric trains! These accurately detailed miniatures operate on Powerpacks (included with trains below)–travel forward and reverse at various speeds, couple and uncouple— all by remote control. Steel engines have headlight, nylon gears; hi-impact plastic cars have nylon couplers.

(5) STEAM SWITCH FREIGHT. 29.95 value! Set includes steam switcher engine, box car, gondola with canisters, circus car, caboose, DC power pack, 11 sections curved track, 1 section straight track, 1 curved terminal track, re-railer, uncoupler, lubricant.
35 Y 4825—Wt. 4 lb. 11 oz.... **19.98**

(6) NYC FREIGHT. 29.95 value! Set includes NYC GP9 diesel engine, flat car with helicopter, illuminated poultry car AEC waste disposal car with light, box car, caboose, graduated trestle set, 1¼ Amp. AC-DC Power Pack, 29 sections curved track, 4 sections straight track, re-railer, uncoupling unit and lubricant.
35 Y 4830—Wt. 5 lb. 12 oz.... **29.98**

Order cars shown abv. separately.

Flat Car with helicopter.
35 Y 4836—Wt. 2 lb. 4 oz..... **2.49**

Illuminated Poultry Car.
35 Y 4832—Wt. 1lb. 6 oz..... **2.49**

AEC Car with red blinking light.
35 Y 4834.. **2.49**
Wt. 2 lb. 4 oz.

Deluxe 37-Pc. Tool Set

Save 1.00
Was ~~8.98~~ **7.98**

1 BIG 37-PC. SET just like dad's for jr handyman! Scale-size tools Teaches skill and craftsmanship. He'll like it! Complement: Hip roof flip top box; 12-in. saw, safety handle, 8-oz. claw hammer; forged pliers, ¾-in. chisel; block plane with blade; tack lifter; brace; 4 and 5-in screwdrivers, 9 bits in plastic case; 6-ft. folding rules; wrecking bar; level, triangle; try square; coping saw, 6 extra blades; pencil; open end wrench, mallet nails; sandpaper; manual. Mailable
35 Y 8404E—Ship. wt. 9 lb....7.98

HANDY ANDY TOOL SETS, EVERYTHING WORKS

2 25-PC. SET 18x8x3-in. chest! Was 5.98! Includes 5-oz. claw hammer; safety saw, pliers 2 screwdrivers, plane; mallet level, bit, brace coping saw, 6 pin blades; pencil, try square; triangle; ruler; nails; sandpaper; manual.
35 Y 6403—Mail.
Ship. wt. 7 lb 4 oz....4.98

3 BVI SABER JET jig saw! List 14.95! 9x6¾-in. chromed work table. Rotary motor. Saws ½-in wood, ⅛-in. metal converts to saber saw for thick cuts. 115V, 60 cyc AC
35 Y 6480—Wt. 7 lb....12.98
JIG SAW JR. List 10.95!
35Y6474-Wt. 5 lb. 5 oz....8.98
EXTRA BLADES for above.
35 Y 6479—Wt 2 oz. 12/1.00

4 23-PC. ¼-IN. DRILL kit! List 19.95! Has snap action (hand) chuck. 9 assorted drill bits; sanding discs; polishing bonnet; rubber backer; adapter; flanges. Handy kit provides the speed and efficiency for 1001 drilling; sanding and polishing jobs.
35 Y 6458—Mail.
Ship. Wt. 6 lb. 8 oz.....15.98

5 STANDARD 21-PC. tool set! 16x8x3-in chest includes claw hammer, safety saw; plane; 4 and 5-in. screwdrivers; level; pliers; try square, triangle; coping saw 4 blades; nails, 12-in. ruler; pencil; sandpaper; manual.
35 Y 6406—Mail.
Ship. wt. 5 lb.....3.98

6 BARGAIN 17-PC. Handy Andy tool set! 14x5x2½-in. chest includes: 5-oz. claw hammer; safety saw; pliers; mallet; level; 4 and 5-in. screwdrivers; triangle; try square; coping saw, blade; wrench; 12-inch ruler; nails and sandpaper.
35 Y 6401—Project manual incl. Mail. Wt. 3 lb. 8 oz.....2.98

7 8-PC. CAMPING HOLSTER with large saddle bag and belt, full grain leather. Mouth organ; 10-ft. rope; whistle; flashlight (no batts., see below), canteen and band aid package.
35 Y 6468—Mail. Ship. wt. 2 lb. 12 oz. 8-pc 4.98
35 Y 4777—Batteries. Ship. wt. 1 lb. 2 oz. ..... 4/65¢

LAFAYETTE SUPPLY

An aid to safe and simplified wiring is this marine junction block by Lafayette.

Safe, practical wiring on every boat using electrical equipment and accessories is facilitated with a new marine junction block offered by the Lafayette Supply Company, West Lafayette, Ohio.

The block is easily and quickly installed under the deck or at any convenient location. It has four positive and four negative posts for electrical equipment. After mounting, positive and negative wires are connected from battery or junction box to end post of junction block. When more than four posts are required, two connectors may be used per post.

The block is made of ¼" and ⅛" Masonite riveted together. Concealed brass strips connect brass positive and negative posts.

SELF-LOCKING BINDERS

A self locking soft gum-rubber binder for sizes 5 to 12. This is the type of ski binder used on the championship skis; offered by Dick Pope, president of Cypress Gardens (Florida) Skis, Inc.

DUPLAN FABRICS

An announcement of interest to sailing people by Howe & Bainbridge, Inc., suppliers of Bainbridge stabilized dacron sailcloth, reveals that the dacron and nylon fabric designs marketed under the Duplan name are again available to yachtsmen through their favorite sailmaker. The Bainbridge concern recently acquired the Duplan sailcloth inventory and exclusive rights to the many construction features of the Duplan fabric design.

CARL BRIGGS BOATCOTE

Boatcote is a corrosion-resistant liquid epoxy coating recently marketed by Carl H. Biggs Company, Inc., 2255 Barry Ave., Los Angeles 64, Cal.

The company says Boatcote is applicable for all marine coating uses; that it is flexible, yet tough. The company also maintains that the product will outlast most varnishes.

Now, fiberglass luxury at a price every family can afford!

Lone Star's 14' SUPER DELUXE **Monterey**

Here's the glass runabout that has competitors back at their drawing boards! Big-boat performance, quality, styling, and versatility at unmatched price. **Completely equipped** with plush, automotive-style upholstered front and rear seats (*fully adjustable to your comfort*) steering and rigging, windshield, deluxe hardware; and many other features. Available in choice of five dramatic color stylings.

ONLY $595*

ALSO AVAILABLE (47 aluminum and fiberglass boats — boat trailers)

SPORT Monterey for only $537*! Top value sport model with upholstered, automotive-style front seat, steering wheel, and rigging!

UTILITY Monterey for only $513*! Functional and fun-filled economy boat with two adjustable utility seats, each approx. 48" x 16".

The **MONTEREY** is offered in a variety of other seating and equipment options from $489* to $595* to provide the model to suit your taste. Available with short (15") or long (20") transom.

LIFETIME FIBERGLASS CONSTRUCTION

Length	Beam	OBC Hp	Weights: Super Deluxe	Sport	Utility
14'	61"	18 to 40	38. lbs.	340 lbs.	335 lbs.

Lone Star Boats

Send for your FREE FACT FILLED LONE STAR CATALOG NOW!

THE Carefree LINE FOR '59

LONE STAR BOATS

1954-1 E. Main Street • Grand Prairie, Texas

Name_____

Street_____

City State

SEE YOUR AUTHORIZED LONE STAR DEALER!

*Prices shown do not include freight, packing, and dealer make-ready.

Improve Your Score with Famous-Name Golf Equipment

Designed for Convenience

NADCO GOLF CART
rolls when folded

A WILSON MATCHED GOLF SET WITH CART

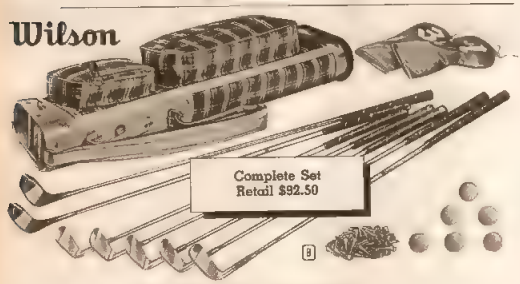
- **Includes famous Nadco folding golf cart!**
- **Wilson Sam Snead matched woods and irons!**
- **True Temper Century shafts, Reminder grips!**

Top-quality set that has everything! Nadco golf cart totes Wilson Sam Snead clubs with ease! Woods and irons are matched and balanced. Chrome-plated True Temper Century shafts afford extra snap, added power. Red-and black calfskin Reminder grips keep hands positioned for better shots. Set includes 2 woods (1 and 3) with Strata-Bloc heads keystone fiber-face inserts for an even-keel impact, scientifically fitted metal sole plates. 5 irons (3, 5, 7, 9 putter) have chrome-plated heads, solid sandblasted faces with straight-line scoring. Irons have single-flanged blades, colorful stampings. Nadco golf cart of durable lightweight aluminum folds to 9½ in width—stands and rolls when folded. Cart handle adjusts to golfer's height. Also includes 9-club oval-shaped duck bag with molded rubber bottom and handle. Men's right-hand set

42-1610 A 6472 Set. Shpg. wt. 33 lbs **$109.45**

Matched golf set with same components as above but Patty Berg right-hand set for women

42-1628 A 6472—Set. Shpg. wt. 33 lbs. **$109.45**



B WILSON MATCHED GOLF SET

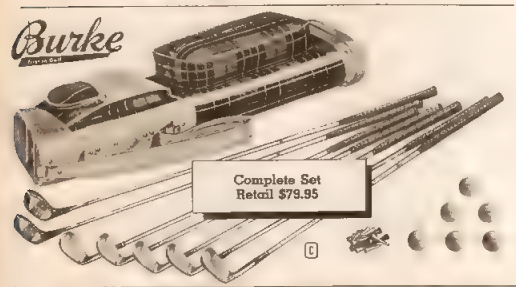
- **High-quality woods and irons by Wilson**
- **Matched and balanced—designed for accuracy**
- **True Temper shafts—famous Reminder grips**

A set every golfer will be proud to own. Matched and balanced, designed for accuracy and distance. Chrome-plated True Temper shafts. Famous Reminder grips assure correct grip through out the swing. Includes 2 woods (1 and 3) with Strata-Bloc heads—dark mahogany finish with white fiber inserts, metal sole plates. 5 irons (3, 5, 7, 9, putter) each with full-flanged chrome-plated blades, sandblasted face with deep-y grooved line scoring. 9-club oval-shaped duck bag with trim molded rubber bottom and handle, zipper traveling hood ball and shoe pockets. It's durable and waterproof. Set also includes 6 golf balls approximately 100 wood tees, numbered club head covers of tackle-twill to protect woods—softly flannel lined, elasticized throats to insure good fit. Men's right hand.

42-0851 A 4988 Set. Shpg wt. 23 lbs **$92.50**

Same as above, but right hand set for women

42-0869 A 4988—Set. Shpg. wt. 23 lbs **$92.50**



C BURKE DELUXE MATCHED GOLF SET

- **Matched clubs for accuracy from tee to green!**
- **True Temper shafts for flexibility, balance!**
- **Non-slip grips keep your hands in position!**

A tremendous value! Designed and crafted with quality in every detail. Genuine True Temper shafts put speed and power in every shot. Non-slip grips are comfortable and good looking. Includes 2 woods (1 and 3) with large deep-faced genuine persimmon heads to insure better control on long shots. 5 irons (3, 5, 7, 9, putter) have precision-made double-flange blades—balanced to concentrate most of the weight back of the ball for greater distance, improved accuracy. 8-club oval bag in colorful, water-proof plaid fabric. With roomy pockets for balls and shoes. Also includes 6 golf balls, package of tees. Men's right hand set

42-0422 A 4797 Set. Shpg wt. 14 lbs **$79.95**

Same as above, but right hand set for women

42-0430 A 4797—Set. Shpg. wt. 14 lbs. **$79.95**

D LOU FERRIS MATCHED GOLF SET

- **Matched clubs designed to lower your score!**
- **Golf Pride rubber grips increase control!**
- **Chromed step-down shafts on woods and irons!**

Everything you need to make golfing a real pleasure—and lower your score! Matched clubs designed for rugged play, long service. Clubs have chrome-plated step-down shafts for unvarying swing and resilient power on every stroke. Golf-Pride non-slip molded rubber grips help keep hands in position. 2 woods (1 and 3) have air dried genuine persimmon heads with deep mahog any finish. 5 irons (2, 5, 7, 9, putter) have fine carbon-stee. flange heads—precision-ground and chrome-plated. Handsome durable bag of red plaid waterproof canvas with Vinylite trim—two roomy pockets, comfortable padded sling. Set also includes 6 balls, tees, wood covers of red plaid poplin. Men's right hand.

42-2345 A 3995—Set. Shpg wt. 14 lbs **$59.95**

Similar, but Lou Ferris right-hand set for women.

42-2352 A 3985—Set. Shpg wt. 14 lbs **$59.95**

Left-hand clubs available in most sets on these two pages—write Dept. 42 F

Here's America's Finest Fleet!

CLINKER-BUILT LYMANS for '59

Before you decide what boat to buy, be sure to look at the 1959 Lyman fleet of inboards and outboards . . . which now includes the big, beamy, all-new 17' Outboard and the 23' Inboard optional model with two bunks called the "Sleeper."

All Lyman models are Clinker-built for exceptional performance — for smooth, comfortable, dry riding. There are cheaper, easier ways to build boats than by Lyman Clinker construction. There is no better, safer, more sensible way.

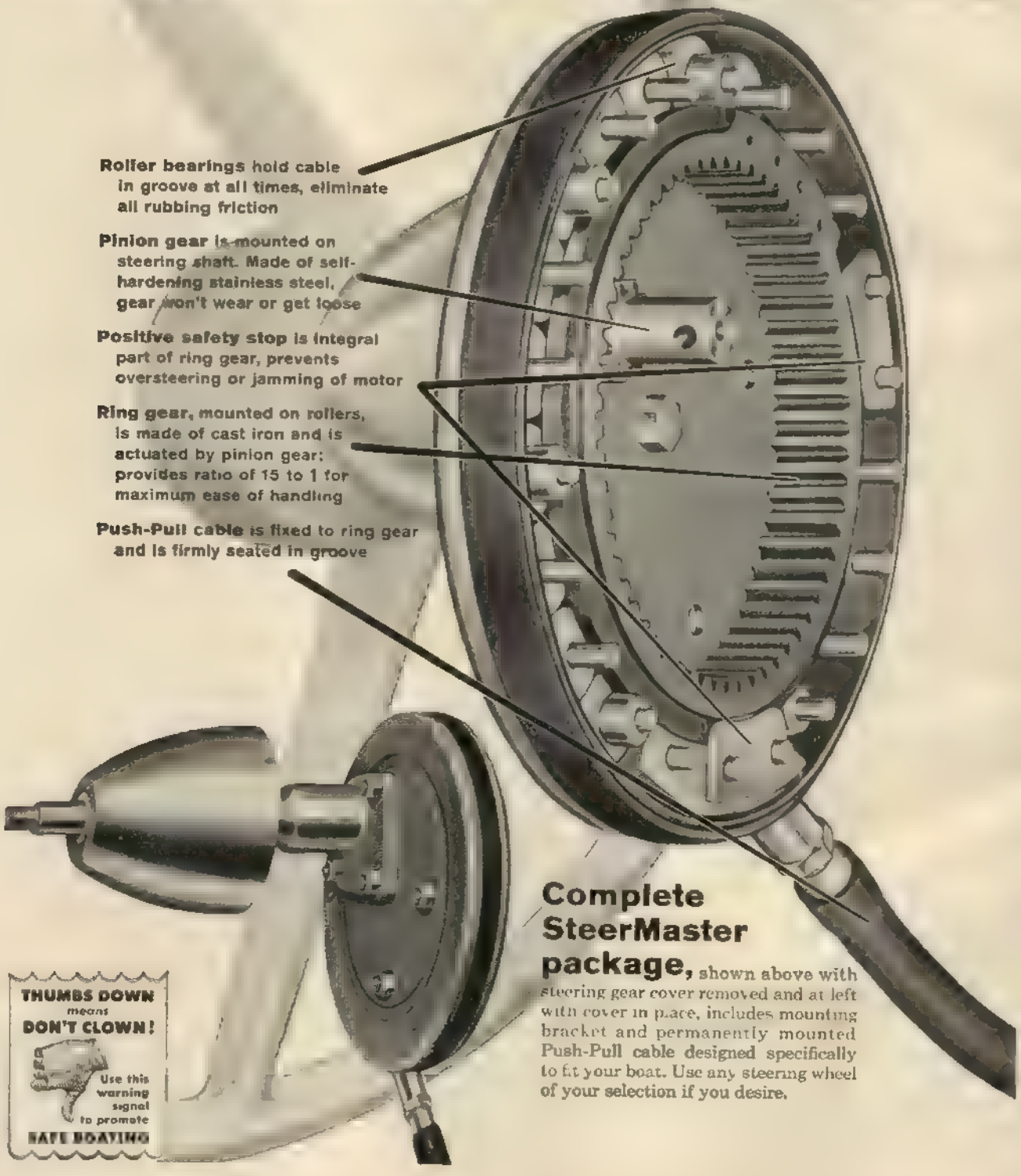
Lyman boats are famous for lasting beauty of design. They look the way boats ought to look! Outstanding, too, for perfection of detail, for durability and economy.

The quality, smart appearance and superior craftsmanship—so apparent in every Lyman model—are yours at remarkably moderate cost.

Write now for the new, colorful, fully-descriptive free Lyman folder showing the complete line of inboards and outboards for '59 . . . and the name of your nearest Lyman dealer.

Lyman | BOAT WORKS, INC.
1621 FIRST ST. | SANDUSKY, OHIO

Announcing the NEW



Roller bearings hold cable in groove at all times, eliminate all rubbing friction

Pinion gear is mounted on steering shaft. Made of self-hardening stainless steel, gear won't wear or get loose

Positive safety stop is integral part of ring gear, prevents oversteering or jamming of motor

Ring gear, mounted on rollers, is made of cast iron and is actuated by pinion gear; provides ratio of 15 to 1 for maximum ease of handling

Push-Pull cable is fixed to ring gear and is firmly seated in groove

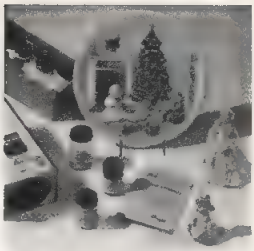
Complete SteerMaster package, shown above with steering gear cover removed and at left with cover in place, includes mounting bracket and permanently mounted Push-Pull cable designed specifically to fit your boat. Use any steering wheel of your selection if you desire.

THUMBS DOWN *means* **DON'T CLOWN!**

Use this warning signal to promote **SAFE BOATING**

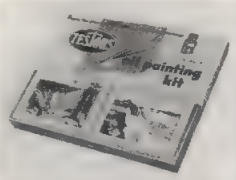
Customizing kit for model cars holds metallic paints which dry quickly. Colors include blue, green and bronze. They lend professional touch. 59¢ each. Paetra, 1213 N. Highland ave., Los Angeles.

Sextette transistor radio kit includes three I. F. transformers, push pull audio output, high gain flat "lipstick" and full action A. V. C. Instructions provided. $25.95. Superex, 4 Radford pl., Yonkers, N. Y.

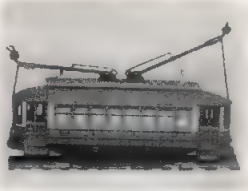


Rainbow paints for figurines and all crafts. Glaze finish is brushed on and dries in five minutes. Kit holds nine large jars of tempera glaze. $2.50. Helen's Rainbow Paints, 6324 Blaisdell, Minneapolis.

Flying Tiger is duplicate of plane which General Chennault made famous. Wingspan is 20 inches. Power comes from Thimble-Drome engine built especially for it. $10. L. M. Cox, 730 Poinsetta st., Santa Ana, Cal.



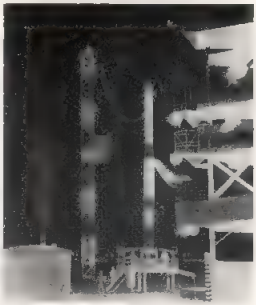
Paint by number oil painting kit has two outlined boards, ten bottles of artist colors in oil, two bottles of brush cleaner and two brushes. Subjects cover an interesting range. $1.98. Testor Corp., Rockford, Ill.



Birney Trolley is HO gear driven model. Its twin poles operate and can be raised for overhead wire power. Other details include motorman and advertising signs. $4.95. General Hobbies Corp., Meadowbrook, Pa.

Battery is designed specifically for hobby use. It carries instructions for starting model engines. Has one and a half volts to insure quick starts and sustained amperage. $1.25. Burgess, Freeport, Ill.

Captain Kidd the pirate is unusual accessory for boy's room and can be used as bookend or plaque. Figure is easily assembled. Details of costume are authentic. $1. Precision Plastics, 4647 Stenton ave., Philadelphia.

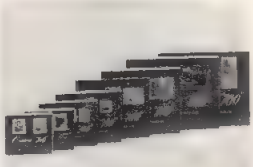


Vanguard three-stage rocket kit has 96 pieces. Features include breakaway rocket and earth satellite, cable towers, firing platform and a searchlight. $1.29. Adams Action, 12519 Cerise ave., Hawthorne, Cal.

Hobbycrafts . . . . . *on parade*

Grasshopper is four and a half times life size. It has more than 50 molded plastic parts in authentic colors. Grasshopper, is mounted on blade of grass, is five inches tall. $1.50. Hawk Model, 4600 N. Olcott ave., Chicago.

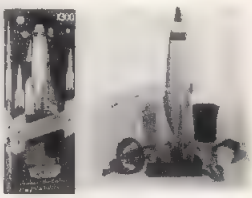
Firebrat comes in three units. Kit (less engine, tank and prop), $4.95. Plane (lacking same parts), $6.95. Ready to go and with Fox 15 engine, $13.95. American Junior Aircraft, 1201 S. E. 3rd Ave., Portland, Oreg.



Family Series of paint-by-number sets. There are eight, but each differs in art contents, size and panel arrangements. They range in price from $1 to $7. Craftint Mfg. Co., 1615 Collamer ave., Cleveland, O.

Customizing car kits have scale model replicas of Plymouth, Dodge, Oldsmobile and Cadillac. Large assortment of accessories which are easy to put together. $1.40 each. Jo-Han Models, 17255 Moran ave., Detroit.

Navy Sub Chaser is replica of one used in the first World War to fight the Kaiser's U-Boats. It had wooden hulls to protect sub from magnetic mines. 18 inch model. $2. ITC Model Craft Div., 200 Fifth ave.



ICBM Missile flies 200 to 300 feet into air. Missile is polystyrene. Package includes missile, launcher, funnel and pellets. Instructions are provided. $4.98. Woodhaven Metal; Henry Katz, 200 Fifth ave., N.Y.

Soldering gun kit has several new features. Gun has trigger control which switches to high or low heat as needed. It also has spotlight to illuminate work. U-L approved. $7.95. Weller Electric, Easton, Pa.

Magnajector is lightweight, portable projector capable of enlarging illustrations to large blow-ups four feet in width. UL seal. Made of heavy gauge plastic. $7.95. Rainbow, 2815 Highland ave., Cincinnati.

Art plaque sets have two molded plastic plaques. Eighteen non-toxic oil paints and two vials of thinner. Choice of subjects. $2, with mats; $3, with frames. Douglas Plymouth, 1532 S. 26th st., Manitowoc, Wis.

WILCO COMPANY

The Wilco Company presents SureFire anti-static Plastic Cleaner, a product that cleans, polishes, and protects plastic surfaces in one application. It is non-flammable and contains a fine abrasive and protective wax that retards development of scratches, fog, and static electricity. It's available in pint cans and gallon glass jugs. The Wilco Co., Industrial Sales Dept., 4425 Bandini Blvd., Los Angeles 23, Cal.

REEVES BROTHERS

Coverlight H, a new fabric for boat covers, is introduced by Reeves Brothers, Inc., 1071 Avenue of the Americas, New York, N. Y. The material is nylon, treated with a specially-compounded Hypalon, a synthetic rubber which takes an unlimited range of light-stable colors, and has a high resistance to weathering, chemicals, and high temperatures. It is lightweight, strong, easy to clean, and, when punctured, is easily repaired with a special sealing kit.

INTERCONTINENTAL FACTORS

Boat owners harrassed by rust and corrosion of motor, pump, piping, shafts, propellers, rudder and through hull fittings, can relax and let the rust of the world go by. Intercontinental Factors, Inc. offers to boat owners a method of "electrolysis" control.

Unit is called Inter-Zinc, easily installed on either inboard or outboard boats. No special tools are required, and the boat need not be taken out of the water.

Inter-Zinc works by acting as an ion exchange, supplying electrons to deficient metals and reversing the flow of current set up between various metals on a boat.

Outer casing and bracket of Inter-Zinc are made of silver-brazed copper and built to last a boat-time. Inner element is pure zinc. It can be easily inspected to insure continuous protection, and the element is replaceable. Protected by an outer casing, the zinc element can not be attacked by marine growth.

Inter-Zinc may be ordered from Intercontinental Factors, Inc., 1017 South Santa Fe Ave., Los Angeles 21, Cal.

Inter-Zinc is designed to protect metals from galvanic corrosion.

"Are you sure we can haul *all* this?"

"Don't worry, hon. This year we've got an Alloy trailer, and am I glad! It's so much easier to launch and load. It rides like a dream, and for my money it's the best-looking of all!"

This year be sure you see the great line of top quality Alloy Boat Trailers. 5 brand new tandem wheel trailers, 5 brand new V frame models for deep keel boats, all with important improvements.

There are 15 Alloy Boat Trailer models specifically designed and built for easiest launching, loading, and the safest roading of inboard, outboard and sailing craft.

ALLOY—YOUR BEST BOAT TRAILER BUY!

★ *TUF-TESTED*
★ *LOAD-RATED*
★ *QUIET RIDING*

If your dealer does not stock Alloy trailers write us for free illustrated catalog and name of dealer nearest you.

ALLOY
MARINE INC.
ALGONAC, MICHIGAN

the MARINETTE

28' ALL ALUMINUM FAMILY CRUISER

Marinette offers the performance of a cruiser and the livability of a houseboat. You will marvel at the spacious Aft Deck with shade providing awning designed for sunning or comfortable lounging. Galley, a cooks delight, plenty of storage space, stainless steel sink scuff free [illegible] Dinette converts into comfortable bed with 6" inner spring mattress with full storage below. Drawers, easy comfortable upper and lower bunks with night

CONSTRUCTION FEATURES

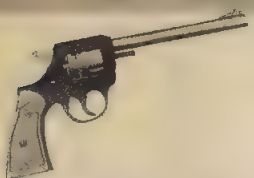
All aluminum exterior skin treated to resist salt water; Glass Fiber insulation; aluminum structural members, styrofoam for floating and sound deadening (no "tinny" noises), all welded no rivets to leak. Inboard or outboard powered speeds to 20 MPH. **$5495 for outboard.**

See us at Booth 578 Chicago Boat Show

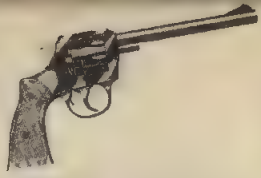
MARINE DIVISION

FALLS CITY FLYING SERVICE

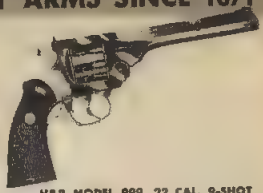
STANDIFORD FIELD
LOUISVILLE 13, KENTUCKY



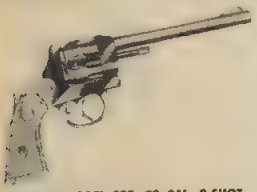
H&R MODEL 622 .22 CAL. 6-SHOT
Produced to top specifications. Fast moving revolver with solid frame. Single or double action H&R patented safety cylinder. Checkered brown "Cling Fast" side grips. Chambered for .22 long rifle, long or short, standard or high velocity ammo. Blue non-glare finished 6-inch barrel. Push-pin extractor. Ship wgt. 1 lb.
84-028 V2261.....Retail **$27.95**



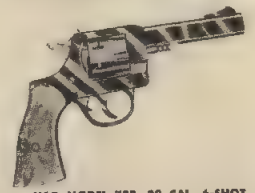
H&R MODEL 922 .22 CAL. 9-SHOT
Offers years of safe, accurate and dependable service. Exclusive designed push-pin extractor for easier removal of cylinder for loading and clearing of chambers. Uses .22 cal. long rifle, long or short, standard or high velocity ammo. Solid frame. Side grips in marbelized hues other parts blue. Ship. wgt. ¾ lb.
84-029 V2502 . . . . . Retail **$30.95***



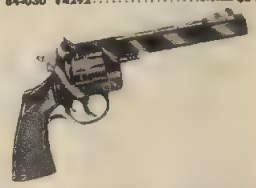
H&R MODEL 999 .22 CAL. 9-SHOT
Sportsman model . . . single or double action . . . for target work or plinking. Checkered walnut grips with thumb rest. H&R patented Safety Cylinder Uses .22 cal. long rifle, long or short, standard or high velocity ammo. 6" barrel. Front sight with elevation pin. Top breaking action. Automatic ejector. Ship. wgt. 1 lb.
84-030 V4292.....Retail **$54.50**



H&R MODEL 929 .22 CAL. 9-SHOT
Side-Kick model . . . a "best buy" in handguns. 4" barrel. Rear sight is fully adjustable for windage corrections. Swing-out cylinder — assured positive locking — true alignment — automatic ejector pin. Single or double action. Uses .22 cal. long rifle, long or short, standard or high velocity ammo Non-glare finish. Ship. wgt. 1 lb.
84-031 V3229.....Retail **$39.95**



H&R MODEL 732 .32 CAL. 6-SHOT
A new revolver just introduced . . . the Guardsman. 6-shot swing-out safety cylinder. 4" barrel has adjustable rear sight, blade front sight. Single or double action. Automatic ejector return. Chambered for .32 S&W and S&W long ammo. Non-glare finish. Cling-fast side grips in marbelized hues Ship. wgt. ¾ lb.
84-068 V3236.....Retail **$39.95**



H&R MODEL 939 .22 CAL. 9-SHOT
Target revolver unequalled in quality of design and workmanship. Ultra-fast, extra convenient hammer cylinder release. Heavy target weight 6" barrel with ventilated rib and non-glare finish. Custom designed, walnut side grips with thumb rest. Swing-out cylinders. Single or double action. Adjustable sights Ship. wgt. 1 lb.
84-067 V4046.....Retail **$49.95**

(A) BENJAMIN SUPER CO ROCKET GAS PISTOL. Small arms safe for shooting indoors or outdoors. Two shooting powers: High for small game and pests — low for target . . . no pumping or cocking. Features: Single shot, breech loading, hammer fire, fingertip safety, bolt action, adjustable rear sight. Fully guaranteed. Pistols include 1 CO_2 cartridge and sample supply air rifle shot. Wgt. 2½ lbs.

		Retail
84-043 V975	Cal. BB	**$13.95**
84-020 V1115	.22 Cal. (rifled bore)..	**15.95**
84-042 V1115	.177 Cal. (rifled bore).	**15.95**

(B) BENJAMIN H-C PELLETS. Perfectly balanced pellets . . . fit all makes of standard rifled guns Metal can with Quick-Loc lid that preserves quality. Ship. wgt ½ lb.

		Retail
84-021 V75	.22 Cal., Can of 250	**$1.15**
84-046 V63	.177 Cal., Can of 250.....	**.95**

(C) PLAINSMAN CO_2 BB AUTOMATIC PISTOL. Amazing accuracy . . . excellent for target shooting indoors or outdoors . . . for small game and pests. 100 BB capacity chamber. Screw plug facilitates inserting CO_2 cylinder Puncturing lever. Safety lock assures protection. All metal construction. Uses standard CO_2 cartridge.
84-050 V997 Ship. wgt. 2 lbs...Retail **$14.95**

(D) BENJAMIN SUPER 50-SHOT BB PISTOL. Safe, practical, economical and accurate for target practice and small game. Full-view piggy-back shot magazine . . . easy to count ammo. Automatic gravity feed. Bolt action. Hammer fired. Adjustable sight. Safety catch. Gun metal finish over bronze barrel. Plastic hand grip with thumb rest. Walnut pump handle. Smooth trigger pull. Fully guaranteed. Ship wgt. 2½ lbs.
84-065 V1435.....Retail **$20.50**

(E) BENJAMIN SUPER 100-SHOT BB AIR RIFLE. Automatic gravity feed magazine for shooting lead or steel air rifle shot. Piggy-back shot magazine . . easy to count ammo. A shot is placed in firing position each time bolt is pulled back and closed. New bar V rear sight for quick sensitive adjustment of elevation and windage. Gun metal finish over bronze barrel. Walnut turned stock and pump handle. Smooth trigger with 2 to 3 lbs. pull. Shoots lead or steel air rifle shot. Fully guaranteed. Ship. wgt. 5 lbs.
84-066 B1535.....Retail **$21.95**

(F) RIFLE SCOPE. Make every shot count. Rugged, durable, dependable. 4 power gives 30-ft. field at 100 yds. Ideal for accurate shooting even under poor light conditions. Tip-off mount fits all rifles with groove receiver. Ship. wgt. ¼ lb.
84-064 V663. . . . . Retail **$9.95**

HIGHEST QUALITY RIFLES BY

MARLIN FIREARMS

HIGH POWER BIG GAME RIFLES

(A) MODEL 9R SUPER AUTOMATIC, 15 SHOT .22 CAL. RIFLE. 15-shot tubular magazine. 22" tapered blued steel barrel, crowned muzzle. Walnut Monte Carlo stock with cheek piece. Receiver peep sight with windage and elevation settings. Ramp front sight with detachable hood. Automatic side ejection. Shoots .22 cal. long rifle ammunition. Length 42". Ship. wt. 6½ lbs.
84-035 B3385 . . . . . Retail **$43.95**

(B) MODEL 81-C, 25 SHOT .22 CAL. RIFLE. Bolt action, 25-shot repeating action. 22" tapered blued barrel, crowned muzzle. Walnut bishop style stock. Grooved receiver for tip-off and top-mounts. Positive safety. Removable bolt, automatic side ejection, self-cocking action. Shoots all .22 cal. ammunition. Length 41", 6 lbs.
84-036 B2615 . . . . . Retail **$33.95**

(C) MODEL 336 — TEXAN — 30-30 CALIBRE CARBINE. Lever action. Full tubular magazine . . . 7 shot. 20" round tapered blued steel barrel, crowned muzzle. Straight stock. New breech bolt. Practically jam proof. Low hammer. Open rear sight. Ramp front sight. Receiver has matted, non-glare sighting plane and is drilled and tapped for scope. Automatic side ejection. Length 38½", 7 lbs.
84-012 B5995 . . . . . Retail **$78.95**

(D) MODEL 336 — CARBINE. Lever action, tubular mag. repeater. 7-shot. 20" tapered blued barrel. New, round breech bolt. Low hammer for low scope mounting. Walnut pistol grip stock. Semi-beavertail forend. Open rear sight. Ramp front sight. Length 48½". Ship. wgt. each, 7 lbs.
84-037 B5995 30-30 cal. . . . . Retail **$78.95**
84-052 B5995 .35 cal . . . . . Retail **78.95**

(E) MODEL 336 — SPORTING CARBINE. Lever action, ⅔ tubular magazine. Repeater. 6-shot capacity. 20" tapered steel barrel. Crowned muzzle. New type breech bolt. Pistol grip walnut stock. Semi-beavertail forend. Open rear sight, ramp front. All exposed metal parts blued. Matted receiver surface for non-glare. 38" Ship. wgt. ea. 7 lbs.
84-038 B5995 30-30 cal. . . . . Retail **$78.95**
84-051 B5995 .35 cal. . . . . Retail **78.95**

(F) MODEL 455 — 30-06 BIG GAME RIFLE. Bolt action. 5-shot box magazine loading FN Mauser action, Sako trigger mechanism. Bishop stock. Medium weight stainless barrel. Leather sling. With famous Lyman hunting peep sight. Ramp front sight. FN Mauser safety for use with low mounted scopes. Hand checkered at grip and forearm. Length 42½". Ship. wgt. 7¾ lbs.
84-010 B11545 . . . . . Retail **$149.95**

Marvella . . . the finest simulated pearls

Simulated pearls with a lustrous beauty that rivals nature's own.
Each satiny pearl is carefully dipped, and strung by hand.

MARVELLA . . . simulated pearls with deep-sea iridescence. Carefully matched for luster.

M Marvella Evening Star. Our finest simulated pearls—the closest to Orientals created by man! Graduated and hand-knotted, with 5/100 diamond in the 10K White Gold filigree safety clasp. Boxed for gift giving.

167-130	**A1750**	1-Strand (16″)	**$35.00**
167-148	**A2500**	2-Strand (16, 17″)	**50.00**

N Marvella Astral. Perfectly matched and graduated simulated pearls; with rhinestone safety clasps; rhodium-finished. Gift boxed.

167-361	**A450**	1-Strand (17½″)	**$13.50**
167-379	**A675**	2-Strand (15½, 16″) . .	**19.95**
167-387	**A900**	3-Strand (15½, 16, 16½″) . .	**27.00**

P Marvella Zenith. Simulated pearls so lustrous they have the look of real ones! Single strand is knotted between each pearl, has sterling filigree clasp. Unknotted double, triple strands have rhodium-finished clasps with rhinestones. Gift boxed.

167-163	**A675**	1-Strand (17″)	**$19.95**
167-171	**A975**	2-Strand (16, 16½″)	**29.95**
167-189	**A1350**	3-Strand (16, 16½, 17″) . .	**39.95**

R Marvella Aurora. Dainty, shimmering white simulated pearls, carefully matched and graduated. Rhinestone-set clasp is finished in silvery rhodium. Gift boxed.

167-395	**A375**	1-Strand (17″)	**$10.00**
167-403	**A568**	2-Strand (16, 16½″)	**15.00**
167-411	**A750**	3-Strand (15½, 16, 16½″) . .	**19.95**

Federal Excise Tax must be added to all prices on this page

S Marvella Neptune. Exquisitely graduated and matched simulated pearls. Single strand has sterling filigree safety clasp, double and triple strands have rhinestone set rhodium-finished clasps. Gift boxed

167-429	**A250**	1-Strand (17″)	**$ 6.00**
167-437	**A425**	2-Strand (16, 16½″)	**10.00**
167-445	**A568**	3-Strand (16, 16½, 17″)	**13.50**

T Marvella Adjustable. Creamy simulated pearls in 1, 2, 3, or 5 strands that adjust from 12½ to 14½″ to wear as choker or collar. Rhinestone tipped ends. Plain gift box

167-247	**A135**	1-Strand	**$ 2.00**
167-254	**A268**	2-Strand	**4.00**
167-320	**A338**	3-Strand	**5.00**
167-312	**A675**	5-Strand	**10.00**

NEW! NO CHEMICAL • NO CONFUSION

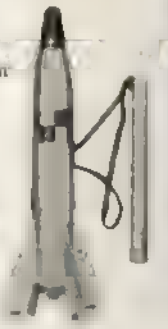
MATTEL H_2O TWO-STAGE MISSILE*

soars hundreds of feet . . . explodes cap-firing warhead!

SAFETY-POWERED BY WATER PRESSURE -All that's needed is an ordinary garden hose! The Mattel H_2O Two-Stage Missile* looks and launches like a real ballistic missile . . . provides all the fascination of the countdown, blast-off, and authentic ejection of two separate stages! The 2nd Stage Rocket soars hundreds of feet into the air, and when it returns to earth . . . a cap-firing warhead explodes on contact! (Caps load into the rocket nose.) Constructed of "Tuff-to-Break" plastic with metal mechanism . . . the most authentic miniature missile on the market, and the safest!
Stock #605. Std. Pk. 6/12 doz.
Size 24" high with launching pad
Approx. Wt. 14½ lbs. Retail price, $5.00

MATTEL H_2O MISSILE* ROCKET WITH HAND-LAUNCHER

Replacement rocket (with cap-firing warhead) for the Mattel H_2O Two-Stage Missile.* It can also be fired by hand with the special Hand-Launcher included—making this a self-contained [illegible] sales. In addition to its primary replacement purpose
Stock #606
Std. Pk. 1 doz.
Size 8⅛" high
Approx. Wt. 2 lbs. Retail price, $1.00.



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You'll find the complete new Fall 1959 line in our three large showrooms at 200 5th Avenue. To serve you better we will not occupy showrooms at the Hotel New Yorker. Mattel sales representatives will be prepared to work with you on February 26, 1959.
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MATTEL, INC. 5432 W. 102nd St., Los Angeles 45, Calif.

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Linda Baby!
she drinks,
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● **"42" *Fly Bridge* DOUBLE CABIN**
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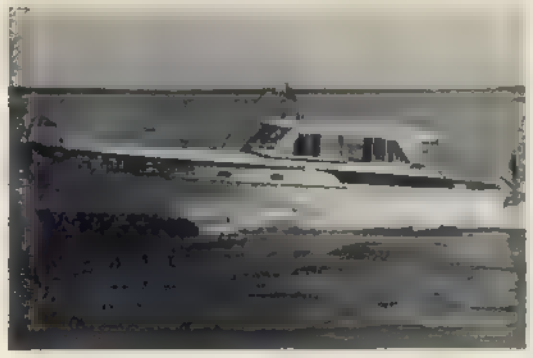
—our most popular model Converts from open to closed deckhouse in one minute Sleeps 6.



● **"42" *DeLuxe* SEDAN**
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BY specializing in 42 footers—the ideal size in a cruiser—we are giving you the greatest value afloat today. Matthews quality and superior workmanship is recognized as tops in the cruiser field—the ultimate value in American Boating.

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If you can stand excitement,

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WHIRLWIND!

With any motor . . . you can flick her up 'til she planes . . . streak along ahead of her boiling wake . . . and suddenly you realize you're riding steady, smooth and dry! For this gleaming 20-foot beauty has a *new* clipper bow, a *new* and deeper "V" and entirely *new* hull lines. There's no reason now for a larger boat and (at her price) no excuse for a smaller one. This maintenance-free molded plywood craft is for YOU!

Want the exciting details about the entire 17-boat line? See your Whirlwind dealer today, or write direct for new, 20-page, full color catalog. It's FREE!

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WHIRLWIND

BORG-WARNER HYDRAULIC TRANSMISSIONS

Velvet Drive is a light, compact hydraulic transmission for inboards made by Warner Gear Division of Borg-Warner Corp., Muncie, Ind.

Docking and close-quarter handling of boats is made safer and easier. With the transmission a boat operator is able to feather the shift or ease the propeller into motion either forward or in reverse.

Velvet Drive was developed by Warner engineers in cooperation with Gray Marine Motor Co. Velvet Drive can be adapted to any standard marine engine or conversion of right- or left-hand rotation. It is easy to install. There are no bands to adjust.

Literature is available on request.

SAILMAKERS MOVE HEADQUARTERS

Hathaway, Reiser & Raymond, sailmakers and riggers, have moved from Cos Cob, Conn., their headquarters for over 30 years, to a new and larger sail loft at 184 Selleck Street, Stamford, Connecticut.

The new building, located close to Exit 6 of the Connecticut Thruway, is well designed to handle various operations in the firm's complete service to the sailing enthusiast.

The first floor houses the office, a sail laundry and rigging loft staffed and equipped to do all types of rigging work including swaging. The cover, cushion and upholstery work, along with sail storage, are also handled on this floor. In the front is a display room devoted to sailboat hardware and other needs of the sailor.

The highlight of the building is the large, bright sail loft on the second floor.

FIBERGLASS DINGHY BY MARINECRAFT

Marinecraft of Allston, Mass., introduces an 8½′ molded fiberglass dinghy with a 46″ beam and a 19″ draft. Styles include outboard, inboard, and sailing dinghy. Weight is 78 pounds. Davit rings and holders are optional. Several color combinations are available.

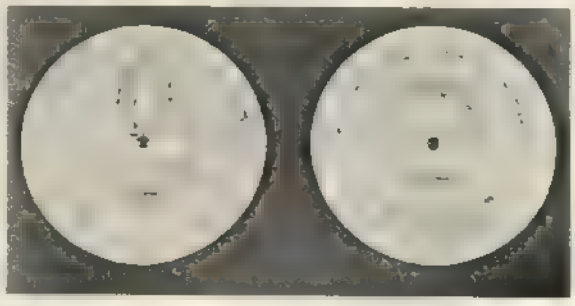
HYDRAULIC BOAT SEAT BY MONROE

The Monroe E-Z-Ride Boat Seat, featuring hydraulic shock absorbers, is presented by Monroe Auto Equipment Company, Monroe, Michigan. E-Z-Ride is a hydraulic seat that minimizes jars due to pounding. It features a variable rate coil spring and an automotive shock absorber that controls the seat spring. A spring steel leveling bar maintains seat position regardless of weight distribution. The Monroe E-Z-Ride Seat hardware is rustproof.

UNUSUAL BOATING ACCESSORIES

In midtown Manhattan in the newly expanded headquarters of The Crow's-Nest, the boatman will find many unusual and practical aids for boating—from the chart table to the galley—designed to make the sport safer, more comfortable, and more enjoyable. Charts, government publications, and a large selection of yachting books are also sold there.

A catalog, showing hundreds of boating accessories may be obtained by writing to the Crow's-Nest, 16 E. 40th St., New York 16, N. Y.



Matched Calculaide Computers, from Crow's Nest, quickly solve coastwise piloting problems and propeller performance problems by a single dial setting. No calculation required.

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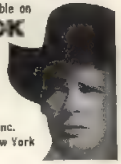

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BROOKPARK

masterpieces in melamine dinnerware

Coupe-shape patterns styled by Joan Luntz

For the 3rd year Brookpark is first again in Consumer Preference Survey

Contemporary dinnerware with a flair - the Brookpark coupe shape in colorful new patterns. It's the quality Melmac dinnerware—molded of melamine — guaranteed not to chip or break in normal use for one full year. Wash in hottest suds, or dishwashers, safely. The sharp, clear, molded-in colors can't peel or fade.

16-piece Starter Set — contain 4 each: Patterned Dinner Plates and Saucers, Solid Color Cups and Dessert-Fruit Dishes..... $19.95
Solid Color Set 14.95

45-piece Family Set — contain 8 each: Patterned Dinner Plates, Bread and Butter Plates, Saucers, Solid Color 20-oz. Soup Bowls, and Cups; 1 each: Solid Color Open Vegetable Bowl, Sugar Bowl with Cover, Creamer and a 13½" Decorated Platter $59.95 Solid Color Set $49.95

5-piece Service Set — contains 1 each: 13½" Decorated Platter, Solid Color Sugar Bowl with Cover, Creamer, and Divided Vegetable Bowl ..... $15.45 Solid Color Set $14.00

8-piece Continuation Set — contain 4 each: 8" Decorated Sandwich Plates and Solid Color 20-oz. Soup-Cereal Bowls $18.60
Solid Color Set 14.20

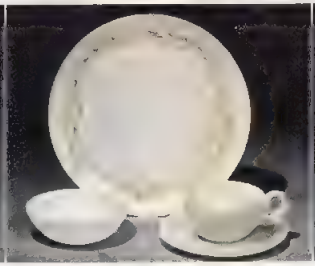
ONLY A ROSE — A single bloom in gentle tones of roses and beige on translucent white with pink hollow pieces.

OARS-16 16-piece Set. Pink Cups and Fruit Dishes..... $19.95
OARS-45 45 piece Set Pink Accessory Pieces 59.95

BLUE BELLS — Shades of Turquoise with spring Green molded on translucent White; Turquoise hollow pieces.

BLUS-16 16-piece Set. Turquoise Cups and Fruit Dishes $19.95

BLUSX-45 45-piece Set. Turquoise Accessory Pieces 59.95



EMPRESS — Elegant golden wreath border pattern molded on translucent white, white hollow pieces.

EMPS-16 16-piece Set. White Cups and Fruit Dishes $19.95

EMPSX-45 45-piece Set. White Accessory Pieces 59.95

FANTASY — Cool colors with bright accents create a carefree mood for dining; turquoise and yellow on translucent white, turquoise hollow pieces.

FTQS-16 16-piece Set. Turquoise Cups and Fruit Dishes $19.95

FTQSX 45 45-piece Set. Turquoise Accessory Pieces 59.95

Order By S and M Stock Number-OPPOSITE PAGE

Key Letter Identification: OAR—Only A Rose, BLU — Blue Bells EMP—Empress, FTQ—Fantasy SPL—Splendour — solid color

OPEN STOCK PIECE WITH PATTERNS

OAR-1, BLU-1, EMP-1, FTQ-1	10" Dinner Plate	$ 3.25
OAR-2, BLU-2, EMP-2, FTQ-2	8" Salad Plate	2.75
OAR-3, BLU-3, EMP-3, FTQ-3	6" Bread and Butter Plate	1.95
OAR 4, BLU-4, EMP-4, FTQ-4	6" Saucers	1.95
OAR-7, BLU-7, EMP-7, FTQ-7	13½" Platter	5.95

OPEN STOCK PIECES — SOLID COLORS

Available in Pink, Turquoise and White

SPL-1	10" Dinner Plate	$ 2.25
SPL-2	Sandwich-Salad Plate	1.65
SPL-3	6" Bread and Butter Plate	1.15
SPL-4	6" Saucer	1.15
SPL-6	Coffee Cup	1.25
SPL-7	13½" Platter	4.50
SPL-8	32-oz. Open Vegetable Bowl	3.75
SPL-9	20-oz. Soup-Cereal Bowl	1.90
SPL-10	Creamer	2.25
SPL-11	9-oz. Fruit-Dessert Bowl	1.35
SPL-14	6½-oz. Sugar Bowl with Cover	3.50
SPL-15	44-oz. Divided Vegetable Bowl	4.95
SPL-18	Butter Dish with Cover	2.95
SPL-19	Gravy Boat	2.95
SPL-22	Salt and Pepper Shaker Set	1.95

SETS — SOLID COLORS — 16 and 45-piece Sets available in Solid Color Turquoise, Pink and White, or a combination of White and Turquoise. SPLS-16, SPLSX-45 (specify colors).

BROOKPARK

masterpieces in melamine dinnerware

LIFE

Square-shape patterns styled by Joan Luntz

as advertised in LIFE

Enjoy the "forever-ness" of beautiful Brookpark . . . timely in its modern design and timeless in its break-resistance. Eye-appealing patterns in vivid colors enhance the dramatic square shapes. **Guaranteed not to chip or break in normal use for one full year.** Safe in hottest suds and dishwashers — it's the quality Melmac dinnerware molded of melamine.

16-piece Starter Sets — contain 4 each, Decorated Dinner Plates and Saucers; Solid Color Cups and Fruit Dishes $21.95
Solid Color Set 17.95

45-piece Family Sets — contain 8 each, Decorated Dinner Plates, Bread and Butter Plates, and Saucers; Solid Color Soup Bowls and Cups, 1 each, 13½" Decorated Platter, Solid Color Open Vegetable Bowl, Sugar Bowl with Cover, and Creamer ..... $79.95 Solid Color Set $54.95

5-piece Service Set — contain 1 each: Decorated 13½" Platter, Solid Color Sugar Bowl with Cover, Creamer and Open Vegetable Bowl ..... $17.45 Solid Color Set $15.45

8-piece Continuation Set — contain 4 each: Decorated Salad Plates, Solid Color Lug Soups ..... $21.80 Solid Color Set $17.40

PINK HYACINTH — New pattern in spring-fresh shades of pink and green; on translucent white with pink hollow pieces.

PHYS-16 16-piece Set, Pink Cups and Fruit Dishes $21.95
PHYSX-45 45-piece Set Pink Accessory Pieces 79.95

BRANCHES — Gracefully styled foliage in yellow and brown; molded on translucent white with yellow hollow pieces

BRAS-16 16-piece Set, Yellow Cups and Fruit Dishes $21.95

BRASX-45 45-piece Set Yellow Accessory Pieces 79.95

TROPICANA TURQUOISE — Corner pattern in beige and turquoise, molded on translucent white with turquoise hollow pieces

TTQS-16 16-piece Set Turquoise Cups and Fruit Dishes $21.95

TTQSX-45 45-piece Set Turquoise Accessory Pieces 79.95

GOLDEN PINE — Dramatic new design features stylized pine branch in gleaming gold molded on translucent white, white hollow pieces

GPIS-16 16-piece Set, White Cups and Fruit Dishes $21.95

GPISX-45 45-piece Set, Turquoise Accessory Pieces 79.95

Order By S and M Stock Number—OPPOSITE PAGE

Key Letter Identification: PHY— Pink Hyacinth, BRA — Branches, TTQ—Tropicana Turquoise, GPI— Golden Pine, MOD—Modern Design — solid color

OPEN STOCK PIECES WITH PATTERNS

PHY-1, BRA-1, TTQ-1, GPI-1	10" Dinner Plate	$ 3.95
PHY-2, BRA-2, TTQ-2, GPI-2	8" Salad Plate	3.60
PHY-3, BRA-3, TTQ-3, GPI-3	6" Bread and Butter Plate	2.75
PHY-4, BRA-4, TTQ-4, GPI-4	6" Saucer	2.75
PHY-7, BRA-7, TTQ-7, GPI-7	13½" Platter	6.95

OPEN STOCK PIECES — SOLID COLORS

Available in Pink, Turquoise, Yellow and White.

MOD-1	10" Dinner Plate	$ 2.80
MOD-2	8" Salad Plates	2.50
MOD-3	6" Bread and Butter Plate	1.50
MOD-4	6" Saucer	1.50
MOD-5	14-oz. Lug Soup	1.85
MOD-6	Coffee Cup	1.50
MOD-7	13½" Platter	4.95
MOD-8	32-oz. Open Vegetable Bowl	4.50
MOD-10	7-oz. Creamer	2.50
MOD-11	Fruit-Dessert Bowl	1.50
MOD-14	10½-oz. Sugar Bowl with Cover	3.50
MOD-15	44-oz. Divided Vegetable Bowl	4.95
MOD-18	Butter Dish with Cover	2.95
MOD-19	Gravy Boat	2.95
MOD-22	Salt and Pepper Shaker Set	1.95

SETS — SOLID COLORS

16 and 45-piece Sets available in Solid Turquoise, White, Yellow, and Pink or a combination of White and Turquoise. MODS-16, MODSX-45 (specify color).

Printed in U.S.A

Ⓔ **WINDSWEPT** . . . here's dinnerware that needs no pampering, yet pampers your budget because it lasts and lasts. Specially priced Melamine, made by America's foremost manufacturer in the field! "Windswept" offers all the practicality of unbreakable Melmac and all the beauty of a stunning new pattern you'd expect only in precious china. You can almost feel the soft breeze that seems to sway branches and leaves done in varying tones of mauve-gray and desert sand on a white ground. Modern coupe shape.

16-pc. Set. 4 each: decorated 10″ dinner plates, white saucers, pink cups, and pink fruit dishes.
705-657 B865 16-pc. Set (for 4) . . . **$12.95**

45-pc. Set. 8 each: decorated 10″ dinner plates, white bread-and-butters, white saucers, pink cups and 8″ cereal-soups. 1 each in pink: vegetable dish, covered sugar bowl and creamer; 13½″ white platter
705-640 B2795 45-pc. Set (for 8) . . **$39.95**

Ⓕ **BOONTONWARE BELLE** . . . beautiful, break-resistant dinnerware of Melmac plastic. It's lovely to look at (luscious rainbow of colors makes even a patio meal of hot-dogs look sumptuous) . . . easy to live with (its toughness defies breakage) . . . and fashion-right (even for company dinners).

Exclusive "square-in-the-circle" design embellishes any decorating style . . . provides the modern appeal of square shape with the handling ease of round. And there's lots more you'll love about "Belle"—pleasing, substantial weight and feel plus a permanent satin-smooth lustre. Colors are molded in to stay—won't wash off or wear off.

45-pc. Set. Complete service for eight. 8 each (2 each in bon bon pink, turquoise, butter yellow and shell white): 10″ dinner plates, cups, saucers, cereal-soup dishes and bread-and-butter plates 1 each: turquoise vegetable bowl, pink creamer and covered sugar bowl plus 11″ shell white platter
705-244 B2450 45-pc. Set (for 8) . . **$34.95**

Ⓖ **AVON** . . let your table tell an exciting story in color decoration with Boonton's newest pattern. Modern motif of pale turquoise leaves and black etched branches on pure white, coordinates with all white and all turquoise pieces. Avon is made to take the rigors of 3-meals-a-day use . . . yet it's serenely suitable for party presentation.

16-pc. Set. 4 each: 9¾″ decorated dinner plates, turquoise cups, turquoise fruit dishes and white saucers.
705-491 B1135 16-pc. Set (for 4) . . **$16.95**

45-pc. Set. 8 each: 9¾″ decorated dinner plates, 6½″ decorated dessert plates, white saucers, turquoise cups and fruits. 1 each: turquoise 9¾″ vegetable bowl, covered sugar bowl, creamer and 14½″ white platter.
705-533 B3340 45-pc. Set (for 8) **$49.95**

5-pc. Table Service. Includes turquoise 9¾″ vegetable bowl, covered sugar bowl and creamer, white 14½″ platter.
705-541 B830 5-pc. Table Service **$12.45**

Melmac Fully Guaranteed . . . and Break-Resistant

Modern, highly styled dinnerware . . . durable, easy to care for, so economical! Guaranteed against chipping, cracking, breaking . . . colors never fade whether washed by hand or automatic dishwasher. Use it with pride for all your entertaining.

E FAIRFIELD . . . Boonton's Patrician. Warm and inviting as sunshine itself! Each time it graces your table - your guests, no less than your family, will enjoy its exquisite beauty. Soft tones of yellow and touches of varying grays and black carry out the modern conception of floral and leaf spray design on a snowy background. Accompanying pieces in shell white and butter yellow. Remarkably durable—guaranteed not to chip or break! Specially priced, too!

16-pc. Set. 4 each: decorated 9¾" dinner plates; yellow cups, fruits, white saucers.
705-558 B1135 16-pc. Set (for 4) . . **$16.95**

45-pc. Set. 8 each: decorated 9¾" dinner plates, 6½" dessert plates; yellow cups, fruits, white saucers. 1 each: yellow vegetable bowl, white sugar, creamer, platter.
705-566 B3340 45-pc. Set (for 8) . . **$49.95**

5-pc. Table Service. Yellow vegetable bowl, white covered sugar, creamer, 14½" platter.
705-574 B830 5-pc. Table Service **$12.45**

F BEVERLY . . . by Prolon. This especially low-priced dinnerware makes no sacrifice to quality or beauty! Deep coupe styling in pastel rainbow hues of aqua blue, bone white, clover pink and primrose yellow creates a stunning table for casual snacks or Sunday-best dinners. Guaranteed not to chip, crack or break for two years.

20-pc. Set. 4 each (one of each color as shown): 10" dinner plates, cups, saucers, bread-and-butters, cereal-soup dishes.
705-707 B930 20-pc. Set (for 4) . . **$13.95**

45-pc. Set. 8 each (two each of four colors shown): 10" dinner plates, cups, saucers, bread-and-butters, fruits. One each: yellow 14" platter, pink vegetable bowl, blue covered sugar and creamer.
705-715 B1997 45-pc. Set (for 8) . **$29.95**

5-pc. Table Service. Includes: 14" platter, vegetable bowl, sugar bowl with lid, and creamer. All in solid turquoise.
705-723 B433 5-pc. Table Service **$6.50**

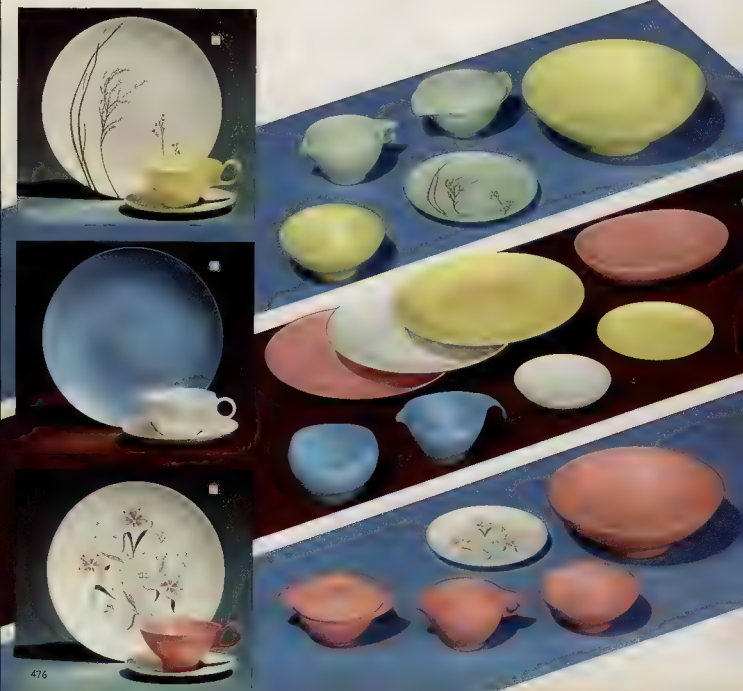
G COUNTRY GARDEN . . . new classic in Boonton Patrician Melmac dinnerware! What makes Country Garden so lovely to live with? The gracious way it weds past and present: delicious pink and turquoise florals with leaves and stems of soft toned gray on flawless white. What makes it so easy to live with? The way it withstands day-by-day, year-by-year use without chipping or breaking!

16-pc. Set. 4 each: decorated 9⅜" dinner plates, pink cups, fruits; white saucers.
705-582 B1135 16-pc. Set (for 4) **$16.95**

45-pc. Set. 8 each decorated 9¾" dinner plates, 6½" dessert plates; pink cups, 10-oz fruits; white saucers. 1 each: pink 9¾" vegetable bowl, covered sugar; creamer, 14½" white platter.
705-590 B3340 45-pc. Set (for 8) **$49.95**

5-pc. Table Service. Consists of 9¾" pink vegetable bowl, covered sugar, creamer, 14½" white platter.
705-608 B830 5-pc Table Service. **$12.45**

Melmac fully guaranteed and break-resistant



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D **Special Buy Roy Sievers *HAWTHORNE* Glove.** Large pro size—made by Rawlings. Top grain Cork Tan Mitt Leather. Unoiled. Features full Cowhide lining. 2-pc. hinged Felt pad. Skip Leather lacing in palm and little finger section. Sturdy Plastic binding. Wt. 1½ lb.
60 W 4066—RIGHT HANDERS. Wear on left hand...7.95
60 W 4067—LEFT HANDERS. Wear on right hand...7.95

E **Famous Rawlings Mickey Mantle Glove.** Large—long fingered model. Top grain Cork Tan Leather—unoiled. Full Cowhide lining. Hinged felt pad. Adj. "Snugger" wrist. Leather-laced pocket, fingers. Wt. 1½ lb.
60 W 4070—RIGHT HANDERS. Wear on left hand..12.95
60 W 4071—LEFT HANDERS. Wear on right hand..12.95

F **Save 10% on Jr. 3-Pc. Gas Ball Glove Set.** $4.66 separately. Medium size 5-finger cowhide glove. Plastic lined—laced fingers. Horsehide Sand Lot official ball, Jr. Adirondack Ash bat. Wt. set 3 lbs.; Gloves 1¼ lb. *Matl.*
60 T 4268 M SET. RIGHT HANDERS, wear on left....4.18
60 T 4267 M—SET. LEFT HANDERS, wear on right...4.18
60 W 4040—GLOVE. RIGHT HANDERS, wear on left..2.89
60 W 4041—GLOVE. LEFT HANDERS, wear on right. 2.89

G **Save 56c on Little League 3-Pc. Set.** $6.33 separately. Full size Hank Bauer cowhide glove—Full Cowhide lined. Official Mickey Mantle Horsehide ball. Stan Musial Baseball Book. Wt. Set 2 lbs.; Gloves 1½ lb.
60 W 4096—SET. RIGHT HANDERS, wear on left 5.77
60 W 4097—SET. LEFT HANDERS, wear on right....5.77
60 W 4056—GLOVE. RIGHT HANDERS, wear on left..4.99
60 W 4057—GLOVE. LEFT HANDERS, wear on right. 4.99

H **Little League Approved Shoes.** Black Split Leather uppers—elk tip. Goodyear stitched soles. Molded Rubber soles, spikes. *State Full or ½ sizes 1 to 9. Wt. 2 lbs.*
60 T 4888—See "How To Order" Information in (J). 3.79

J **Pro Style Adult Baseball Shoes.** Black Top Grain leather uppers, Oak leather soles, heels. Flexible sprint shank—full middle sole. Inside counter pocket. Steel plates between soles. Leather sock lining. Rustproof spikes. *State Full or ½ sizes 5 to 12. For A, B widths, order street shoe size; for C, D, E order ½ size larger.*
60 W 4890—Ship. wt. 2 lbs. 10 oz.....5.37

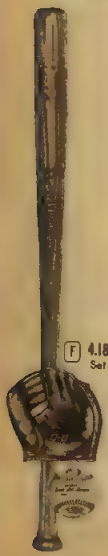
½ Price CHRISTMAS SPECIALS

A **B** **C** **3 BIG Pro-Styled Imported Gloves and Mitts** at HALF the price of domestic models of comparable quality we have seen. All are Top Grain Leather—large pro styles. Shaped Felt pads. Deep "Snag-Em" pockets. Leather laced.

(A) Fielder's Glove and Ball Set. Glove has full Leather lining, adj. wrist. Streamlined back. Full welted fingers. Leather laced pocket, heel, fingers. Lou Burdette Horsehide "Series Special" ball.
60 T 4085—SET. FOR RIGHT HAND THROWERS, wear on left hand. Ship. wt. 2 lbs.....Only 5.44
60 T 4091—SET. FOR LEFT HAND THROWERS, wear on right hand. Ship. wt. 2 lbs....Only 5.44
60 W 4076—GLOVE ONLY. FOR RIGHT HAND THROWERS, wear on left hand. Wt. 1 lb. 8 oz...4.88
60 W 4077—GLOVE ONLY. FOR LEFT HAND THROWERS, wear on right hand. Wt. 1 lb. 8 oz.4.88

(B) Big First Baseman's Mitt. Fully lined. Interlock leather lacing. Adjust. little finger, thumb loops.
60 W 4086—FOR RIGHT HAND THROWERS wear on left hand. Ship. wt. 1 lb. 10 oz. . 5.88
60 W 4087—FOR LEFT HAND THROWERS, wear on right hand. Ship. wt. 1 lb. 10 oz....5.88

(C) Big "Sure-Grip" Pro Model Catcher's Mitt. 2-pc. leather laced web ball trap with reinforced back. Double hinged shaped Felt pad. Leather-laced break, palm pocket. Adjustable lined wrist.
60 W 4088—FOR RIGHT HAND THROWERS, wear on left hand. Ship. wt. 2 lbs. 4 oz..... 6.88



DANISH MODERN ROOM ENSEMBLE

■ Save $57 over individual piece price.

6-piece ensemble includes 2 big settees, 1 lounge chair, 1 step end table, 1 corner table, 1 cocktail table. (For full description of pieces see below). Tremendous value at this price. Wt. 190 lbs.

26-1136D3995 .....$217.70

DANISH MODERN SETTEES. Rich looking, graceful settees that glamorize your living room, den, study or recreation room. Sturdy, kiln-dried hardwood frames have smoothly finished walnut arms and legs. No-sag spring seats give years of comfort. Upholstered fabric is heavy gauge, cloth-backed vinyl with pearlescent finish for extra easy cleaning. The BISON pattern vinyl looks like leather-grain material but wears better than leather. Your choice of 4 sparkling colors, charcoal, persimmon, tan or turquoise. Size 45" wide, 28½" high, 19½" deep. Wt. 42 lbs.

26-1132D7595—Pair of Settees, wt. 84 lbs. Specify colors $104.95

26-1130D4195 — Single Settee — wt. 42 lbs. Specify color $52.95

DANISH MODERN LOUNGE CHAIR. Same sturdy construction as Danish settee with walnut arms and legs. Upholstered in lovely BISON vinyl fabric. Your choice of charcoal, persimmon, tan or turquoise. Size 23½" wide, 28½" high, seat 19½" deep. Wt. 28 lbs.

26-1120D2895—Specify color $36.95

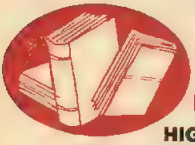
LIVING ROOM LUXURY AT A NEW LOW PRICE . . . . By Douglas-Eaton

DANISH MODERN OCCASIONAL TABLES. Versatile tables that look so smart in a corner or near couch or chair. Tables have mocha walnut tops to match Danish Modern upholstered pieces. The high-pressure Doug-lite plastic tops defy heat and wear and resist scratches and stains. Tables have tapered, walnut wood legs. Step end and corner tables have sturdy brass plated "X" braces between shelves.

27-612D1595—Cocktail 18" x 36" x 16" high., wt. 23 lbs.....$19.95

27-613D1995—Step end 17" x 25½" x 24" high., wt. 22 lbs. $24.95

27-614D2395—Corner 28" x 28" x 24" high., wt. 33 lbs. $29.95



HIGH-QUALITY, LOW-COST BOOKCASES AND RACKS

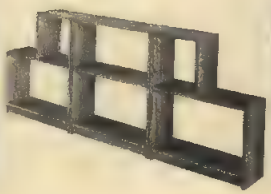
SEE PAGE 1 FOR SPECIAL DISCOUNT PRICE!

JIFFY RACK, ideal for home, office, school and library. New eye-angle convenience for your textbooks, novels, magazines, record albums, and reference works. Measures 13" wide, 8¼" high, 8" deep. Specify walnut or natural wood finish. Wt. 2 lbs.

87 17D315 .....$3.95

ROL-RACK, with five feet of shelf space. Sturdy and durable made of 1¼" choice selected hardwood with sloping shelves for easy title reading. Heavy duty ball bearing swivel casters with rubber tires. Measures 32" long, 31" high, 13" deep and 13" between shelves. Specify walnut finish or natural wood finish. Books not included. Wt. 44 lbs.

87-32D3950 .....$49.50

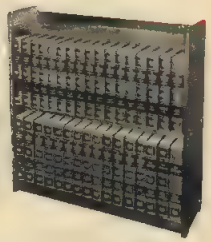


SECTIONAL SOLID HARDWOOD BOOKCASE. As a room divider, it is equally attractive from either side. Handsome end tables for sofa, chairs or as bedside tables. Each section measures 26" high, 21½" long, and 8" deep. Specify either walnut or natural finish and center or right hand or left hand sections

87-35D2395—3 sections. Wt. 44 lbs ..$29.95

87-35D1675—2 sections. Wt. 32 lbs.. $20.95

87-35D875—1 section. Wt. 15 lbs.... $10.95



CRAFTSMEN BOOKCASE is a stylish case constructed of selected hardwoods. Rigid and durable, it is easily assembled. Measures 28½" high, 27¼" wide and 7¾" deep. Books not included. Specify walnut or natural wood finish. Wt. 16 lbs.

87-26D1995 .....$29.95

LATEST STYLED FURNITURE

FULL FOAM RUBBER CUSHIONS GIVE YOU SOLID COMFORT

Free Examination—Easy Terms

SYDNEY UPHOLSTERED FURNITURE. Upholstered pieces are made of double doweled hardwood frames that are corner blocked for extra strength—have finest tempered no-sag springs, covered with rubberized hair and soft cotton filling. Full foam rubber cushions assure your comfort

Extras like hardwood legs with brass plated ferrules, dust aprons, fully upholstered backs, are included in the low price of this quality furniture

Decorator fabric woven by Burlington Mills is set off with Lurex finished Sylmer metallic thread in a rich slub pattern for texture and style. Fabric has been treated with Minnesota Mining's Scotchgard for longer life, and carefree maintenance. It serves as an invisible shield to protect the beauty of your furniture.

Sofa—living room luxury—measures 74" long, 30" high, 29" deep, 3 cushion foam rubber treatment Illustrated in toast. Shpg. wt. 120 lbs. (Please specify fabric color.)

27 5D13995 ..... $179.00

Two-piece Sectional Sofa, illustrated in turquoise—each section measures 46" long, 30" high, 29" deep. Shpg. wt. 130 lbs. Select colors from chart at left.

27-514D15995... Two piece Sectional $214.00
27 51D8495. . One piece Sectional only. Specify right or left section as well as color. Wt 65 lbs..... .$109.00

Easy chair illustrated in black measures 31½" long, 30" high, 29" deep. Shpg. wt. 35 lbs. Specify color.

27-4D5495 ..... $69.95

MATCHING TABLE SET BY DOUGLAS. Brushed brass tapered legs, aprons, and side design. Brass self-leveling swivel glides, Fawn Ash wood grain (toast). Table top constructed of Douglite high pressure plastic to resist stains and heat.

Cocktail table measures 40" long, 18" high. Shpg. wt 29 lbs.

27 322D2395 ..... $31.00

Step-end table measures 30" long, 18" wide, 26" high. Shpg. wt. 28 lbs.

27-323D2295 ..... $30.00

Corner table measures 30" long, 30" wide, 26" high. Shpg. wt. 37 lbs.

27 324D2995 ..... $38.00

BRADLEY LAMPS. Hand polished solid walnut with polished brass. 3 way light sockets.

Floor lamp—54" tall with 360° adjustable swivel, natural abaca cloth shade Wt 13 lbs.
27 562D1995 ..... $26.95

Table lamp—30" high with natural abaca cloth shade. Wt 11 lbs
27 8011D1395 ..... $17.95

Free Examination—Easy Terms

On large furniture pieces please allow 4 weeks for delivery

"JEFFERSON 500" ELECTRIC CLOCK. Ship-compass look with black panel for visibility of brass hands, red second hand, numerals, radial lines gold etched on glass lens Chrome case, black base stores excess cord and key Size, 4 x 5" high. Wt. 3 lbs.
62W93X1297 ....Retail **19.95**

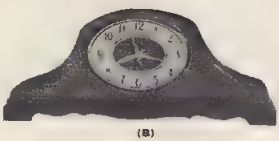
GOLDEN SECRET ELECTRIC CLOCK — by Jefferson No glass at all—no visible source of movement—yet it times with split-second accuracy. 24K gold plated — brushed satin finish—showpiece for table, desk, TV. 5x7" high. Wt. 3 lbs.
62W51X1452 .....Retail **22.95**

GOLDEN HOUR ELECTRIC CLOCK by Jefferson Exciting as "space"—hands seem to "float" in clear crystal—no visible movement source 24K gold plated brushed satin finish Luminescent hands and numerals Size 7x8" high. Wt. 3 lbs.
62W832X1452 .... Retail **22.95**

Famous Brand Clocks for Wall, Floor, Mantle

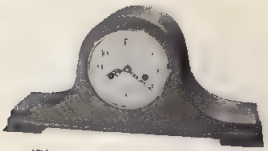
Prices Shown Do Not Include Federal Excise Tax

(A)



(B)

(C)



(D)

(E)

(F)

(A) BANJO CLOCK — by Herschede. Charming interpretation of heirloom clock of Colonial times Lower glass panel of Mahogany finish case shows a picturesque scene of Mt. Vernon—center panel has an authentic Colonial decorative motif Black hands and numerals—Ivory dial Height 36", width 7¼". Wt. 11 lbs.

62W140X2475
Wind Model Retail **39.95**

62W161X2325
Electric Model Retail **37.50**

(B) ELECTRIC CHIME CLOCK— by Revere Melodious Westminster chimes sound the quarter hours Tambour case and dial cut-out are gleaming Hondouras mahogany, gold tone bezel and hands, silvered dial 6¾x16¼" wide AC Wt 11 lbs

62W126X3300 . . . . . .Retail **55.00**

(C) REVERE ELECTRIC CLOCK — Westminster chimes Tambour mahogany case paneled with bird's eye maple, silvered dial, raised numerals 8x20¼" wide Wt. 12 lbs
62W128X4380 . . . . .Retail **73.00**

(D) MANTLE CHIME CLOCK by Herschede Westminster quarter hour chimes. Mahogany case, gold bezel; silvered dial, black numerals 8-day key wind imported movement. 9x18" wide. Wt. 11 lbs
62W131X3985 . . . . .Retail **68.00**

(As Above). Westminster chimes strike hour and half hour on 3 rods Wt. 10 lbs.
62W131X3985 Retail **47.00**

(E) ELECTRIC CHIME CLOCK— by Herschede Westminster chimes Mahogany case, ivoried dial, black numbers, hands; gold sweep second hand, spun brass center 5¾x13¼" wide. Wt. 6 lbs
62W215X2395 . . . Retail **39.95**

(F) CHIMING FLOOR CLOCK— by Herschede Priceless Colonial original reproduced in richness of Hondouras Mahogany Nine tubular bells—plays Westminster, Canterbury or Whittington chimes Dependable timing with weight driven movement. 8-day key wind 12" deep, 20½" wide, 80" high Wt. 260 lbs From Ohio factory
62W134F58800 8-Day Clock
. . . . . Retail **980.00**

WESTMINSTER FLOOR CLOCK as above with 5 bells for Westminster chimes only Wt 210 lbs.
62W135F44400 8-Day Clock
. . . . . Retail **740.00**

PILGRIM ELECTRIC FLOOR CLOCK - as above: 5 bells for Westminster chimes Revere electric movement Wt 240 lbs
62W130F39388 Electric Clock
. . . . . Retail **605.00**

"THE CHAMPION". Battery operated wall clock has stunning center of Black with Brass ring on White ground Perfect for any room in the house 12" in diameter. Gilt Arabic numerals and hands Shipping wt. 4 lbs
62W329V1017 Retail 16.95

ELECTRIC WALL CLOCK. Charming picture frame wall clock has self-starting electric movement. Wood frame case has natural finish to harmonize with any decor 11⅜" wide, 9⅜" high. UL approved 105-120 volts, AC. Wt. 3½ lbs.
62W326V640 Retail 9.95

ELECTRIC WALL CLOCK. Simulated wood panel in a picture frame sets the pace for this self-starting clock Wood frame case has a natural finish to complement any interior 11⅜x9⅜" high. 105-120 volts, AC Wt. 3⅛ lbs.
62W327V640 Retail 9.95

METAL WALL CLOCK. Brown center of this clock is accented with brass applied figures and wedges. 8-day movement with chimes on the half and full hour Beautiful addition to any room 10¼" in diameter Shpg. wt 4½ lbs
62W40V2400 Retail 39.95

"THE MELODIE". Striking beauty on your living room wall will be yours at the half and full hour Clock has walnut finish metal case with gilt rim and raised hour markers and hands, accented with a gold-braided cord and brass hanger cup. Precision 8-day movement Chimes on the half and full hour. 10" in diameter Clock hangs to a length of 20" from its cord Shipping wt 5 lbs
62W104V2850 Retail 47.50

CORDLESS ELECTRIC WALL CLOCK. This glamorous wall-size reproduction of grandfather's gold "bumip" has its own self-contained power source Needs no cords—runs from the fabulous new "mercury" power pack batteries. Gives accurate time for a year or more on one set of batteries. Perfect for every room Porcelain White metal dial with Black hands, numerals and brass sweep second hand 12" diameter Wt 9 lbs
62W171V2810 Retail 44.00

"THE BAROQUE" BATTERY CLOCK. Designed by one of the world's leading interior decorators Richly sculptured frame has sparkling rhinestones Silver-white dial has raised Roman numerals and wedges. No cords or wires required—needs only three ordinary 1½ volt flashlight batteries to power it for almost a year Dial is 8½" in diameter, overall size is 13x17½" Shipping wt. 8 lbs.
62W275V2671 Retail 44.75

ELECTRIC KITCHEN WALL CLOCK. Low priced wall clock has self-starting movement. 3 colors for every color scheme Round styrene case and bezel Black numerals, Red sweep second hand State White with Turquoise dial Red or Yellow with White dial. 6⅞" diameter
62W328V365 Retail 5.95

VIVID. Newest all-metal wall clock in the smartest kitchen finishes Self-starting electric movement. Easy to read 5½" dial. 8" in diameter. Sweep second hand 105-120 volts, AC, 60 cycle. UP approved

62W223V440	Chrome	Retail 6.95
62W224V440	Copper	Retail 6.95
62W225V440	Brass	Retail 6.95

ELECTRIC CALENDAR CLOCK. Tells the day of the week, date and correct time at a glance. Self-starting electric movement High visibility dial with gold-center, black numerals, calendar panel with gold windows. Polystyrene case is 6-1/32x7-9/64" Shpg wt 3 lbs

62W52V780	Red	Retail 14.95
62W53V780	White	Retail 14.95

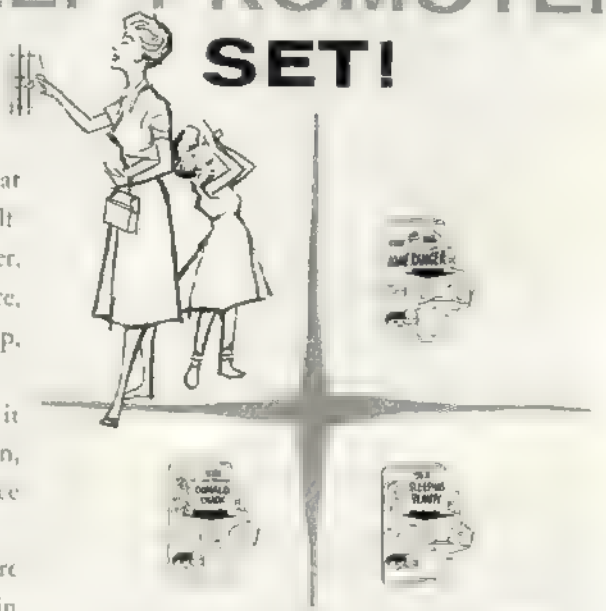
TV LAMP CLOCK. Luminescent window glows in the dark making this clock the perfect night light On the TV set it acts as "stare break" relieving eye-strain. Self-starting movement drives numechron—has no hands, tells time instantly Walnut plastic case is 5x5½x3½" deep UP approved Wt 2½ lbs.
62W325V657 Retail 10.95

SEEING IS BUYING WITH THE NEW Tru-Vue® SELF-PROMOTER SET!

Here it is—a dramatic new Tru-Vue package that demonstrates stereo and color, and sells *itself*. The Self-Promoter set contains a Junior 3-dimension Viewer, with a top-selling color picture story already in place, ready to see and to buy. The customer picks it up, views the story, buys the set.

This exciting new package not only sells itself, it also displays itself—hung on a post, heaped in a bin, stacked on the counter. Tailor-made for self-service stores.

The Self-Promoter Set is sure to mean more Tru-Vue sales for you. Viewer and picture story in each package at suggested retail of $1.29. And remember—each Self-Promoter sale means repeat sales of single stories and albums, too!



FOUR EXCITING PACKAGES

No. 5236-3 The Lone Ranger
No. 5236-1 Sleeping Beauty
No. 5236-4 Donald Duck
No. 5236-2 Mighty Mouse

See This New Profit Package for Yourself at the Toy Fair, Hotel New Yorker, Rooms 1118-1119

ORDER NOW! Available for immediate delivery from

TRU-VUE COMPANY *division of Sawyer's, Inc.*

3-D VIEWERS AND COLOR PICTURE STORIES.

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MINOLTA "A" 35mm CAMERA

• Precision . . . priceless yet priced less!

Climb aboard the 35mm bandwagon with a Minolta "A" . . . and you're headed for some fast-action excitement! Fast action shooting: thumb advances film and cocks shutter in one operation (prevents double exposures). Fast action focusing: index finger actuates knurled cam and helical threads. Fast action sighting: you frame field of action through single-window rangefinder-viewer. Shutter speeds to 1/300 second. f/3.5 lens, exposure counter, flash mount.

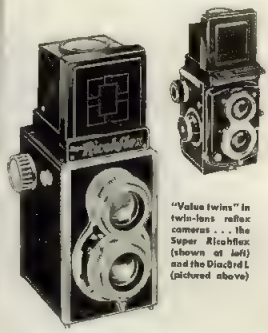
218-370 A3750 Minolta "A" Camera. **$49.95**
218-388 A625 Case for Minolta "A" . . **7.95**
218-792 A1195 Kodak Generator Flash **14.95**

REGULA "R" 35mm OUTFIT

• Camera, case, flashgun . . . boxed together!

Take the most meaningful 35mm features, assemble them in a single camera body, and you have . . . the Regula "R"! Precision begins with its lens . . . coated f/2.8 with click stops, in helical focusing mount, coupled to rangefinder. Rangefinder and viewfinder are combined in single window . . . incredibly accurate. Because speed is essential, you'll be grateful for the single-stroke thumb lever which advances film, cocks shutter and counts exposures all at once. Soft touch shutter release, 9-speed shutter, automatic frame counter. Eloxal coating protects against wear.

218-543 A4995 Regula "R" Outfit . **$69.95**



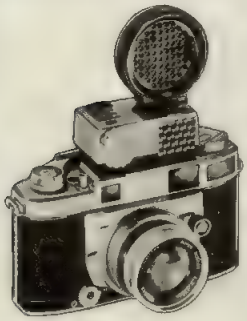
"Value twins" in twin-lens reflex cameras . . . the Super Ricohflex (shown at left) and the Diacord L (pictured above)

RICOH TWIN-LENS REFLEX CAMERAS

• Full feature-range, wide price-range!

The Super Ricohflex is a high quality reflex camera at an amazingly low price! It's justified by needle-sharp f/3.5 matched lenses, shutter speeds to 1/200 second, ground glass viewing and focusing, eye-level action finder, wide-angle magnifier, depth-of-field scale. 12 exp. on 120 film. Includes case, flashgun.

218-461 A2295 Super Ricohflex. . . **$29.95**
218-487 A4950 Diacord L with f/3.5 lens and f/3.2 viewing lens, built-in exposure meter, Duo-Lever focusing, 9-speed shutter, interior light baffling. **$65.00**
218-495 A798 Case for Diacord L . . **10.00**
218-792 A1195 Kodak Generator Flash **14.95**

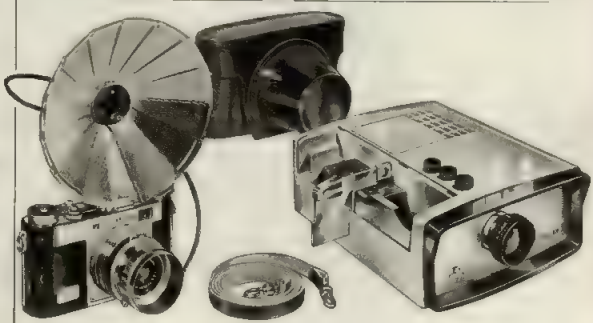


MINOLTA SUPER "A" 35mm CAMERA

• Luxurious in every way—except price!

A new system of photography that lets you master every photographic problem with ease. One stroke of the lever advances film, counts exposure and resets shutter. You figure the shutter speed from dial on camera's top . . . or coupled exposure meter automatically sets the speed for you. Speeds: 1 to 1/400 second. 50mm, 7-element f/2 lens of highest quality. Synchronized for flash.

218-396 A9995 Minolta Super "A" . . **$129.50**
218-412 A950 Case for above. **11.95**
218-420 A1450 Coupled Meter. **18.50**
218-438 A435 Booster Cell for Meter **5.50**
218-792 A1195 Kodak Generator Flash **14.95**



BRUMBERGER COMPLETE 35mm OUTFIT . . . fun begins right here—and never ends!

• Includes camera with leather case, sunshade, flashgun and projector

Better reserve a shelf in the most convenient closet in the house for this outfit! You'll be after its contents often.

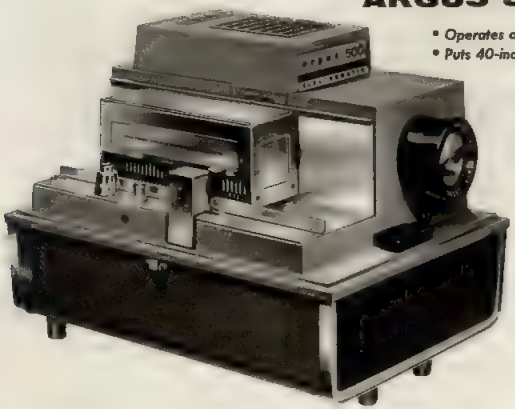
This Brumberger camera goes well with the family who wants to keep it simple! Picture after picture comes out flattering to photographed and photographer . . . because settings are minimized. You focus easy, sight easy through single-window rangefinder-viewfinder. And coupling of f/3.5 lens to rangefinder makes it easy for you to set correctly. With twin-stroke film transport and shutter cocking lever, you can breeze through roll of film unmindful of camera. With 9-speed shutter, built-in self-timer.

When shooting's done, you're just halfway through the thrills of color slides. It's showtime and, with your Brumberger projector, you enjoy the same ease of handling as you did with your camera! *New* changer design eliminates magazine (and expense). *New* cooling system design employs scroll-type fan, results in 75° cooler operation. *New* lamp and condensers flood screen with uniform illumination. Color-corrected f/3.5 lens. New, modern, low silhouette . . . self-contained with foldaway handle.

218-511 A7995 Brumberger Outfit **$119.50**

Never before a slide projector as versatile as the new

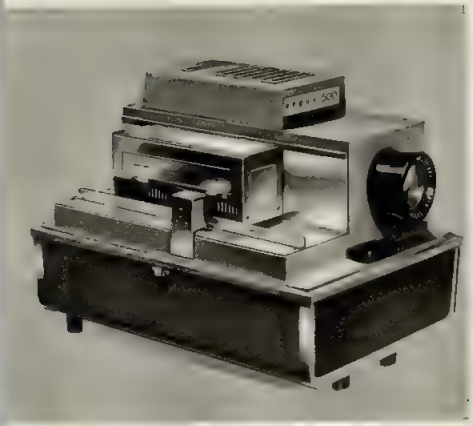
ARGUS 500 Electromatic



- *Operates automatically, remotely or manually*
- *Puts 40-inch picture on screen at only 9 feet*

With 3-way controls on this advanced Argus Electromatic, you can fit the method of projection to make-up of audience. If showing vacation slides to party guests, you can set timer control and let projector automatically run through 36-slide magazine. If showing slides of children to grandparents, you can screen them singly and slowly with fingertip manual controls. If showing slides of people unknown to viewers, you can use remote control and 15-foot cord to identify the strangers from screen-side. Even in smaller rooms, 2x2" slides fill the screen . . . and fill it with 500-watt brilliance and with sharp details through an f/3.3 wide angle lens. Pre-popped slides eliminate the nuisance of re-focusing. Forced-air blower cools the Electromatic; condenser system adds sparkle and depth; editor lets you pre-view individual slides. In two-tone, vinyl-covered case.

826-099 C7995 Argus Electromatic **$99.95**
826-032 B899 Carton of 6 Magazines **13.50**

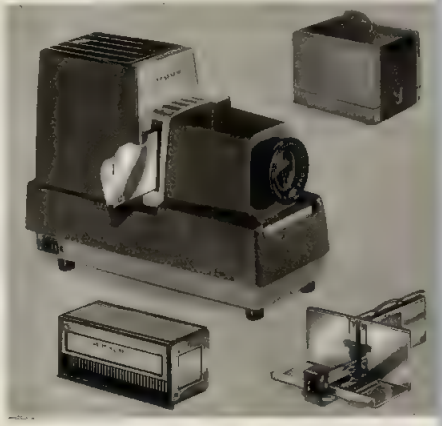


New ARGUS 500 Automatic

- *No work, all fun! Shows and returns slides by itself*

No doubt about it, you'll be forever grateful for the way this new Argus model automatically projects your color slides! You're "off duty" once you insert a magazine into which you've filed 36 slides. The projector takes over from there . . . shows each slide . . . then returns it to its reserved slot. A 35mm slide fills a standard 40-inch screen when positioned only 9 feet away. And it takes only a fingertip to raise or lower projector. So many of its features serve a double purpose! Its f/3.3 wide angle lens not only allows for a bigger picture but a sharper one as well. Forced-air system that cools projector also pre-pops slides to do away with bothersome refocusing. Condenser system decreases heat transmission and, at the same time, increases picture clarity. Has editor for single slide review. Projector and case are combined in one lightweight aluminum unit covered in wear-resistant two-tone vinyl

826-107 C5595 Argus 500-Watt Automatic Slide Projector . . . **$69.95**
826-032 B899 Carton of 6 Magazines for Argus 500 projector. **13.50**

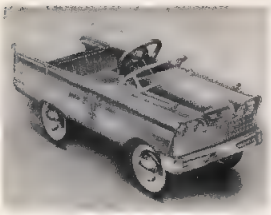


ARGUS 300 Projector

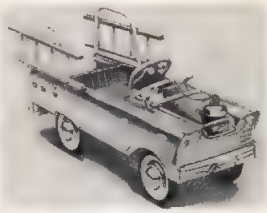
- *Wide-angle lens, big picture! Bright lamp, true colors!*

Keep this Argus projector handy—and a collection of color slides stored in its self-contained case . . . and you can revisit faraway places and relive past experiences. Each showing brings scenes back in all their original glory . . . because the projector's 300-watt lamp puts a color-true, crystal-clear picture on the screen. And over-sized, triple condensers plus a heat-absorbent element, achieve uniform brightness. Regardless of the size of your parlor "theater," the wide-angle, four-inch f/3.3 lens provides giant reproduction. A powerful blower keeps housing cool for hours between first and last slide. To raise or lower the projector, touch the release with your fingertip. All-metal construction, fabric-covered case

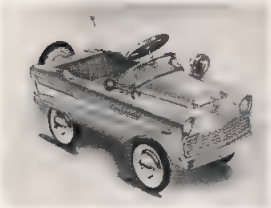
826-008 B3150 Argus 300-Watt Slide Projector **$39.50**
826-081 B715 Carrying Case for Argus 300 Projector **8.95**
826-024 B1198 Automatic Slide Changer for Argus 300. . . . . **14.95**
826-065 B1950 Remote Control Unit for Argus Slide Changer **24.50**
826-032 B899 Carton of 6 Magazines for Argus 300 Projector. **13.50**



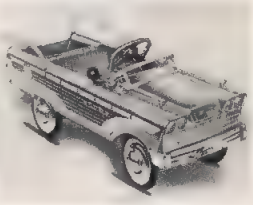
JET AIR CREW CAR



DELUXE FIRE TRUCK



CONTINENTAL



DUDE WAGON

Murray Ohio's '59 line features streamlined juvenile vehicles

Murray Ohio Manufacturing Co. has redesigned its entire line of juvenile autos, station wagons, and fire trucks featuring a new concept in performance through adjusto-matic 5 position pedals.

Ten models are featured in the juvenile auto and truck line. Brand new this year is the Air Lines Crew Car which introduces the azure blue metallic colors and red insignia of American Air Lines and is being used in conjunction with an American promotion.

A junior fire department for young fire eaters could be equipped with four Murray models. The Super Deluxe Fire Truck has a completely new body with a new gong bell, the exclusive No-Dead-Center drive, and spotlight flicker among other features. Another all new fire truck has Murray's standard full ball bearing wheels and drive mechanism and, like other Murray products, it has a beautiful but tough automotive finish. A growing fire department should have a Deluxe Fire Chief's Auto. Murray's is so identified and equipped with other 1959 Murray first's and exclusives. A standard fire chief's auto also is available in the new line.

Entitled the "Holiday" auto for preschoolers, a sparkling juvenile car is being produced in bahama blue enamel with white trim and aluminum enamel grille, and including a new fabric type seat pad and new jet type steering wheel.

Deluxe autos are the "Starliner" with adjustable pedals and the Dyna Chain Drive "Clipper," both with fender ornaments in advanced automotive styling and aluminum enameled windshield frames. The Super Deluxe "Continental" auto has a realistic automotive type spotlight powered by two self contained batteries, an antenna, moulded tires, a continental mounted spare tire, and jeweled bulb-type horn, as the "prestige" car.

Completing the Murray automotive line for juveniles is the Deluxe Station Wagon which realistically carries out the original wood paneled body in fawn beige metallic finish with white and mahogany brown trim.

All are produced at Murray's big new factory, located at Lawrenceburg, Tenn. Further information on its 1959 wheel goods, velocipedes, park cycles, and bicycles is available at Murray's offices at 635 Thompson Lane, Nashville 4, Tenn.

American exhibition in Moscow to feature U. S. toys

The Toy Manufacturers of the U.S.A., Inc., has been invited by the U.S. government to participate in the American National Exhibit in Moscow this summer. The theme of the entire Fair is "The American Way of Life—America at work and play."

The designer of the American exhibition, George Nelson & Co., and the government selected a representative list of toys needed for this display and the request was passed on to the many manufacturing firms of the Association.

The toys at the Fair will be divided into the following categories: pre-school, construction, learning and developing skills, miniatures, dolls and housekeeping toys, quiet fun, the Wild West and active equipment.

The exhibit is part of the cultural exchange agreement between the U.S.A. and Russia.

New Emenee plant completed

Construction has been completed on Emenee Industries' new factory at 41-06 De Long st., Flushing, Queens, it has been reported. The new addition doubles the production potential of the musical toy manufacturing company.

One of the highlights of the one-story structure is the installation of a system featuring long span steel with wide column spacing designed to take full advantage of large unobstructable areas.

New company to buy closeouts

Toy Export Co., 527 E. 18th st., Paterson, N.J., has been formed by Ted Marks. The new company plans to secure closeouts of toys from manufacturers, jobbers and retailers at closeout prices. All merchandise will be paid for with cash, Marks said.

BRADFORD NOVELTY CO. sales force and their families enjoy luncheon combining business and pleasure. Discussion centered around firm's 30 new items and new slogan: "Everywhere people are asking for the unbreakable—Christmas ornaments by Bradford." Company is headquartered at 200 Fifth ave., New York. Group is shown in New York eatery.

FAMOUS MURRAY TOYS

The WORLD'S most famous Wheelgoods

Fire Truck

Nationally advertised. "Parents" seal of approval. Newest in design. Finest in quality tops with kids!

FIRE TRUCK. *Full ball bearing wheels. Free steering mechanism for easy turning*
Clang, clang! Kids love to go to a fire in this big 47" long, 17" wide fire engine. It's a startling vermilion red and white baked enamel. Ball bearing pull straps, rear axle hangers. Has 2 wooden varnished ladders, tubular hand rails, Fire chief's bell. Authentic in every way, with 8" wheels, solid rubber tires, all steel body. Designed for one, two or more children. Fun for hours and hours. Shpg. wt 37 lbs

71 740D1995 ..... $24.95

DELUXE CHAIN DRIVE TRACTOR. *Motor-tone shift. Tractor type wheels*
Looks and behaves like real tractor. Motor-tone shift sounds authentic. Has ball bearing chain drive mechanism with semi-pneumatic tires. Heavy tractor type rear wheels for greater traction. Frame is all heavy gauge steel. Bright vermilion enamel and aluminum finish. Seat is an adjustable all steel spring type. Just like the real thing. 38½" long, 22" wide 27½" high. Shpg. wt. 39 lbs

71-300D2395 ..... $29.95

DUMP TRAC. Heavy gauge steel frame attaches to rear of tractor. 33" long, 15½" wide. Dump box operates from driver's seat. Full ball bearing 8" double disc wheels. Vermilion baked enamel, white trim to match tractor. Tractor and dump trac make child center of attraction. Shpg. wt. 32 lbs

71 302D795 ..... $9.95

CHAMPION AUTO. *Best buy for the price*
This rugged speedster has many features of higher priced auto toys. Latest auto styling with sapphire blue baked enamel and white trim. Ball bearing pull straps for greater speed, more fun. "Easy to steer" driving wheel. Big 8" wheels ride easily over loose dirt. 36" long, 17" wide with solid rubber tires and comfortable, fabric type seat pad. Shpg. wt. 37 lbs

71 610D1295 ..... $15.95

RANCH WAGON. *Full ball bearing wheels*
Big and racy for the little country squire. Over 47" long, 17" wide, 8" double disc wheels and solid rubber tires. Aluminum baked enamel bumper, tubular steel hand rails. Ball bearing pull strap for easy peddling. Ball bearing rear axle hangers for better riding. Aluminum enameled windshield. Comes in gorgeous sand tone with metallic bronze panels and white trim. Will give years and years of enjoyment. Shpg. wt. 37 lbs.

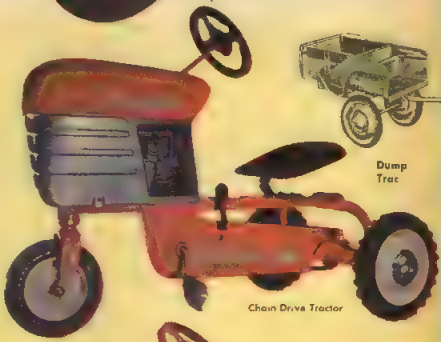
71 741D2145 ..... $26.95

SPEEDSTER VELOCIPEDE. Low in cast but tops in quality. Rugged—durable for roughest rider. Heavy gauge steel frame. Front wheels turn on ball bearings for easy pedaling. Semi-pneumatic tires for longer coasting. Saddle and handlebars adjust for size. Forward sweep wheel guard. Sapphire blue with white trim.

71-420D1160 ..... 10" wheel ..... wt. 19 lbs. $14.50
71-421D1275 ..... 12" wheel ..... wt 21 lbs. $13.95
71 422D1435 ..... 16" wheel ..... wt. 25 lbs. $17.95

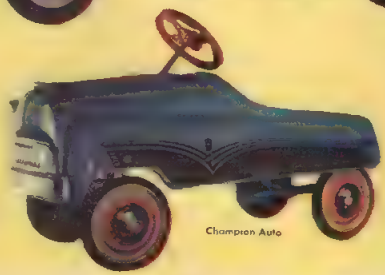
STANDARD VELOCIPEDES BY MURRAY

71-401D995 ..... 12" wheel ..... wt. 21 lbs. $12.95
71-402D1095 ..... 16" wheel ..... wt. 25 lbs. $14.95



Dump Trac

Chain Drive Tractor



Champion Auto

Standard Velocipede

Speedster Velocipede

Ranch Wagon

money-makers from murray

TRACTOR with chain drive, all-steel spring seat. Realistic motor-tone gear shift, spark plugs that can be plugged in. Thick tires. Full ball bearing. R-310. Available with trailer.

FIRE TRUCK with red spotlight flicker, gong bell, two wooden ladders. Stand-on it platform. Full ball bearing. Cutaway steering wheel. Adjustable pedals. R 750.

VELOCIPEDE with sturdy wishbone-type frame. Wheelguard with fin fender. Flamboyant turquoise with white and gold trim. Full ball bearing. 10", 12", 16". R 440.

BICYCLE with twin headlamps and 4-bar frame. Tail light visible from rear or side. Chrome fenders, rims, tank, crash rail. Black cherry with white and gold trim. Bicycle models available for girls and boys—20", 24", 26". R 226 shown.

PARK CYCLE with coaster brake and removable crossbar. Heavy gauge, deluxe spoke ball bearing wheels. Models available with and without brake in 14", 16", 20". Red R-516 shown.

more children ride on MURRAY wheels than any other kind

A completely re-designed line by Murray—new autos, tractors, fire trucks, velocipedes, bicycles... for children of all sizes and in all price brackets.

MURRAY

COMMENDED PARENTS' MAGAZINE

DING DONG

BEEP BEEP

HIGHWAY PATROL

DING DONG

Positive coaster brake action

Merrily They'll Roll Along...

E MURRAY RANCHERO provides sporty transportation for a young rancher. Smooth ball bearing Dyna-Chain drive with realistic motor tone gear shift. Big beaming spotlight uses 2 self-contained "C" batteries (not included). Metallic gold finish gleams on steel body; has red and white trim. Ball bearing 8" double disc wheels; 1⅛" solid rubber puncture-proof tires. 17x36" long.
835-033 C1675 Weight 32 lbs. **$28.95**

F TOW TRUCK . . . "made to order" for the young mechanic with its genuine towing hoist that really works, handsome tool box, tooting horn! Easy to steer and pedal, he's fast to the rescue. He can actually push another car with large front bumper. Has tow-truck hand rails, too! 2-position seat. 1¼x 8" semi-pneumatic jeep tires. Steel tow truck, 20x16x44" long
834-788 C1750 Weight 39 lbs. **$24.95**

G AIR FORCE JEEP . . . with trailer hitch! It's a beauty in Air Force Blue baked enamel with authentic Air Force markings. Has 2 seat levels, 2 can ride on it. three pedal adjustments to fit a growing driver's needs. Sturdy welded steel construction. Has front and rear bumpers, ball bearing rear axle, push rods. Rolls fast on 8" wheels with 1¼" tires. Size: 20x16x44" long.
834-754 C1450 Weight 35 lbs **$21.00**

H DELUXE CHAIN DRIVE TRACTOR . . . with motor tone shift . . . by Murray-Ohio. Safe chain-drive is enclosed by a streamlined guard. . its ball bearing construction makes pedaling easy. Tractor is ruggedly made of heavy-gauge steel; 1¾" semi-pneumatic tires. Steering wheel can turn a full circle, spring seat adjusts in height 8" front, 10" rear ball bearing wheels with tractor tread tires. Finish: vermilion baked enamel, black trim. Size 38½x22x27½" high
835-041 C1795 Tractor Wt. 39 lbs. **$25.95**

DUMP TRUCK . . . hooks right onto tractor. Holds 1 passenger who can work the dump easily from sitting position. Heavy gauge steel. Ball bearing 8" wheels, ⅜" rubber tires. Color matches tractor above. 15½x33" long with a roomy dump body
835-058 C650 Dump Truck Wt. 16 lbs. **$8.95**

K SPEEDSTER . . . new racer moves as fast as the muscles working it! It's just like rowing a boat. Gleaming yellow enameled body is 1-pc. heavy gauge steel, rigidly braced for maximum strength. Large shaped steel seat adjusts . . . footrest is welded to front axle. "Fifth wheel" construction for fast, easy turns. Safety enclosed, ball bearing chain drive. 8" front, 12" rear ball bearing wheels with 1.25" semi-pneumatic tires. Muscle-building speedster is 21x23x35" long.
835-207 C1450 Ship. wt. 35 lbs . .. **$21.00**

L GREYHOUND DELUXE WAGON . . . moves fast and easy . . . coasts for a long time on ball-bearing wheels. Big 1¾" lifetime semi-pneumatic tractor-tread tires; chrome caps. 1-pc. steel body is finished in red baked enamel. Heavy stamped steel front and rear gears are single unit. 35x16x4¾".
835-462 C875 Greyhound Wagon **$12.50**

Little Brother Size, Wagon. 30x13½x3½"
834-762 C550 Ball-Bearing Wagon **$7.95**

M RADIO CHIEF WAGON . . . built so big and strong, Dad will borrow it for heavy hauling! Features 6 interchangeable steel panels of white and turquoise baked enamel. Rearrange to suit the load . . . remove for use as a fast coaster. 10x1.75" semi-pneumatic tires. Guaranteed "Congo" bearings never need oiling. Seminole red steel body, 41½x17½x10", body depth 4½".
835-470 C1295 Wt. 45 lbs **$17.95**

N GREYHOUND SUBURBAN WAGON . . . plus boy or girl . . . add up to a whale of a time! Kiln-dried hardwood body is 40x17", securely interlocked with heavy bolts, ⅜" hardwood stake sides. Front and rear single unit gears; 5th wheel construction. Tubular handle. Free wheeling 10" spoke wheels with dual rear wheels, chromed hub caps and 1¾" lifetime tractor tires. Wt. 44 lbs.
835-355 C1750 Greyhound Suburban **$24.95**

original Storybook Dolls

all-time collector's favorite

Also, in beautifully styled costumes,
Baby Nancy Ann — 11" all-vinyl baby sister doll.

RADIO
TELEVISION

New for Original Storybook Collectors — lacy, pretty wall racks. Acetate covered Storybook boxes slip right in - show the dolls to best advantage. A beautiful girl's room decora tion. More than one rack can be used as shown here.

NANCY ANN *Storybook* DOLLS, INC.

1262 Post Street • San Francisco 9, California

Represented nationally by MACDONNALD-MARTIN ASSOCIATES, INC. Room 808 • 200 Fifth Avenue, New York 10, N Y • CHelsea 2-4300

original Storybook Dolls

all-time collector's favorite

Original Storybook creation "Cinderella" — 5"

Nancy Ann — 8"

Also, in beautifully styled costumes

RADIO TELEVISION

New for Original Storybook Collectors lacy, pretty wall racks. Acetate covered Storybook boxes slip right in — show the dolls to best advantage. A beautiful girl's room decoration More than one rack can be used as shown here.

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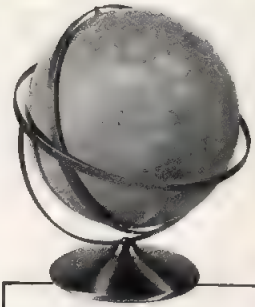
1262 Post Street • San Francisco 9, California

Represented nationally by MACDONNALD-MARTIN ASSOCIATES, INC Room 808 • 200 Fifth Avenue, New York 10, N Y. • CHelsea 2-4300

A NEW LINE FOR '59

Rand McNally WORLD GLOBES

- **RAND McNALLY** has 103 years of experience and a reputation for the highest quality maps and globes.
- **RAND McNALLY** Globes have more place names than any comparable globe and show every country in the world.
- **RAND McNALLY** has many exciting new globe models which will be revealed for the first time at Toy Fair.
- **RAND McNALLY** Globes are more accurate and up-to-date and have many exclusive features such as historical and geographical notes.



RAND McNALLY MEETS THE SPACE AGE
with the Exclusive Double Meridian
Satellite Globe

SEE US AT THE TOY FAIR

ROOM 1004 — NEW YORKER HOTEL
ROOM 306 — 200 FIFTH AVE. BLDG.
(Lawrence R. Schmidt Co.)

RAND McNALLY & COMPANY
NEW YORK • CHICAGO • SAN FRANCISCO

Imported Translucent China . . . to enchant you throughout the years. Highly vitrified, fine quality porcelain . . . so strong, so beautiful. Let it please you daily . . . for the little breakfast or gala affair. Here are five patterns of varied charm to enhance any table setting. Each specially selected to represent the very best in substance and design . . . each chosen especially for its great value.

E GRACE . . . elegantly simple, this pattern is the very symbol of today's contemporary living. Pure white translucent china . . . perfect background for the gracefully flowing wheat shafts of softly shaded gray with borders edged in gleaming platinum. Superb quality dinnerware for remarkably little cost. Contents of sets on page 470

707-893 C2800 57-pc. Set (for 8) **$39.95**
707-901 C4900 98-pc. Set (for 12) . **69.95**

F CROYDEN by Narumi . . . an overt tribute to your good taste . . . an unspoken compliment to your fine sense of value. Croyden recreates the subtlety of nature's very own colors in a muted garland of pink fleurettes, yellow buds and dove gray leaves on translucent white. Dual bands of platinum accent the border. See page 470 for contents.

707-919 C3200 57-pc. Set (for 8) **$45.95**
707-927 C5600 98-pc. Set (for 12) . **79.95**

G WINDERMERE . . . worthy of your most important moments, yet priced so low you need never think twice about using it for everyday. Golden toned shafts of wheat touched with pale green and gray wreath 'round the classic translucent white shape. A windswept wheat spray rests on the center. Gold rims. Contents of sets on page 470.

707-935 C2800 57-pc. Set (for 8) . . . **$39.95**
707-943 C4900 98-pc. Set (for 12) . . **69.95**

H ROSECREST . . . translucent white china in a distinguished transitional design—adaptable to any setting, every occasion. Superbly different . . . a spray of roses in pale gray with dawn pink leaves sweeps dramatically across the coupe shape. Bright band of gold provides the perfect finishing touch. Contents of sets on page 470.

707-950 C2800 57-pc. Set (for 8) **$39.95**
707-968 C4900 98-pc. Set (for 12) . **69.95**

K MARCIA by Narumi . . . gracious new pattern in pure white translucent china. Every piece looks like a rare collector's item! Petite blue and gray rose sprays bordered by graceful scrolls keynote its exquisite beauty. Gleaming gold traces the border. "Marcia" is surely destined to be cherished for generations. See contents on page 470

707-984 C3200 57-pc. Set (for 8 **$45.95**
707-992 C5600 98-pc. Set (for 12) **79.95**

Fine Semi-Porcelain . . . in refreshing new patterns, so typically American. Whether you're searching for a dinnerware of chaste simplicity or stark drama, you'll find yours here, on these two pages. Typically American too, is the exceptionally high quality. All patterns are highly glazed, ovenproof and guaranteed against crazing—detergent-resistant too. There are few possessions in life that keep giving such joy . . . such satisfaction and pride . . . as this truly prized dinnerware. Priced well within everyone's budget.

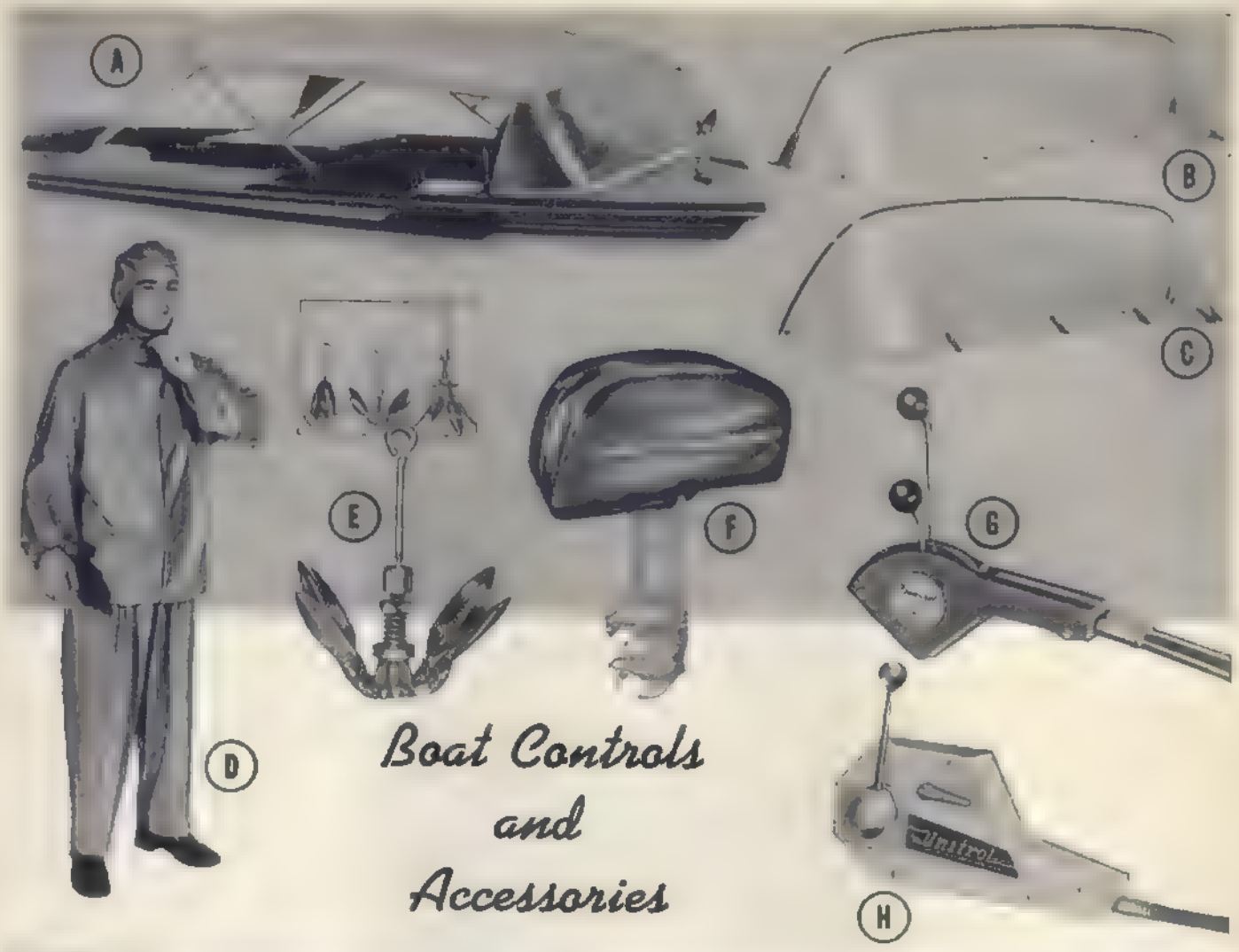
DAISY . . . semi-porcelain in a refreshing new pattern, so modern in interpretation. The sweet daisy, with all its country charm, is artistically conceived in a grand flourish of shape and vibrant color. Sunny bright side sprays of buttery yellow and white daisies with crisp green fronds are strewn gracefully against the ivory-white body. Slender gold circles a modern coupe shape. Choose Daisy and you'll thank your sound judgment in taste, in economy.
708-032 C1340 45-pc. Set (for 8) See contents on pg. 470. **$19.95**
708-057 C2000 65-pc. Set (for 12). See contents on pg. 470 **29.95**

HEIRLOOM . . . contemporary style with classic elegance—fine American semi-porcelain that's all its name implies. A pattern of chaste simplicity to triumph in any setting. Its ivory white body is richly offset by shimmering wide bands of platinum. A perfect complement for your finest silver and crystal. Durably crafted· ovenproof, highly glazed and guaranteed against crazing.
708-149 C1960 53-pc. Set (for 8). See contents on pg. 470 **$27.95**
708-156 C3135 101-pc. Set (for 12). See contents on pg. 470. **44.95**

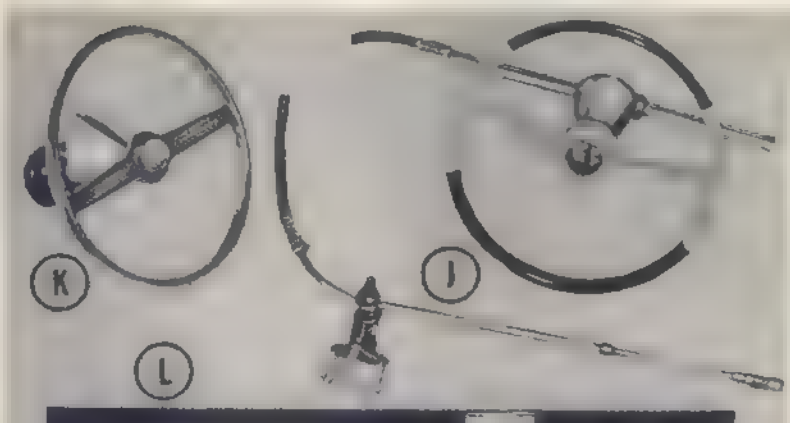
PINK LACE . . . designed to delight from breakfast to the most formal of dinners. Pink florals with gray leaves and hints of black are woven into a fragile lace-effect on ivory-white semi-porcelain body. Edges are lined in platinum. Note, too, the interesting new tall cup designed to complement this lovely pattern. Adds sparkle to any table setting whether traditional or contemporary.
708-198 C1165 35-pc. Set (for 6) See contents on pg. 470 **$16.95**
708-206 C1725 53-pc. Set (for 8). See contents on pg. 470 **24.95**

MOSS ROSE . . dainty sprays of ever-beloved roses keynote this lovely pattern which has a never-ending appeal. A bouquet of delicate pink roses and fresh green leaves (realistically depicted, even to the dew drop) appears majestically on an ivory white semi-porcelain background. Gold stroked edges. Highly glazed, oven-proof and detergent resistant, of course. Truly an unusual value!
708-214 C1340 45-pc Set (for 8). See contents on pg. 470. . **$19.95**
708-222 C2000 65-pc. Set (for 12). See contents on pg. 470. **29.95**

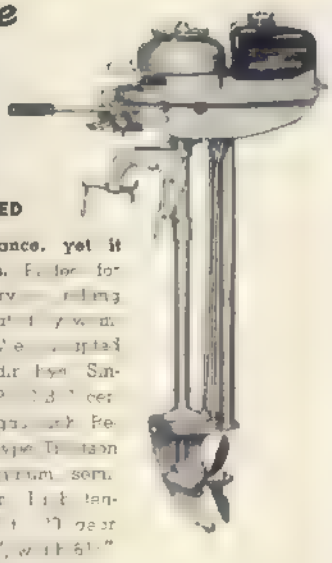
BLUE WILLOW . . . the most beloved dinnerware pattern in all the world! Quaint, intricate all-over design in rich blue against a background of snowy white, richly glazed semi-porcelain, depicts a charming old Chinese legend of young love. Perfect for a traditional dining table . . . enchanting pieces to show off in your china cabinet. Colors stay lustrous and clear after years of dishwashing.
708-974 C965 32-pc. Set (for 6. See contents on pg. 470 **$14 50**
708-941 C1825 53-pc. Set (for 8). See contents on pg. 470 **26 95**



Boat Controls and Accessories



Neptune MIGHTY MITE



1.7 HP
O.B.C. CERTIFIED

Powerful performance, yet it weighs only 7 lbs. [illegible] for [illegible] rotary [illegible] motor. Easy [illegible] pull [illegible] and [illegible] Vertical [illegible] for [illegible] and [illegible] type. Single cylinder 1.7 HP [illegible] certified [illegible] Bendix type [illegible] aluminum [illegible] Aluminum [illegible] weedless [illegible] Ball [illegible] aluminum [illegible] 3 to 1 gear [illegible] Ball [illegible], with 6½" Ship [illegible]

9R5-8647..... RETAIL $94.95

Play It Safe!

All items listed are Coastguard approved for all pleasure craft under 40 ft. Aqua-Float approved jackets have heavy-duty, rust-proof hardware offering maximum adjustment, complete freedom of action. Lightweight and comfortable, they are filled with buoyant Prime Java Kapok or unicellular vinyl foam electronically sealed in vapor-proof vinyl plastic inserts. Two color combinations available. Sale tested package. Ship. wt. per jacket 2 lbs.

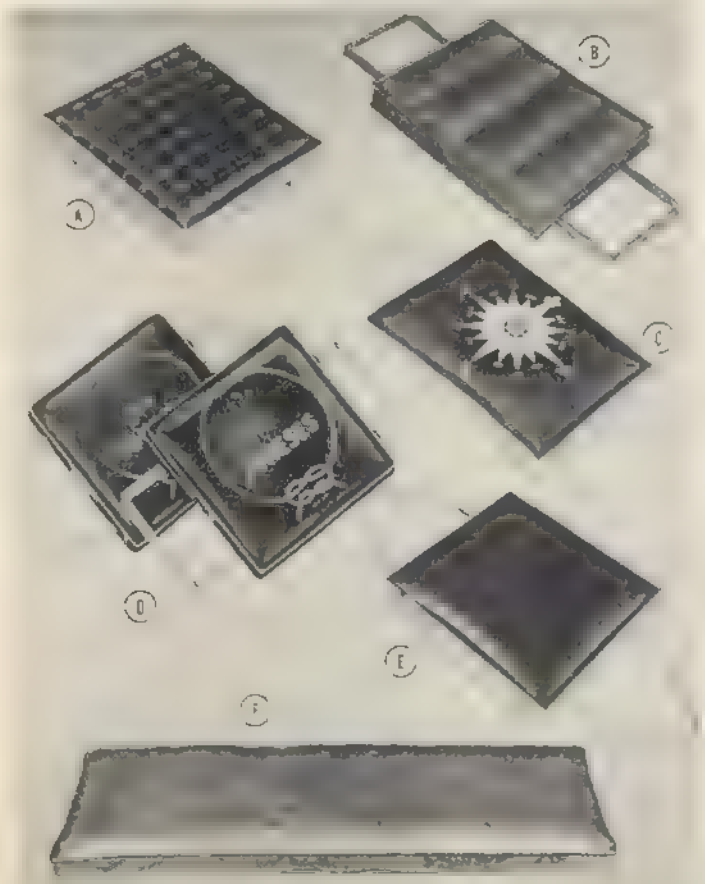
Ⓐ **Adult size life saving vest.** Conventional bright India orange color. Kapok electronically sealed in plastic to insure indefinite buoyancy. Heavy-duty, rust-proof hardware offering maximum adjustments. Ultra weight—complete freedom of movement.
22R81-329 . . . . . RETAIL **$6.00**

Ⓑ **New Approved Life Jacket.** Approved for all pleasure craft under 40 feet. Filled with permanently buoyant unicellular vinyl foam and will not [illegible] Ultra-light weight—ideal for [illegible] or sail. Bright India orange color.
Adult Universal size. Ship. wt. 3 lbs.
22R100-779. . . . . RETAIL **$13.00**
Medium Child size. Supports up to 90 lbs. Ship. wt. 2 lbs.
22R101-629. . . . . RETAIL **$10.50**

Ⓒ **Children's size life saving vest.** Kapok electronically sealed in plastic to insure indefinite buoyancy. Heavy-duty rust-proof hardware offering maximum adjustments for comfort, freedom of movement.
Children's small size, supports up to 45 lbs.
22R82-225. . . . . RETAIL **$4.25**
Children's Medium size. Supports 45 to 90 lbs.
22R83-265 . . . . . RETAIL **$5.00**

Ⓓ **New Stripe Pattern Vest.** Red and white stripe outside material [illegible] Ultra-light weight—quick to put on and [illegible] comfort.
Adult Universal size.
22R67-375. . . . . RETAIL **$6.25**
Children's small size. Supports up to 45 lbs.
22R68-270. . . . . RETAIL **$4.50**
Children's Medium size. Supports 45 to 90 lbs.
22R69-314. . . . . RETAIL **$5.25**

U. S. Coast Guard Approved Life Jackets and Boat Cushions



COAST GUARD APPROVED CUSHIONS

Ⓐ **"Tartan" Cushion.** Nestex vinyl fabric developed to meet the most rigid specifications. Leather grain [illegible] Tooled and [illegible] covered by imported [illegible] that will not fade, crack or peel when [illegible] in hot [illegible] with 2" whipstitched boxing. Brilliant 3 color tartan plaid [illegible] Ship. wt. 3 lbs.
22R102-300 . . . . . RETAIL **$4.95**

Ⓑ **Fisherman's Favorite.** [illegible] weight heavy duty, 10 oz. duck fabric [illegible] Ideal for [illegible] Ship. wt. 3 lbs.
22R85-339. . . . . RETAIL **$5.50**

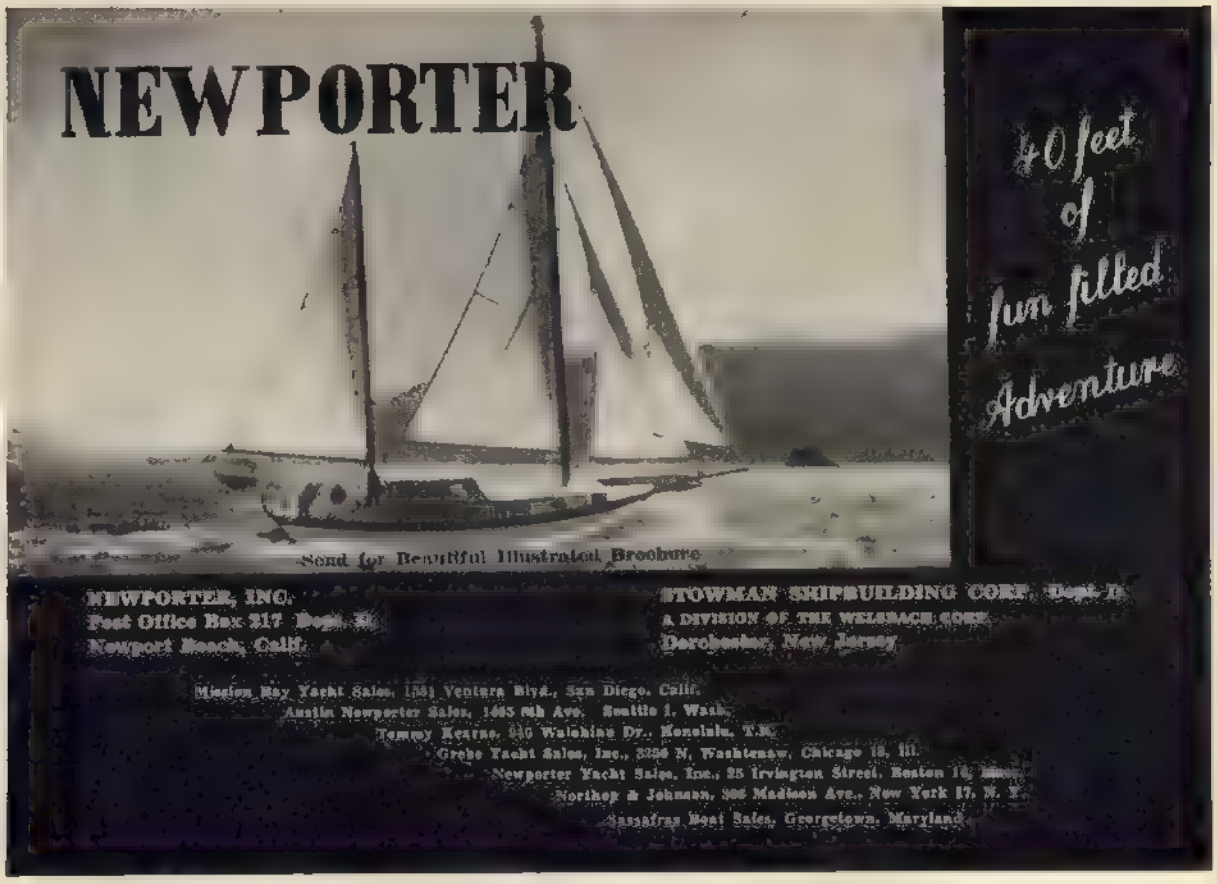
Ⓒ **Companion Cushions.** 8" and 20" length with matching two-color [illegible] Plain on reverse side. Rich red [illegible] finished vinyl Nestex coated fabric with exclusive V[illegible] Dependable "life-grip" stitchless solid vinyl handle.
20x15x2" size. Ship. wt. 4 lbs. Specify Color.
22R84-425 . . . . . RETAIL **$6.95**
As above: 15x15x2" size. Ship. wt. 3 lbs.
22R89-339 . . . . . RETAIL **$5.50**

Ⓓ **Personalized Cushions.** U.S.C.G. approved [illegible] with Kapok sealed in vinyl. Any [illegible] permanent white [illegible]. (Maximum 2 lines, 12 blocks per line.) Send order and copy must accompany order. Blue [illegible] with [illegible] Sold in pairs only. Shipped prepaid direct from Hagns [illegible]
D13R20-957 . . . . . RETAIL, PAIR **$14.95**

Ⓔ **"Budget" Cushion.** Specially designed [illegible] meets Coast Guard [illegible] Ideal for [illegible] Covering [illegible] boxing. Size 15x15x2". Ship. wt. 3 lbs.
22R91-249 . . . . . RETAIL **$3.95**

Ⓕ **Tapatco Jumbo Boat Seat Cushions.** Gives any boat that custom [illegible] Made of [illegible] leatherette material with matching [illegible] Filled with [illegible] new Kapok sealed in four vinyl [illegible] Ship. prepaid [illegible] factory. Allow extra time for delivery. Specify choice of color: red, blue, green or yellow.

No.	Size	Ship. wt.	Retail
D13R16-1049	48 x 14 x 2"	6 lbs.	$15.75
D13R17-1185	54 x 14 x 2"	7 lbs.	$17.50
D13R18-1330	58 x 15 x 2"	8 lbs.	$20.00
D13R19-1465	62 x 15 x 2"	9 lbs.	$22.00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Grebe Yacht Sales, Inc., 3250 N. Washtenaw, Chicago 18, Ill.
Newporter Yacht Sales, Inc., 25 Irvington Street, Boston 16
Northop & Johnson, 306 Madison Ave., New York 17, N. Y.
Sassafras Boat Sales, Georgetown, Maryland

ROAMERS PROTECTED BY CAPAC

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NON-REFLECTIVE INTERIOR ENAMELS

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Also featured are thirteen types of transom varnishes and bottom paints, International Paint's "two resin" fiberglass covering process, and a line of non-skid compounds, which provide a sandpaper-like finish when added to any color deck paint.

ALLCRAFT SEAFARER MONEL TANKS

Allcraft Seafarer fuel and water tanks of solid Monel are presented by Allcraft Manufacturing Co., Inc., Cambridge, Mass. Available in over twenty-five styles and sizes for outboard and inboard installation, the corrosion resistant metal tanks cannot chip, flake, or disintegrate. Seafarer fuel tanks keep the fuel and line clear and gum-free. Water in Seafarer tanks remains clean and clear throughout a voyage. Tanks are tested under conditions that simulate the rocking and rolling motion of boats. All meet the requirements of the U.S. Coast Guard and the Yacht Safety Bureau.

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Two additional items for use with Seafarer Monel tanks are the Fuel Gauge Quick Disconnect Tank opening, standard equipment on factory tanks supplied with 35 and 50 hp Johnson and Evinrude motors; and the Quick Disconnect fitting which readily fits into Seafarer Tank's ½" Monel feed fitting.

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MOTOR BOATING 572 MADISON AVENUE NEW YORK 22, N. Y.

THE third annual Boat Show of the Southern California Marine Association will be held Jan. 9-18 at the Great Western Livestock Buildings, Los Angeles. Whether the fixture will be helped, or otherwise, by the "on the water" Pacific Coast Boat Show, which ran Oct. 30-Nov. 8 at Pierpoint Landing in Long Beach, remains to be seen. Odds are, the events will complement each other.

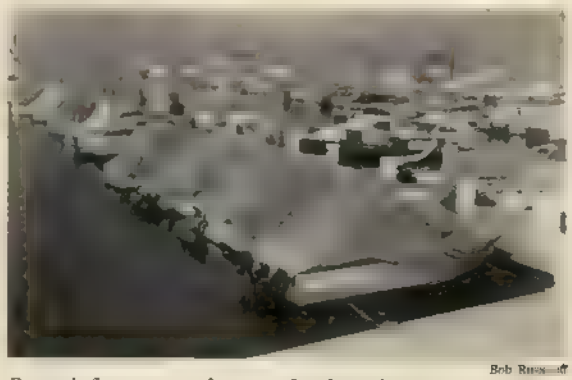
At any rate, the Pierpoint venture proved successful beyond expectations of many, including Show Manager Fred J. Taylor and associates, who reported attendance of 71,581 persons—and bigger plans for 1959. San Diego presents its show at Balboa Park, Jan 23 Feb 1.

So many boats in so many classes are launched these booming boat days that one more is rarely extra-curricular in scope; but such was that, Nov. 15 at Newport of Eventide II, for Steve and Esther Newmark of West Coast Y.C. On Dec. 1 she was trucked to New Orleans to be shipped to Buenos Aires and will compete as the only West Coast contender in the 1,200-mile, uphill race to Rio de Janeiro beginning Jan. 18. The red-white-and-blue sloop was the 31st of the Bill Lapworth-designed L-36s to be commissioned.

In mid-November, work to be completed in February, 1960, was begun at Long Beach, Calif., in building of three additional basins in the Alamitos Bay marina project. The four-million-dollar-plus program will afford accommodation for 1,210 boats, in addition to the present 342-boat Basin I. But, as Lawrence W. (Larry) McDowell, marine dept. director, points out, the present waiting list of 1,500 signatures will more than load every slip the day the new basins are opened for use.

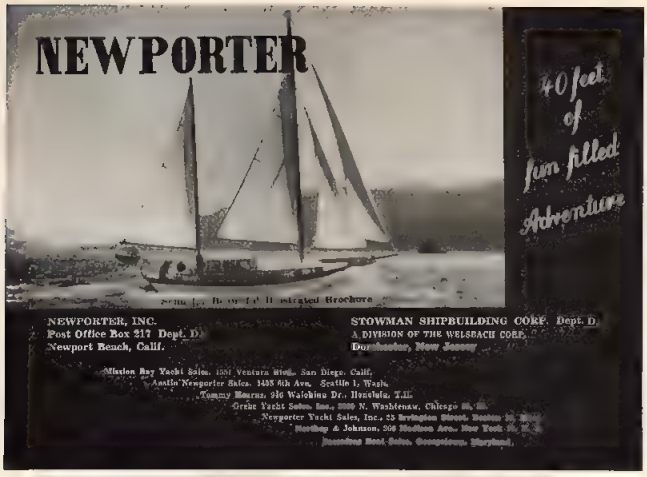
The 28-mile race to 14-Mile Bank run by the Newport Ocean Sailing Association, off Balboa, Nov. 9, managed to baffle everybody again. "In the first place," said Race Chairman Don Morden, "we had 54 signed entries, with valid handi-

(Continued on next page)



Bob Rus[illegible]

Part of fleet snugged up at 342-boat Basin I of Alamitos Bay Marina. Expansion on three other basins has begun.



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CONSUL NEW IN ANCARROW LINE

The new 19′ V-drive Consul is said to be the world's fastest stock pleasure runabout powered with a stock engine.

Ancarrow Marine Incorporated, Richmond, Va., is adding new models to its futuristic styled fleet.

Aquilifer will again be offered in two models. The 25′ Aquilifer Mark I, with hydraulic powered convertible top, electric windows, electric windshield wipers, optional air conditioning, and all of the luxury features of the 60 mph Aquilifer, is one of the most luxurious runabouts in the world.

A new trend in styling is set by the new Consul, a 19′, single cockpit, V-drive speedster. The Consul is said to be the fastest stock pleasure runabout in the world powered with a stock engine.

Praetorian, a 19′ speedster, will still be available with the straight drive for those who prefer this type. She reflects new styling and design features.

Patrician, a 19′ six-passenger, family runabout, is being offered in two versions, straight drive and V-drive. A larger selection of engine horsepower is being offered and she too has had her beauty enhanced by styling and design changes. More speed per horsepower will be obtained.

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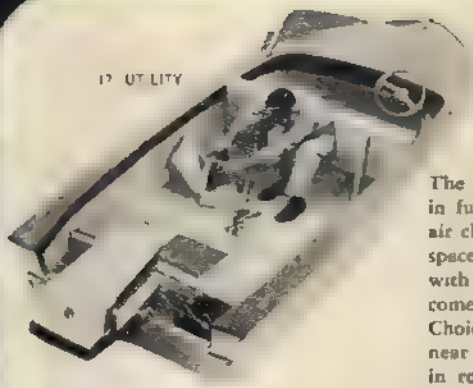

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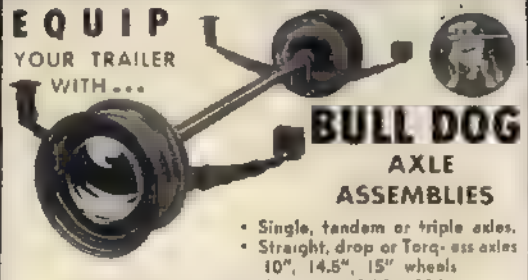

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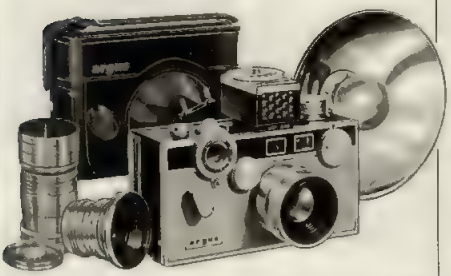

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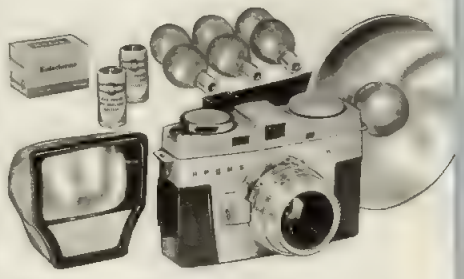

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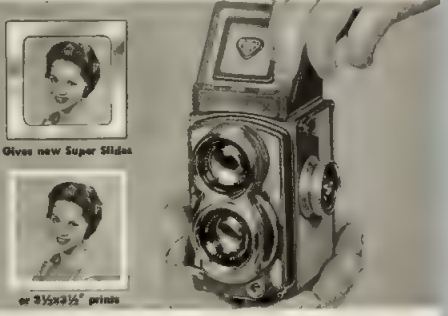
Let color be the clue that solves the mystery of lens openings, shutter speeds, distance dials! With the new Argus C20 camera, you simply line up Color-matic symbols . . . and you've automatically set the correct shutter, lens and distance combination. In average sunlight, for instance, dial them all to red . . . and shoot to your heart's delight! Cocking of five-speed shutter advances film, so you can't double expose (unless you want to). Split-image type rangefinder gives lens-coupled focusing from 2½ feet to infinity. Even under difficult lighting conditions, the C20's sharp Cintar f/3.5 lens means you can keep wearing your master's hat. Lever film wind lets you snap one picture after another, rapidly. Plug-in flash is synchronized for all bulbs, zero-delay electronic flash units. Complete kit includes C20 camera, pocket-sized slide Previewer, flash gun with bulbs and batteries, and a roll of color film. Camera weighs only 16 ounces . . . has a handsome leather grain cover, shiny satin metal trim.

217-182 A4795 Argus C20 Camera Kit. **$59.95**

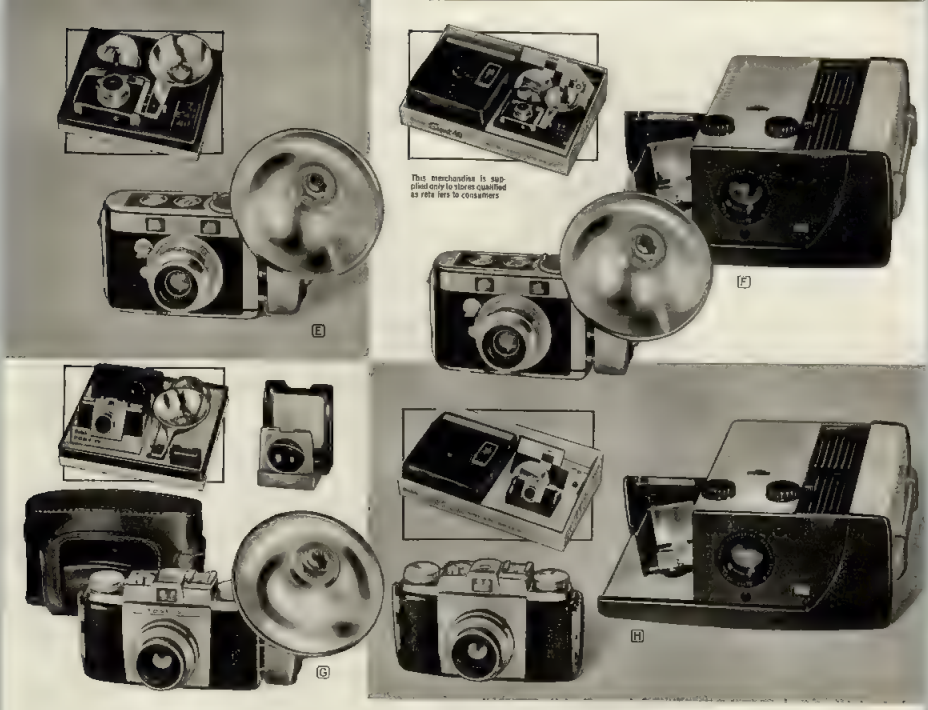
MINOX . . . world's smallest precision camera! An inch wide and standing only 3 inches tall, it fits the palm of your hand . . . pockets like a cigarette lighter. Yet, the Minox packs more precision than many bigger cameras . . . a range of shutter speeds from ½ to 1/1000 second, and f/3.5 lens that focuses from 8 inches to infinity! Prints enlarged from its 8x10mm negatives turn out beautifully. Pre-threaded 50-exposure cartridge, flash synchronization, built-in orange and green filters, automatic parallax adjustment. With leather case and chromed safety chain that serves as a measuring tape for closeups.

218-008 A11950 Minox Camera with Case, Safety Chain . **$139.50**
218-016 A199 Two magazines of black-and-white film . . . **2.50**
218-024 A325 Two magazines of color film **4.00**
218-032 A2250 Minox Exposure Meter and Case. **27.95**
218-057 A2550 Minox B-C Flash Unit, Complete. **31.90**



NEW ROLLEIFLEX 4x4 . . . "miniature" version of the world's most popular twin-lens reflex camera! Exclusive square format delivers twice the picture area of 35mm film. In other words, a roll of 127 film produces 12 negatives, 1⅝x1⅝" (which yield 3½x3½" prints or enlarge to many times that size) . . . or Super Slides that fill the square of a screen yet fit any standard 35mm projector. Load, and in one setting, film transport knob advances film, cocks shutter and counts exposure. Has the new linear-coupled Synchro-Compur shutter (change either the speed or the f/stop and the other changes automatically). Easily operated in one hand for hard-to-get-at-shots. Other features: Schneider-Xenar f/3.5 lens, shutter speeds from 1 to 1/300 second, synchronization for all types of flash, built-in self timer. With case, neck strap and cable release.

217-604 A11950 Rolleiflex 4x4 Camera. **$149.50**



Complete Kodak 35mm Outfits . . . everything you need

SIGNET

E KODAK 35mm SIGNET 40 CAMERA with Dual-Reflector Flasholder

• Kodak's finest lens, the Ektar f/3.5, for use with the new films

Amazingly compact camera has super-imposed image range/viewfinder that cooperates with you in every picture-taking situation! All the controls you need to sight, focus, shoot and advance the film are at your fingertips. Dual-reflector flasholder and 8 shutter speeds take full advantage of today's fast films and the new midget flashbulbs. Exposure guide gives you correct lens openings . . . built-in film reminder tells you type of film loaded in camera

218-750 A4995 Kodak Signet 40 Outfit **$62.50**

F KODAK SIGNET 40 OUTFIT . . . takes and shows color slides

• Includes Signet 40 Camera, Kodak 300 Projector, Preview Screen!

One of today's most modern twosomes . . . packaged together for the 35mm fan who wants to use the fastest film and newest flashbulbs. Camera practically guarantees the picture you're after! All controls are located where your fingers naturally fall . . . so you're free to take your mind off the camera and concentrate on the picture. Just bring together the split images in the rangefinder/viewfinder window and the fast Ektar f/3.5 lens is in focus. Average exposure settings are color marked. Flasholder has both 3" and 4" reflectors.

Projector (only 11x11x5") stands no higher than a telephone. Self-contained in its own carrying case; sets up quickly. Elevation and focusing are rapid one-handed operations. 4" focal length of new f/3.5 lens assures large-image projection. Kodak Readymatic Changer can't jam as it projects slides with one easy push-pull movement. Powerful blower keeps your slides cool. The best recommendation of all . . . "Made by Kodak, so you know they're good!"

218-743 A10150 Kodak Signet 40 Color-Slide Outfit. . **$127.00**

PONY

G KODAK PONY IV 35mm OUTFIT with Flashgun, Case and Viewer

• Color-marked settings! Eye-level sighting! Fingertip shooting!

Go the inexpensive way to priceless color slides and black-and-white prints . . . take along the Pony! This Kodak miniature brings unbelievable ease to 35mm picture-taking. Simplified exposure selector has average settings clearly marked in red. Has f/3.5 lens; shutter with speeds to 1/300 second. The Pony IV camera, styled in black plastic, comes gift boxed with flashgun, case, Kodak pocket viewer, eight M2 flashbulbs, two batteries, Camera and Flash Manuals.

218-834 A4795 Kodak Pony IV 35mm Outfit. . . . **$59.95**

H KODAK PONY 135 OUTFIT . . . with camera and slide projector

• Includes Pony IV Camera, Kodak 300 Projector, Preview Screen!

Look! Kodak has put its high standards of quality into a complete, low-priced outfit . . . just what every family needs to make friends with 35mm photography. The fun of it comes easy with Kodak's Pony IV camera. Beginners can set shutter speed, lens opening and distance setting on red figures for normal conditions. Smooth action shutter release helps steady camera. Eye level viewfinder simplifies composition. Exposure selector, exposure counter, synchronized flash.

The new Kodak 300 Projector, with its low silhouette and luggage type case, is as compact and easy to carry as a portable radio. New 4" Kodak Projection Ektanon lens fills big 40" screen at 10 ft. Quiet turbine-type blower cools its operation . . . but never blasts the operator. Simple push-pull movement of jam-proof Readymatic changer projects, then refiles slides. No bulky magazine needed. Why wait . . . when you can get both camera and projector in this new Kodak Pony 135 Color-Slide Outfit at one low price.

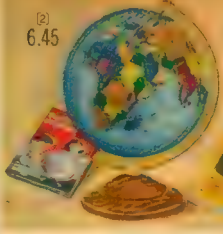
218-826 A8350 Kodak Pony 135 Color-Slide Outfit **$104.50**

NEW REPLOGLE RELIEF GLOBE

ONLY **9.75**

- Costs 12.95 elsewhere
- Wondrous 3-dimension
- See, actually feel the earth's true contours

[1]



[2] 6.45

[3] 7.75

For Junior Travelers...

[1] NEW 12-INCH STEREO RELIEF GLOBE at holiday savings of $3.20. First ever to use raised design of earth's hills, mountains, valleys—yet retains thousands of place names, political colorings, wonderful references of smooth globes. Far more educational; homework made easier, more fun! Easy to understand cause and effects of climate, populations, boundaries, transportation. Developed through years of scientific research! Buy now and save!
Ten washable, non-fading colors; easy-to-read type. Time dial over North Pole conserves world lines. Brass-finished numbered meridian, firm assembly, base. Stands 16½ in. high on free-swinging Gyro-Matic mounting.
32-page book of globe games and uses included.
KSS J 4936. Matlable. Shipping weight 7 lbs. 9.75

[2] 10-IN REPLOGLE GLOBE . . . sells for $7.95 elsewhere! 10 beautiful lithographed colors; numbered half-meridian; 6,000 place names; sturdy metal base. Wonderful reference globe for students. Includes 32-pg. book—"The Story of the Globe."
KSS J 4959 Mail. (5 lbs.)..... 6.45

8-IN STUDENT GLOBE. As above. Extra large names. $4.95 elsewhere
KSS J 4935. Mail. (4 lbs.)..... 3.45

[3] 12-IN. CRAM GLOBE . . . $9.95 elsewhere! Colorful, informative, accurately detailed . . . equal to wall map 38 in. wide. Brass-finished meridian base. 64-page illustrated book —"The Globe and Outer Space Handbook," included. Mail.
KSS J 4920. (7 lb.)..... 7.75

10½-IN. GLOBE. Same features as above. $7.95 elsewhere
KSS J 4921. Mail. (6 lb.)..... 6.50

[4] 1.59

[5] 3.85

[4] TINY TRIP TAKER . . . ruggedly built and styled just like mom's. Full sturdy wood frame, locked and glued corner construction—covered with gay, washable plastic, laminated to stand wear. Plastic handle. Brass-plated draw lock. 12x5x4 in. Assorted colorful designs (sorry, no choice).
SS J 3877. Shipping weight 1 lb. 12 oz. 1.59

[5] LITTLE MISS OVERNIGHTER . . . sturdy little case designed for real travel! Washable plastic over wood frame; silvery Mylar trim; rayon lining. Lock and key. 12x9x5¼. White/Red or White/Blue. (2 lbs. 8 oz.)
SS J 3885. State color..... 3.85

[6] DOLLY AND ME . . . 4-pc. set. Plastic-covered fiber train case (8x6¼x6¼), sun hat box (8x8x3½) for little sister; matching miniatures for doll; also included, Multi-color labels . . . like a world traveler. . . .
BSS J 3856. Mail. (2 lb.) . . Set 2.75

[7] OTTO THE DACHSHUND . . . wonderful surprise for your autograph "hounds." Plenty of room for dozens of names to be written on his lovable Oyster White poplin hide.
SS J 3850 13-in. (1 lb.)..... 2.45
SS J 3851 22-in. (1 lb. 14 oz.)..... 3.45

[8] DATELINE DESK SET . . . teen delight. 4-pc. plastic ensemble. Desk Blotter (12x18). Swap Note Pad (4¼x6x¼ in. thick) Picture Frame (2 photos, ea. 3x4¼). Dictionary (4½x5⅜x½) Ivory only.
BSS J 3895 Mail. (3 lb.)..Set 3.85

[7] 2.45

[8] Set 3.85

With Budget Power you can shop early and pay a little each month

MARKSMAN DART GAME comes in three sizes. A family game which appeals to all ages. Nice addition to den or playroom. Official rule booklet. $1.95, $2.95, $3.95. Morton Harris, 2101 S. Barrington ave., Los Angeles, Calif.

YANCY DERRINGER HAT made of white fibre straw is an authentically styled copy of the one worn by the television Western hero. Also available in white felt. $1.98. Newark Felt Nov. Co., 50 Jelliff ave., Newark, N.J.

F-500 FURY is a 500-shot cap machine gun. It operates on 4 flashlight batteries. The Mustang 300 is also a 300-shot, triple action cap pistol. Three-way firing action on pistol. Nichols, Ind., P.O. Box 1191, Jacksonville, Texas.

BUDDY "L" Air Force Missile Interceptor Unit is an authentic toy. It carries 2 interceptor missiles and its own launcher which elevates and swivels. 4 rugged rubber tires. Price $4.00. Buddy "L," Toys, East Moline, Ill.

ELEPHANT TOY CHEST in unbreakable plastic. Elephant's head lifts off to provide ample storage space for large quantity of toys. Many color schemes. 24 x 28", $20 retail. Cartercraft Plastics, New Kingstown, Pa.

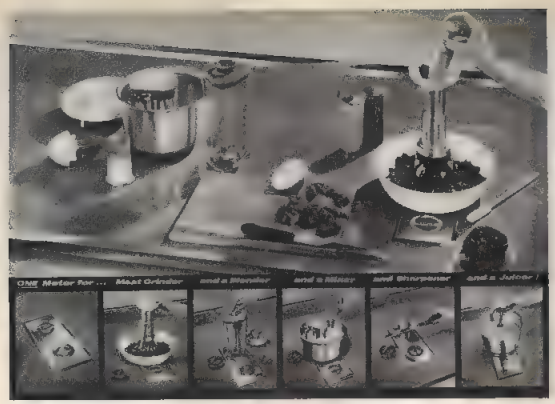
SNO-JET is a toboggan sled made of Cycolac, a plastic with unusual features. Sled resists heaviest shock and impact, but is so lightweight that even tot can carry it. Coleco Toy Products, 75 Windsor st., Hartford, Conn.

TRICK, JOKE & NOVELTY assortment with $28 total retail comes in deluxe easel counter & wall rack which takes up less than one sq. ft. of counter space. Pilfer-proof. To 35c. S. S. Adams Co., Bags ave. & Maine st., Asbury Park, N.J.

MASQUERADE COSTUME is made of rayon taffeta decorated with guttering tinsel. Complete with eye mask and a silver crown. Small, 4-6 age; medium, 8-10 age; large, 12-14 age. $1.98. Ben Cooper, 254 36th st., Brooklyn, N.Y.

TUFFY GLOBE BALL is light weight, just over 1 lb. yet can support over one ton. Hard plastic can be bounced and hammered without damage. $12. George F. Cram, 730 E. Washington st., Indianapolis, Ind.

NUTONE
Built-In Food Centers and Door Chimes



BUILT-IN, OUT-OF-SIGHT FOOD CENTER. Ready for instant use as powerful Mixer, 6-speed blender, electric Knife Sharpener, or sensational Meat Grinder All operate off one motor which is hidden under counter top. Eliminates pulling, tugging heavy kitchen appliances AC, 115 V Wt. 18 lbs.

20G51X5437 .....Retail **79.95**

20G51X5197 (6 or more).....Retail **78.95**

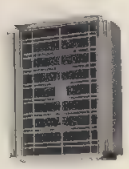
Mixer and juicer Attachments for above

20G52X1357 Mixer .....Retail **19.95**

20G53X269 Juicer .....Retail **3.95**

NUTONE VOLTAGE TRANSFORMER. 16 volts, 10 watts. Takes substantial surge loads. 16 volts for 2-Note Chimes, also for oil or gas heating systems of air conditioning units. Has thermal cutout UL appr

20G33X192 .Retail **2.95**



CHORD TONE. Desert sand color Smart grill pattern with gold flecked cloth. 2 cheery chords front door, 2 gay notes rear door Size 7½x9x2⅞" deep Shpg Wt. 3 lbs. 12 oz

20G55X937

.....Retail **13.95**

20G55X837 6 or more, each .....Retail **13.95**

JEWEL. Attractively finished in walnut with anodized gold tubes on side. 2 notes for front door, 1 note for rear Size 7x9x3" deep. Shpg Wt. 3 lbs 12 oz

20G45X777

.....Retail **11.95**

20G45X717 6 or more, Each.. .....Retail **11.95**

PROVINCIAL. Walnut finish cover with antique highlighted grill 2 chords front door, 2 notes rear door Size 8¼x10x3⅝" deep Shpg Wt 4 lbs 6 oz

20G60X372

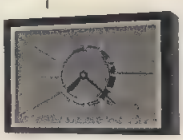
.....Retail **14.95**

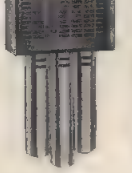
20G60X897 6 or more, Each ... ..Retail **14.95**

SYMPHONIC. 8 or 4 chord tone chimes for front door Radio-type volume control with transformer 2 chords for rear door, 1 chord 3rd door Limed oak with brass tubes Size 14x8x3½" deep Shpg Wt 8 lbs.

20G38X2217

.....Retail **36.95**





(A) JEFFERSON. Colonial wall clock (Telechron move) and 4 or 8 chime Westminster door chimes Rings 2 notes for rear door, 1 for 3rd. door Transformer incl Mahogany cabinet, brass tubes Size 58x11x6" deep Shpg Wt. 13 lbs

20G42X5397 .....Retail **89.95**

(B) SUPREME. Modern design with limed oak finish Telechron move. 4 long brass tubes. 4 or 8 notes front door, 2 notes rear door, 1 note for 3rd door Transformer incl Size 33 ⅞x8½x2⅛" deep Wt. 6 lbs.

20G49X2997 . Retail **49.95**

SUNBURST. Chord chime and clock Light walnut or ebony finish wood, brass sunburst and bezel. 4 or 8 chords for front door, 1 chord 2nd. door, different chord 3rd. door Transformer included Size: 12⅛x8⅝x3½" deep Shpg Wt. 9½ lbs

20G62X4197

.....Retail **69.95**

BUILT-IN. Gay chimes Attractively finished in Gold anodized and ivory. 2 notes front door, 1 note rear Size 7⅞" square, 2" deep Cut out. 6¾" sq. Shpg Wt 3 lbs. 3 oz

20G64X647

.....Retai. **9.95**

20G64X597 6 or more, Each .....Retail **9.95**

CHORALE. Lime oak and gold anodized. 4 or 8 notes front door, 1 note rear door, different note for third door Transformer included Size 7¾x14½x 3½" deep Shpg Wt. 8½ lbs.

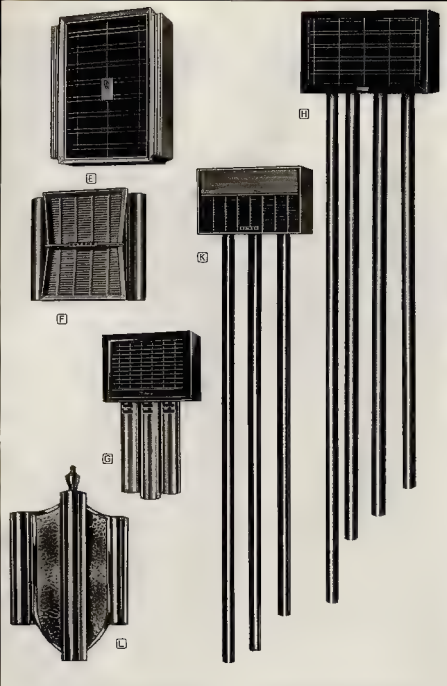
20G61X2097

Retail **34.95**

BUILT-IN ELITE. Chord chime and telechron clock movement. Gold anodized life-time finish 2 chords front door, 2 notes rear door. Size 7⅞" square, 3½" deep Cut out 6¾" sq Shpg Wt. 4½ lbs

20G63X14

Retail **22.50**



Melodious Nu-Tone Chimes

(E) **"CHORD TONE"** . . . modern design door chime with Desert Sand cover, gold-flecked grille cloth. Sounds 2 chords front door, 2 notes rear door. 7⅛x9x2⅞". Uses 16v transformer (below).
842-450 B907 "Chord Tone" . . . **$13.95**
842-674 B192 16v Transformer. **2.95**

(F) **"HARMONY"** . . . smart contemporary styling. Ivory color cover, golden tubes. Sounds two notes for front door, one note for rear door. 7x7⅝x2¾". Uses 16v transformer (see E above).
842-476 B517 "Harmony" **$7.95**

(G) **"CHORALE"** . . . sounds 8 or 4 notes for front door, one note for rear door, a different note for third door. Beautiful cabinet cover in Walnut or Lime Oak finish. Gold anodized tubes. 7⅝x14½x3⅛". Transformer included.
842-484 B2097 Lime Oak **$34.95**
842-401 B2097 Walnut. **34.95**

(H) **"SUPREME"** . . . with selector switch to sound 8 or 4 notes for front door, 2 notes for rear door, 1 note for third door. Lends a look of gracious elegance to your home, with its long tubes of gleaming brass and distinctively designed cover in Lime Oak finish. Measures 10x5x48⅛". Transformer included.
842-468 C2997 "Supreme" **$49.95**

(K) **"CORONET."** Has three satin brass tubes. Sounds two notes for front door, one note for rear door. Lime Oak or Walnut finish cover. 8½x2⅞x39¾". Uses 16v transformer (see E above).
842-625 C1102 Lime Oak **$16.95**
842-443 C1102 Walnut . . **16.95**

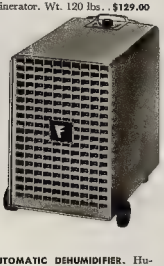
(L) **"MT. VERNON"** . . . charming Colonial design reproduced in hammered brass. Sounds 2 notes front door, 1 for rear. 7x11¾". Uses 16v transformer (see E).
842-633 B777 "Mt. Vernon" . . . **$11.95**

The modern easy way to dispose of ALL garbage and waste. Sanitary, odor-free!

SUPERFLAME HOME GAS INCINERATOR . . . with "Pres-Toe" pedal. Step on the pedal—up pops the lid. It's the handiest, most convenient incinerator made! The Superflame uses any type gas. Disposes of wet garbage, bones, vacuum cleaner dust, surgical dressings, all waste and rubbish. Holds up to 2 bushels of refuse, reduces it to a fine, dry ash—quickly, efficiently. Has removable ash drawer. Economical operation; extra-thick fiberglas insulation concentrates heat *inside* the incinerator. Heavy duty stainless steel burner assures years of trouble-free service. Ht. 36"; casing depth 24"; width 18"; ht. from floor to center of flue 28½"; diam. of flue 6"; gas connection ⅜". Baked-on neutral Blond enamel finish. AGA approved. From Minn.
845-867 D6950 Incinerator. Wt. 120 lbs. . **$129.00**

Makes a pleasant, dry laundry room

Protects tools against rust



FRESH-ND-AIRE AUTOMATIC DEHUMIDIFIER. Humidistat regulates humidity automatically! ½ HP compressor removes 4 gal. of water from air daily; controls moisture in areas to 15,000 cu. ft. Swivel casters roll it anywhere. Beige enamel finish, gold color grille. 5 yr. warranty. 110v, AC.
842-815 C10475 Size: 20x13x20" **$149.95**

BERNS "AIR KING" DEHUMIDIFIER (not shown). Dehumidifies any room up to 10,000 cu. ft.-Portable . . . moves easily on swivel casters, plugs into any 115v AC outlet. ½ HP Tecumseh compressor. 5 yr. refrigeration warranty. Beige-tone steel.
845-305 C7495 Size: 19½x18x12½" **$99.95**

NY-LINT MICHIGAN SHOVEL. The bucket takes a good full bite just like the real full size models that dig automatically when raised to the boom. The cam sturdy boom raises and lowers and the entire housing pivots on the rugged, extra-braced chassis. Front wheels are steerable. Typical superior construction as 20-gauge and heavier welded steel with durable sprayed baked enamel finish. **Size** 31½" long 7½" wide 20¼" high. Ship. wt 12 lbs.

25N80-685.....RETAIL **$10.00**

NY LINT PAYLOADER. Actually digs loads, and carries all kinds of materials. It can bulldoze, level, grade or scrape and is strong enough to hoist, push or pull heavier objects. The big tip-proof bucket remains level while raising but can be dumped at any point by releasing a spring latch. Durable 20-gauge welded steel construction also features non-strip steel hooking gears, sprayed baked enamel finish and massive 3½" rubber tires. **Size:** 18" long, 7" wide, 7½" high. Ship. wt 9 lbs.

25N79-533.....RETAIL **$8.00**

NY LINT ELECTRONIC RADAR CANNON. Swivel the gun mount rotate the radar screen, raise or lower the barrel by electronic push-buttons to exactly the right elevation. Load and fire by the touch of a button. Harmless, sponge-nosed plastic missile avoids breakage. Requires two D flashlight batteries (not included). Can be operated manually. 20-gauge welded steel construction. Can carry with 4 missiles. Size 22½x8-9x16¾" Ship. wt 9 lbs.

25N83-867.....RETAIL **$13.00**

Deluxe Sportsman Pickup Truck with Boat Trailer. One of the most exciting toys ever offered. Youngsters thrilled with boats and trucks can get both in one ingenious combination pull motor that attaches to boat. Boat trailer rides husky sportsman like a shadow—couples and uncouples with a click. 22¾" long, 6" high, 5½" wide. Ship. wt. 5 lbs.

25N88-395.....RETAIL **$6.00**

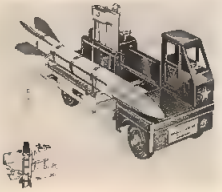
Thunderbird Express. A gleaming White freighter with dual tandem trailer wheels. Authentic rear doors swing wide open to speed loading and unloading. Cab uncouples—"landing gear" supports sleek trailer. 24¼" long, 9¼" high, 6" wide. Ship. wt. 9 lbs.

25N84-539.....RETAIL **$8.00**

ELECTRONIC TWIN TRAIN SET

New train set for a young engineer. Made of steel and beautifully lithographed in 5 colors. Operates on two flashlight batteries (not included) with electric motor. Two sets of trains, each with diesel style locomotive and two cars. Has two switches station, power house, tunnel, mountain comb and crossover. Size: 28¼" long, 11¼" wide, 2⅜" high. Ship. wt. 6 lbs.

25N87 3X395/410.....RETAIL **$6.00**



(Left) Guided Missile Carrier. A scale model all steel guided missile carrier just like the real machine used to carry missiles and rockets to the launching platforms. Picks up ballistic missile as its cradle raises it and draws it to rear moves cradle out and lowers missile and sets it in position. Carrier is a versatile side-lift fork truck for palletized loads of lumber, logs, or other toys. All mechanical with steerable front wheels, locking handwheels to operate saddle lift and platform traverse, squadrie cradle that swerts to form pallet. 20-gauge colorful, durable construction. Size: 15½" long, 11" wide, 13½" high with platform raised. Ship. wt 9 lbs.

25N82-667.....RETAIL **$10.00**

(Right) Hydraulic Dump Truck. A touch on the release lever and out goes the load gently, smoothly hydraulically. Adjust the 2-position tail-gate and you dump straight or spread. Beautiful burnished bronze paint job. 13¼" long, 6" high, 5" wide. Ship. wt. 5 lbs.

25N85-333.....RETAIL **$5.00**

ORDER EARLY for Holiday Delivery

(A) Yellowjacket Airplane. Ready to fly—with new Flexomatic starter, wind prop and engage power ring—engine starts instantly. Loops, strafes, dives, stunts, etc. Flight control handle and lines included. New Wen-Mac maximum rpm engine. Ship. wt. 2 lbs.

2SN103-6X417/453 ..RETAIL **$6.95**

(B) USAF Turbojet Airplane. Completely assembled and ready to fly. Fully automatic starter. Engage cable—it's the never necessary to touch the prop. New combat team colors and stripes. Very realistic. Wing, tail and three-bladed prop. Unbelievably true to life. Flight control handle and lines included. Ship. wt. 2 lbs.

2SN101-5X777/843.. .....RETAIL **$12.95**

WEN-MAC

Gasoline Powered

MODEL PLANES

(C) USN Cutlass Airplane. Really flies—engines are pre-run and tested for easy automatic starting. All assembly needed is to use. New extended dural tail boom. Flight control handle and lines for both flight and throttle control. New nondrip fuel tank for extended and precision flight. Jet-Black plastic fuselage cockpit and combat air pass. Flight control handle and lines included. Automatic starter. Perfect for beginner and expert. Ship. wt. 3 lbs.

2SN106-5X887/973.....RETAIL **$14.95**

(D) Sport Beechcraft Bonanza Airplane. Really flies—easy to start with fully automatic starter. Stunts and loops. Wide-angle engine mount flash. Authentic "V" tail. Sparkling trim and detail. Flight control handle and lines included. Indestructible "Duro-lite" plastic construction. Ship. wt. 2 lbs.

2SN102-5X597/647..... ..RETAIL **$8.95**

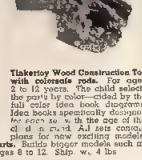
WEN-MAC ACCESSORY KIT

Necessary for all Wen-Mac planes listed above. Kit contains one-half pint of "V-9" fuel designed especially for Wen-Mac airplanes. Also battery wire clip and. Engine wrench for every purpose. Pouring spout (Fuel contains N.Y. Fire Dept. certificate of approval). Ship. wt. 1 lb.

2SN104-5X30/97.....RETAIL **$1.50**

American Skyline Construction Kit. Designed to bring out the ultimate in creative ability. Kit materials are made of finest, super-high impact plastic material which is strong, rigid, flexible and safe. Easy and fascinating to build true-to-life skyscrapers with this set. True architectural scale unit parts make it easy to create one-eighth inch to the foot models. Interlocking pieces of simple design, precision made, will not break under ordinary conditions of play.

2SN105-897—1004 pieces. Ship. wt. 7 lbs.....RETAIL **$15.00**
2SN106-S67—1217 pieces. Ship. wt. 5 lbs.....RETAIL **$10.00**
2SN107-533—970 pieces. Ship. wt. 4 lbs.....RETAIL **$8.00**
2SN108-397 729 pieces. Ship. wt. 3 lbs.....RETAIL **$6.00**



Tinkertoy Wood Construction Toy with colorsafe rods. For ages 2 to 12 years. The child selects the parts by color—aided by the full color idea book diagrams. Idea books specifically designed for each set with the age of the child in mind. All sets contain plans for new exciting models.

Big Boy Set. 285 parts. Builds bigger models such as 5-foot tower. For ages 8 to 12. Ship. wt. 4 lbs.

2SN109-6X315/333 RETAIL **$5.00**

215-piece Set. 15½" tube. Ship. wt. 2 lbs.
2SN110-6X190/200.....RETAIL **$3.00**

140-piece Set. 9" tube. Ship. wt. 2 lbs.
2SN111-6X157/133... . .....RETAIL **$2.00**

Walt Disney's Early Settlers Logs. Two completely original features of this new line of logs: solid wood construction fillers plus doors and windows. Feature youngsters to create authentic frontier buildings. Detailed instruction booklet in every set. In sturdy, two-tone box with striking panoramic scenes.

270-piece set. Box size: 16x10½x2¾" Ship. wt. 3 lbs.
2SN116-6X185/197.....RETAIL **$3.00**

540-piece set. Box size: 19x12½x2¾" Ship. wt. 5 lbs.
2SN117-5X297/393 ..... RETAIL **$5.00**

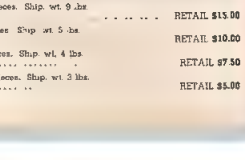
810-piece set. Box size: 22x14½x2¾" Ship. wt. 8 lbs.
2SN118-3X455/497 ..... RETAIL **$7.00**

1040-piece set. Box size: 23½x15½x4". Ship. wt. 12 lbs.
2SN119-3X620/667.....RETAIL **$10.00**

AMERICAN SKYLINE BUILDING SET

BLOCK CITY CONSTRUCTION SETS

We make an endless variety of city scenes and these sets contain: brick, bevel blocks, windows, corner windows, doors, plastic roofing material. The larger sets have garage doors, fence pieces and gates, roofing blocks, even window awnings, stoops and sidewalks. Gleaming authentic blocks of rugged, molded colors in sealed tubes with 20-page instruction book.



New Yorker Set 750 Pieces. Ship. wt. 9 lbs.
2SN112-695 . . . . . RETAIL **$15.00**

Las Vegas Set—627 Pieces. Ship. wt. 5 lbs.
2SN113-590 RETAIL **$10.00**

Chicagoan Set—472 Pieces. Ship. wt. 4 lbs.
2SN114-450 . . . . . RETAIL **$7.50**

Beverly Hills Set—276 Pieces. Ship. wt. 2 lbs.
2SN115-300 . . . . . RETAIL **$5.00**

ORDER EARLY for Holiday Delivery

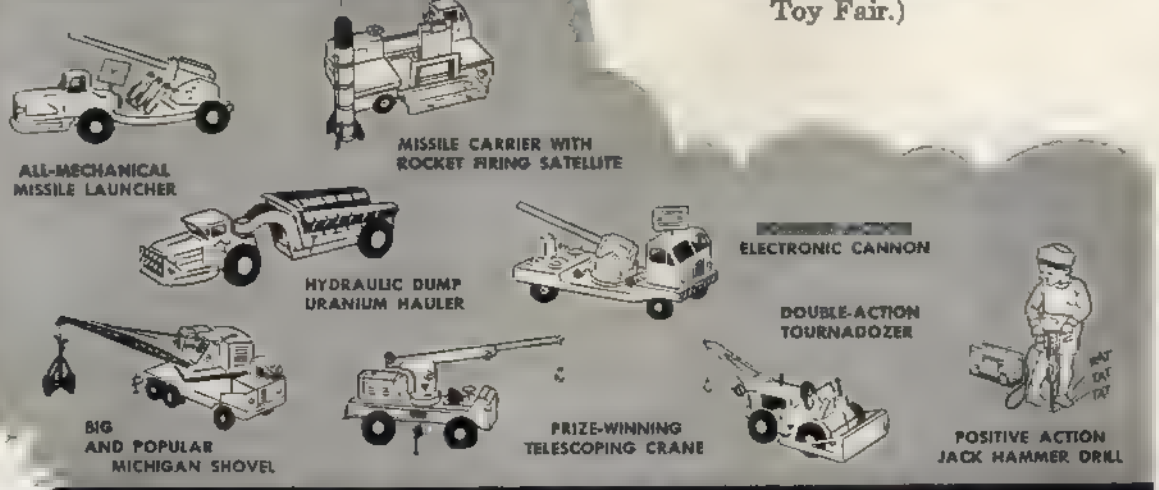
TAKE OFF WITH OUR NEW LINE FOR FIFTY-NINE!

World Famous

NY-LINT TOYS

Our heartiest congratulations! — to J. Warren Wiley and his associates, on the occasion of moving into their new offices and display rooms at 118 Arcade, Ground Floor, 200 Fifth Avenue Building. Warren has successfully represented us for many years, and we are particularly pleased to see him located in this expanded and prominent location. *Be sure to look at NY-LINT'S new line for 1959*, which Warren will have on display in March — there are some *spectacular* new numbers among them! (Also see our exhibits in Rooms 614 and 615 at the Hotel New Yorker during the Toy Fair.)

STAY IN *ORBIT* WITH THESE PROVEN PRODUCTS



NY-LINT TOOL & MFG. CO., ROCKFORD, ILLINOIS

GET IN ON THE GROUND FLOOR with WILEY

OK hobbies and fun

FOR THE Entire Family!

CUB .049B
Miniature Engine for Airplanes, Boats, Cars

There's a "Cub" for Every Power Application!

NEW LOW PRICES from $3.95 to $12.95

"OK" Engines available in a complete series from .049 to .35 . . . all proved champions in control line, free flight, radio control and stunt flying. Top flight champions in value for over 19 years.

Silloo **OIL PAINTING SET...**
Choose From Any of 12 Art Subjects

Results Look Like Original Creations!
Complete, $1.29

Now everyone can have all the fun of painting in oils — *plus* the satisfaction of having a completed painting that looks like an original.

"OK" STREAMLINERS and FREIGHTS
True Realism in HO Trains, Cars, Kits

Here are the latest in HO Railroading. Authentic reproductions of the most modern passenger and freight trains. Precision details from end to end. Includes such outstanding features as all metal trucks, NMRA couplers, all metal lighted passenger cars, rerailer track and choice of belt or gear drive. Completely assembled and ready-to-run.

OK Streamliners from . . . $19.95 to $42.95
OK Freight Train Sets from $12.95 to $29.95

(Above) The "OK" Special is a replica of the most modern railroad equipment. It consists of a General-Motors type A unit with powerful 8-wheel drive . . . all metal Streamline Baggage Coach . . . modern Astrodome and Observation cars, complete train length 34" plus 16 lengths of finished track to complete a 36" x 52" oval.

ROOM 1030—HOTEL NEW YORKER

Assembled Streamliner aluminum cars available in 9 standard body types, priced from $6.95 to $8.95
Unassembled Streamliner car kits priced from $4.45 to $6.45

Write for complete catalog — FREE on request

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KID-TESTED TOYS BY OHIO ART

Profit by The Ohio Art Company's more than fifty years of experience in creating toys that delight youngsters — order these Kid-Tested Toys and be SURE of sales! All Ohio Art Kid-Tested Toys are the finest made — fastest sold.

No. 226
AUTHENTIC
WESTINGHOUSE STEAM IRON

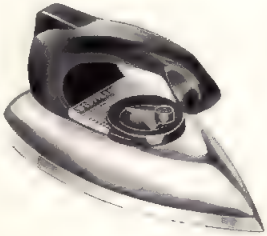
A Westinghouse winner! Shiny metal soleplate, polished chrome plated body, black plastic handle and temperature dial, plus steam control dial. Dual thumb rests. Complete with 6 ft. cord. Approved by Underwriters' Laboratories. Size: 7⅝" long, 3¾" wide, 3⅞" high. 115 volts. 10 watts.

No. 224
AUTHENTIC
WESTINGHOUSE PLAY STEAM IRON

A dazzler! Shiny metal soleplate, black plastic handle and temperature dial, plus steam control dial. Turquoise body. Dual thumb rests. Size: 7⅛" long, 3⅝" wide, 3⅞" high.

No. 222 AUTHENTIC
WESTINGHOUSE ELECTRIC IRON

Red hot seller! Electric iron with black plastic handle, and dial temperature indicator. Dual thumb rests. Shiny metal soleplate and chrome plated body. Complete with 6 ft. cord. Size: 6⅞" long, 3⅛" wide, 3¼" high. U. L. approved. 115 volts. 10 watts.

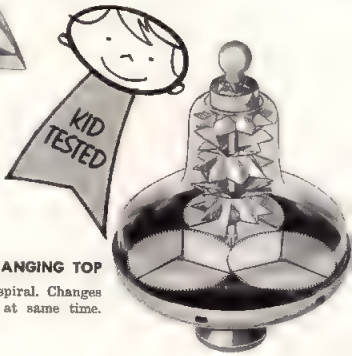


No. 218 AUTHENTIC
WESTINGHOUSE PLAY ELECTRIC IRON

Westinghouse — a sure seller! This Play Iron is a favorite of Mothers' Little Helpers. Black plastic handle and dial temperature indicator. Shiny metal soleplate, turquoise body. Dual thumb rests. Size: 6⅞" long, 3⅛" wide, 3¼" high.

No. 347 AUTOMATIC DRUM

Drum up trade with this NEW sales boomer! Easy turn of plastic handle creates rhythmic effect; or can be played with sticks. 4 color litho design. Drummer side cloth head. Two 12" varnished sticks. 16" colored plastic neck sling. 11" diameter. 7⅝" high.



No. 39 COLOR CHANGING TOP

This spinning, singing top makes sales spiral. Changes colors as it spins. Musical reeds play at same time. Plunger type. 10" high, 7½" diameter.

DURATECH

Most of Duratech's (Peekskill, N. Y.) 14 aluminum models have been redesigned and retooled for 1959. Utility models and fishing models for lower pricing; runabouts for higher styling.

The Duratech 19' aluminum hull has been completely redesigned to provide a flexibility by accessorizing, from an open sport fisherman to a family cruiser sleeping four, including marine toilet, cooking and eating provision, and locker space.

A new Duratech model for 1959 is the big Sweet Seventeen S-179, featuring 85" beam and 44" depth. Available as fisherman or weekend cruiser with bunks for two and air mattress room for two more, toilet, convertible top, galley shelf, etc.

A new Thrustmaster transom in most aluminum models, uses a minimum of wood and provides more useable space.

Aluminum runabouts feature Duradeck, a scratch-proof vinyl plastic bonded by heat and pressure to the aluminum decking. It will not peel, chip or flake off, according to the manufacturer.

Aluminum 16, 17 and 19 footers feature a moveable seating arrangement. Through the use of small independent upholstered chairs a Duratech owner may arrange any seating arrangement he desires.

Duratech is also offering—for northeastern and export distribution only, a complete line of fiberglass boats—from 14 to 19' runabouts and outboard cruisers. Duratech reached an agreement with Marine Plastics, Inc., of Fort Worth, Texas, whereby it was granted the exclusive Northeastern manufacturing and distribution rights to the Glass Magic line of fiberglass boats.

GRUMMAN ALUMINUM BOATS

They sing about the Marines fighting on the land, on the sea and in the air. This might very well apply (not the fighting, however) to Grumman Boats, Inc., 918 South St., Marathon, N. Y., makers of amphibious aircraft—these being neither fish, nor fowl, nor bird, but something of all three. Yet, the company has through the years turned much of its versatile ingenuity to the production of aluminum boats for pleasure on water.

Now, with a fleet of 17 models, Grumman greets 1959 with three distinctive new features: placing special emphasis on the new hardtop version of the 19' G 19 Sportster outboard cruiser; the completely redecorated 15½' Deluxe Runabout and the redesigned 142" Fisherman, providing increased utilization of its hull space.

The hardtop on the G-19 Sportster provides all-weather protection and extra comfort for overnight cruising. There is a choice of three deck plans for the Deluxe Runabout: open, walk-thru and full center. The redesigned hull arrangement of the outboard Fisherman provides more space for gas tanks and fishing gear.

Grumman's line includes their great pride, aluminum canoes ranging from 13 to 20 feet, an all-purpose dinghy, 87-pound cartopper, etc.

OLIVER 35 hp* for '59

OLIVER EXCLUSIVES

- Magneto Alternator
- Dura-Drive Lower Unit
- Automotive Type Valves
- Till A Matic Adjustment
- Mix-Matic Fuel Tank
- Tilt-Up Locking Lever

Be careful of gas-gobbling heavyweights! For a pleasingly low fuel cost, a high-compression Oliver 35 furnishes brawny speed and load-carrying capacity . . . ideal for skiing, cruising and fast runabout service. The Oliver 35 at its standard price includes many features that others do not offer even at extra cost! And it's been proven in action for peak performance! Write for complete information on Oliver 1959, 6, 16 and 35 hp motors.

*OBC Certified @ 4500 rpm

JOHN ROBERTSON of Tampa, says "Our Oliver 35 performed with 100% dependability. Pulling me on one ski non-stop for 50 miles, I used less than four gallons of fuel per hour!"

J M ROE of Wheaton, Ill. says "We use two Oliver 35s to power our 19' cruiser. There's no hesitation when we shove the throttles forward, and we've been pleasantly surprised at how seldom we head for the gas dock."

See the new 1959 Oliver 35, 16 and 6 hp motors at the New York, Chicago and San Francisco Boat Shows

OLIVER
OUTBOARD MOTORS

116 S. McCAMLY STREET, BATTLE CREEK, MICHIGAN
Division of The Oliver Corporation

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OLIVER
OUTBOARD MOTORS

116 S McCAMLY STREET BATTLE CREEK, MICHIGAN
Division of The Oliver Corporation

Left: Roamer's 35-foot steel express cruiser has sleeping accommodations for 6.

ROAMER

Carrying the Roamer colors for 1959 is a line of 12 steel craft, highlighted by three redesigned 35′ cruisers—Express, Riviera, and Regal. The new boats feature an increased beam of 12′, deflecting chine, and steel rub rails. Power is optional to 550 hp engines for speeds to 31 mph. The Regal, sedan cruiser has an enclosed deckhouse with picture windows. A spacious cabin offers a lounge that converts to upper and lower berths, dinette, galley, and full-height toilet room. V-berths sleep two in the forward cabin. The 35′ Riviera features a hardtop bridge with one-level sundeck. The Express is a flying-bridge model.

The new 31′ Express cruiser is a six-sleeper, and features a lounge which converts to upper and lower berths, convertible dinette, and V-berths forward. The main cabin also includes a toilet room and complete galley. This model is available with twin engines and options up to 450 hp for speeds to 32 mph.

The 42′ Roamer is offered in three luxury steel-hulled models—Royal, Riviera, and Regal sedan. The 42′ Royal features the double owner's cabin aft. The main cabin sleeps four with convertible dinette and lounge, and includes a large galley and toilet with separate shower room. A forward stateroom has twin berths. The 42′ Riviera offers hardtop bridge styling and a one-level sundeck. The Regal sedan cruiser features a completely enclosed deckhouse with a folding bulkhead that opens to full deck area. The main cabin includes a convertible dinette. All 42-footers feature optional engine combinations to 550 hp.

Among smaller Roamer craft are two new Sportsmen semi-enclosed cruisers—the 28′ models, available with twin engine options to 450 hp for speeds to 36 mph; and the 25-footers, with single or twin engines to 370 hp for speeds to 35 mph. The 28′ Express is a flying-bridge model which sleeps four.

The 25′ Express has a one-piece fiberglass top, a galley and convertible dinette.

The new 52′ luxury motor yacht features sleeping facilities for ten, spacious salon, owner's and guest staterooms, and deluxe galley. Power is provided by twin diesel engines developing up to 600 hp with speeds to 24 mph.

Roamer Steel Boats, a division of Chris-Craft, is located in Holland, Mich.

MATTHEWS

The Matthews Company, Port Clinton, Ohio, continues its policy of producing a stock boat in one 42′ size. The 1959 models have a beam of 13′ and a draft of 3′ 4″. The Matthews line consists of five distinct models in which new refinements and slight exterior changes have been made.

The "42" Convertible Sedan features a folding partition that permits combining the deckhouse and aft cockpit into one 20′ area. This model sleeps six with two separate toilets, and provides a choice of six different interior plans. Two of these plans feature a dining nook opposite the galley. All are available with hot water and shower bath as optional equipment.

The "42" Flying Bridge Double Cabin model features walk-around side decks with protecting mahogany and stainless railings. This model is available with the deep aft cockpit and semi-flush aft cockpit. Additional locker space with sliding doors in the owner's stateroom has been incorporated, as well as the two large picture windows in the aft stateroom. This model sleeps a total of six and has two different arrangements forward.

The "42" DeLuxe Sedan has a fixed partition between the deckhouse and aft cockpit. This model sleeps six and has two toilets. A flying bridge with dual controls equips the boat for fishing.

The "42" Sport Fisherman is designed for cruising and offshore fishing, with complete accommodations for five. It features a fish box, bait well, fishing chairs and rod holders, flying bridge with dual controls, outriggers, and ship-to-shore telephone.

All side decks on the 1959 models are finished in yacht-laid teak.

The "42" Martinique Express offers six different interior plans with sleeping arrangements for either four or five, and two toilets. The top is available in a convertible, or the hard top style. This model features a roomy aft cockpit.

All models are available with single or twin-screw gas or diesel engines, with speeds to 27 mph.

DICKERSON BOATBUILDERS

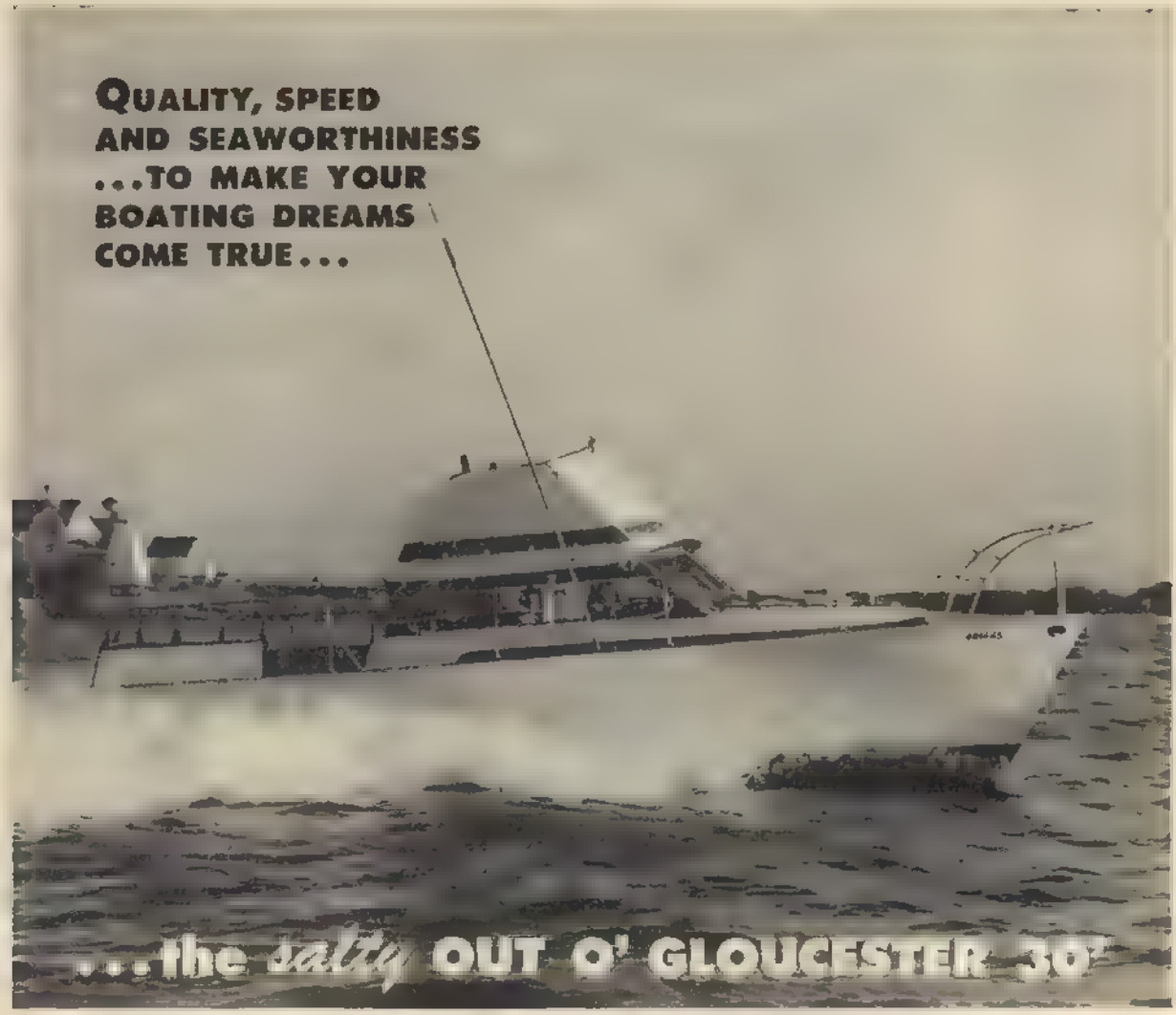
Three standard auxiliaries and one new model are featured by Dickerson Boatbuilders, Inc., of Church Creek Road, Cambridge, Maryland.

A modern 35′ auxiliary ketch, designed by Charles W. Wittholz, is introduced this year. Two of these boats are being built for spring delivery; one for Terence P. Hanna, of Ratsey & Lapthorn, New York, and the other for Bruce Dunbar, of Chicago.

Regular models include the Dickerson "26," a sturdy offshore sailer; a 28′ round-bottom auxiliary sloop, a smaller version of the International 500, designed by Robert G. Henry, Jr.; and the auxiliary bugeye ketch, Simplissima.

Right: A running view of Matthews' "42" de luxe sedan cruiser. She sleeps six, has two toilets, and has a fixed partition between deckhouse and aft cockpit.

Left: Matthews' "42" Martinique Express. She is available in six different arrangement plans with sleeping arrangements for either four or five, and two toilets. All models are available with single or twin screw gas or diesel engines, offering speeds that range to 27 mph.



Definite departure from production-line duplicates, the salty OUT O' GLOUCESTER 30' is *incomparable in its class*

From hollow keel molded skeg and double-planked Philippine mahogany hull, to walk-around teak decks and fiberglass cabin top, OUT O' GLOUCESTER 30' has the built-in quality, speed-ability and seaworthiness which —with her luxury-look— make her a *stand-out in any fleet.*

Her flying bridge, with walk-between entry, is roomier. She's been given a chrome pulpit and sturdy chrome stanchions. Larger gas storage tanks hold over 200 gallons. From stem to stern she's a *fisherman's dream!*

Look around inside! The complete bathroom; spacious, separate cabins with wider bunks sleeping four, enlarged, fully-equipped galley with efficient garbage disposal unit; gobs of storage space, and large dinette—these are *features you'll usually find only in bigger, far more expensive boats.*

Twin 135 hp Palmer V-drive engines (other engine options*) give the salty OUT O' GLOUCESTER 30' a top speed of 28 *smooth-riding miles an hour.* Her clipper bow and accentuated flare let bow waves pass aft, eliminating spray and assure *maximum stability* in rough water.

Designed in America by Phil Bolger of Gloucester, OUT O' GLOUCESTER 30' is *handcrafted in Japan—ruggedly constructed with painstaking attention to detail* — and fitted out in our yard at Gloucester.

Send now for free brochure and specifications of this super Sport-Fisherman family Cruiser—*the quality boat that gives you new, superlative values — in prestige, performance and thrilling pride of ownership!*

*at slight additional cost

Sorry, we can't be at the New York Boat Show this year, but we will be at Miami, in February. Make OUT O' GLOUCESTER 30 a Miami-Must, and come see us, won't you?

$14,500 completely equipped, f.o.b. Gloucester

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Send for complete catalog and price list. Inquiries invited

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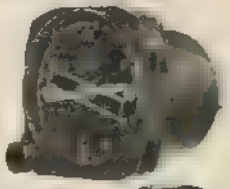
NEW BEDFORD MASS.

REMOTE READING COMPASS SYSTEM
GOV'T COST ABOUT $270

The steadiest compass a man could want. Compass transmitter is installed away from usual compass disturbances. For use with 12, 24, 32 and 115 volt DC systems. Three tested units totaling 9 lbs. Complete with instructions. Extra indicator for flying bridge $9.50 all



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$39.50
D.C. Motors
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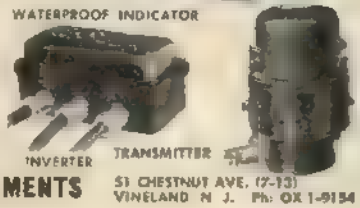

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Fig. B illustrates the actual performance of an international six meter racing sloop on various courses in a twelve knot wind. The crew weight is taken as 600 pounds, for a 9400 pound total, and the significant figure is the polar diagram at the bottom of the page. From about 45 degrees off the wind to directly downwind the speed is almost constant, being a slight maximum on a reach.

Fig. C shows the speed-drag curves for a six meter and a hypothetical extremely light displacement craft. The authors visualized a 1400 pound boat with 900 pounds of crew sitting five feet to windward of the hull center line. The light displacement craft would be over thirty feet long and carry 600 square feet of sail, as does a six meter. Of course, a catamaran is a more practical approach for the (normal) conditions of variable winds and rough water, simply because the catamaran does not require such a balancing act.

A catamaran of the 33 foot Tarantella type could achieve the light displacement speed drag curve shown in Fig. 6. The boat should weigh about 1600 pounds and carry a crew of 500 or 600 pounds.

With such a craft, the polar diagram of Fig. D is the result. Fig. D shows that it is perfectly possible for such a catamaran to go 18 knots on a broad reach in a 12 knot wind. As a matter of fact, if the catamaran is capable of planing, it could achieve even higher speeds in protected waters.

Fig. D also illustrates the limitations of any superspeed sailing device. Downwind the boat can not go much faster than a fast conventional hull because, of course, wind speed can not be exceeded. The use of spinnakers narrows the gap still farther.

Also, when beating, any fast sailing machine can not go much faster than a single hull of her size. As soon as the speed starts to increase the apparent wind moves even closer to the bow. Then the forward component of the driving force is reduced, and the boat slows down.

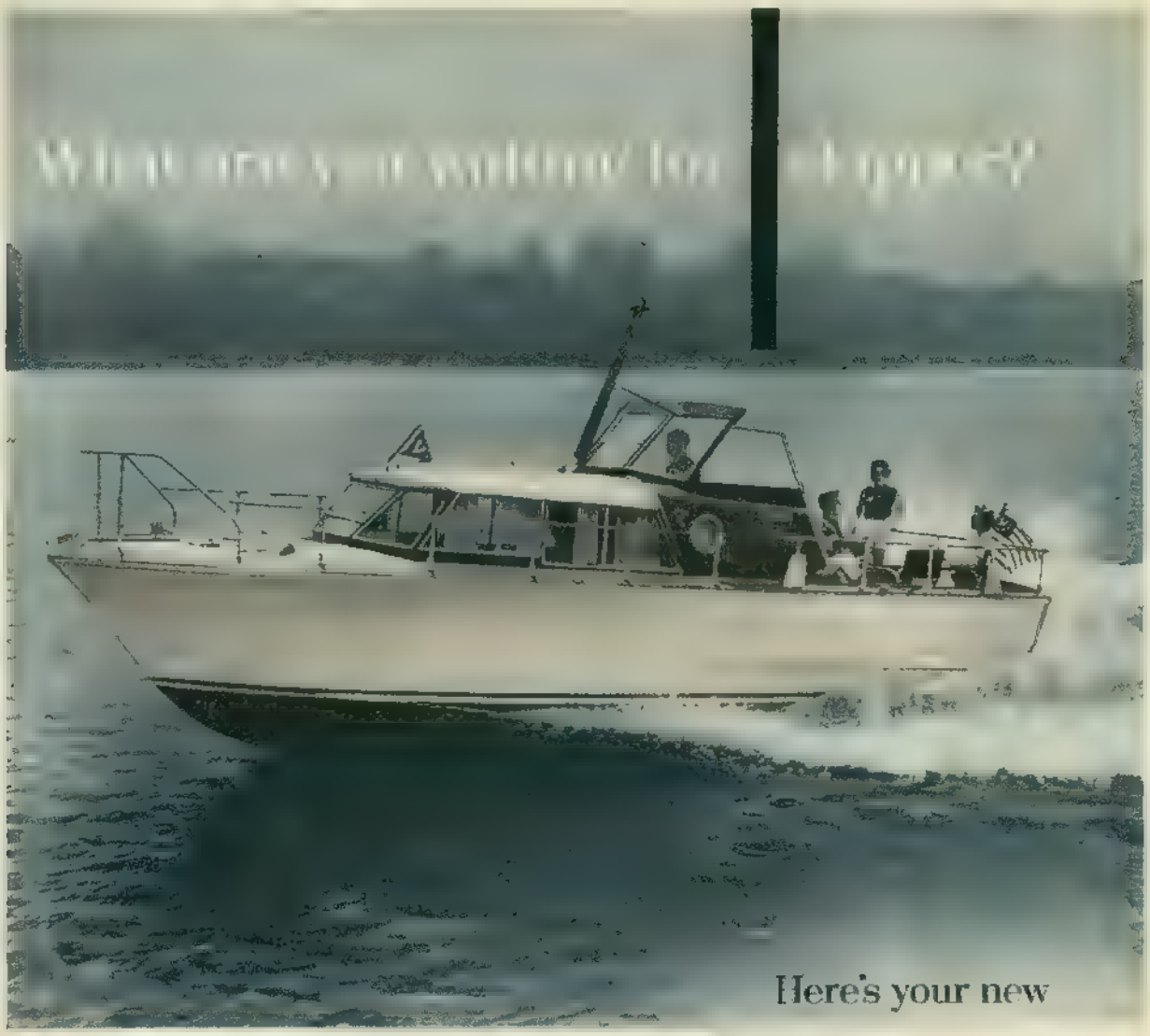
A small catamaran will not beat a large racing sloop on a windward-leeward course, for the following reason. At about seventy feet off the water the wind is normally almost half again as strong as at the ten foot level. Thus, it is easy to discern the reason for the big stick advantage, particularly on the downwind leg. However, a good racing fifty or sixty foot catamaran could beat any sailboat in the world today on any sizable course in any wind, for the reasons shown in Fig. D. The cat would be slightly faster beating and running, and on a reach there would be no contest.

Thus hydrofoil sailboats, or any inverse hyperbolic unsymmetrical solid kite-wing whingdings, are probably not going to win any significant windward-leeward races, let alone become very popular. And goodies that increase the weight or drag in beating or running will cause the boat to lose to a big stick. In addition, old mother ocean would teach the designers the facts of life in just a little storm.

TWO SUCCESSFUL CLASSES The Malibu outrigger is 18 feet long, weighs 350 to 400 pounds, and carries more than 200 square feet of sail. The hulls are joined securely by two flexible wooden cross mem-

(Continued on page 254)

Catamarans include some of the world's fastest small class sailers. Their numbers are increasing rapidly each year.



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From stem to stern she's the size of a cruiser . . from bow-pulpit to aft staff she's all yacht . . . *and she's only from Owens!* Her flying bridge has a helmseat, all-weather canopy, opening windshield. Her huge cockpit, wide walkaround deck and large foredeck have teak planking, yacht railings. Her spacious cabin sleeps 4 in luxurious comfort. Her unique Owens bood-flare hull is double-planked with the finest solid mahogany. Driven by powerful Flagship Marine V-8 Engines, you're the skipper for $12,495.00*, delivered. Other "28's" from $8,795.00*. *Owens Yacht Co., Inc., Baltimore 22, Md.*

*Delivered prices for Denver and West slightly higher

NOW *you can buy an Owens "28" for as little as $162 a month!*

Bright, roomy cabin contains fully equipped galley, dinette area, converta-bunks, all-enclosed lavatory, shower, drawer and closet space aplenty. Hinged windshield swings open for added airiness throughout the cabin.

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SAFTICRAFT is the

31' Express Cruiser sleeps 4, does 30 mph with twin 225 hp Graymarine engines—Priced from $13,692

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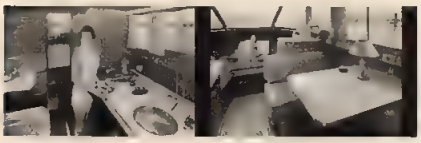

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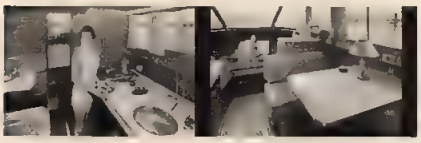

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Why families leave home

New V8-220 H.P. Deluxe Cruiser ...product of Owens' **revolution** in boat building... **$4995*** delivered!

SPACIOUS CABIN makes "living aboard" fun, with dinette table, convertible bunks with mattresses, dome lights, galley stove, sink and ice box.

FULLY ENCLOSED LAVATORY easily accessible. Large area in aft cabin section allows free movement in galley, more access throughout.

Only from Owens . . . a 22-foot honey that's really *one* for the money! Wider-beamed, extra sturdy, the roomiest "22" afloat. More spacious cockpit has mahogany yacht railings, opening windshields in cabin and flying bridge. Helmseat and all-weather canopy. A full walk-around deck and large foredeck. Completely all-new cabin, sleeps up to four in comfort. Popular **THRIFTY 150** (h.p.) Family Cruiser at **$4395***, or deluxe Outboard Cruiser at **$2998***. . . . truly a rugged performer with any power choice. Owens Yacht Co, Inc., Baltimore 22, Md.

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NOW *you can buy a new Owens' "22" for as little as $100 a month!*

OWENS SPEEDSHIPS®

make a **BEE** *line to see the* **P & M DOLLS** *at the toy fair*

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That's the kind of Jr. Cowboy merchandise you'll see on display in Room 202, 200 Fifth Avenue Building, New York City, at the Toy Fair, Mar. 9-14. Made by Keyston Bros. —good guys to buy cowboy equipment from for over 90 years.

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LEATHER HOLSTERS • COWBOY SUITS • HATS • BELTS • WESTERN ACCESSORIES

MANUFACTURERS OF REAL WESTERN MERCHANDISE SINCE 1868

SPEED
SAFETY
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Paceship

finest fleet afloat

Much more boat for your money, because Paceships are built with INDUSTRIAL Molded Planing Hulls of laminated veneer, designed by leading naval architects.

11 MODELS — 11 TO 16 FEET — FOR OUTBOARDS FROM 8 TO 60 HP

Paceships are light, strong, vibration free, easy to trail, exceptionally seaworthy. Won't tip over or swamp even in sharpest racing turns. And each model is priced well below the cost of comparable boats built by other methods and materials.

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As an experienced sailor you know how quickly the sky can change, and how suddenly a furious line squall can develop to threaten your craft. Be ready for the unexpected whether it be a storm "at sea" or trouble ashore. See us for

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YACHT AND MOTORBOAT INSURANCE

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NOW—with Transom-mounting Transducer

JACKSON
DEPTH SCANNER

Now you can have all the advantages of a depth scanner without drilling holes in the bottom of the hull. Two new transom mounting transducer brackets (pat. pend) provide for either permanent or portable installation.

EXCEPTIONAL ACCURACY—Measures up to 240 feet with accuracy within 1-foot from 2 feet to 120 feet. All electronic sonar circuit. Attractive indicator shows depth on 3" scale, has adjustable sun shade and sensitivity control. 90 day warranty.

WORKS IN ANY BOAT. Made for 6 or 12 volt battery operation. Current drain 3 amps at 6 volts, 1½ amps at 12 volts. Aluminum transducer bracket is adaptable to inboard or outboard boats with hulls of any material. Will also work with most other makes of transducers.

ORDER DIRECT—Specify voltage desired and type of mounting bracket. We pay shipping charges if you send full amount. Or write for literature.

Depth Scanner	**$89.95**
Portable Transom Bracket	12.95
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WINGS PLASTIC PRODUCTS

"It is fun holding a wet cold fish; it is no fun holding a wet cold drink." So says Wings Manufacturing Co., Clifton, N. J., makers of Drink Rest, a device that holds glasses, beer cans and paper cups. In fact, Drink Rest is not only a handle, but can be used to conveniently hang the container in the cockpit while engaged in chores.

In addition to its Ring Buoy or Chart Holders and the Boat Hook or Antenna Holders, Wings has added new items for 1959: a clear, heavy gauge, plastic glass rack, holding six glasses, and a rod holder.

MARTIN MARINE

Martin Marine Products, Inc., now offers its versatile marine engine coupling for use on all marine engines in a 6" flange size to accommodate heavier engines with more horsepower.

The Master Marine Universal Joint is used between the propeller shaft and the engine of the boat to absorb misalignment caused by structural distortion of the hull in a seaway.

It requires no special tools or equipment for installation. The coupling replaces standard solid flange without alteration or change. Manufactured to fit all standard shaft sizes and all marine engines, it is now available in three sizes with 4", 5" and 6" flange.

For detailed information write Martin Marine Products, Inc., 3848 South Kedzie Ave., Chicago 32, Ill.

BLU-BURN-R

Blu-Burn-R Products, Inc., Monroe, Wis., makers of Porta-Perk, Porta-Flame, and Porta-Lamp, introduce a new product, the "B-B" marine type signal horn. The Pow-R-Pak containers are filled with freon, which supplies the energy. These containers are available at any Blu-Burn-R Products dealer. The "B-B" Signal Horn is attached to the Pow-R-Pak by screwing the coupling on the horn valve to the threaded fitting on the can.

MARINER

Mariner Company offers a line of sailboat blocks, called Marlite, that features molded phenolic sheaves and cheeks with stainless internal straps and Oilite bearings. These blocks for 5/16" and ⅜" line, are designed primarily as boatbuilders' blocks.

Mariner has also improved and expanded its line of ball-bearing blocks and other fittings. The blocks are now offered with Micarta cheeks as well as with wood phenolic. Beckets have been changed by inserting stainless straps with screws and nuts. The jamb cleats have been improved by material change to Micarta in the base and better stainless springs and stops.

Other items in the Mariner line include cheek blocks, heavy stainless steel bullet blocks, and roller fairleads.

For information, write to Mariner Company, 649 Hightree Road, Santa Monica, California.

BAY PATTERN

Three outboard motor accessories are announced by Bay Pattern Works, 1500 Mills Street, Sandusky, Ohio. The Bay Steering Bar is a versatile new leverage system for cable steering that provides firm control without jumbled cables and allows for tilting of motor without disconnecting the cables. Dual motors are handled by hooking up two installed standard units with a furnished link. Either can be used independently by tilting up the other motor. Construction is fitted steel and manganese bronze.

The Bay Transom Support, a manganese bronze plate, relieves boat transoms of the torsion, vibration, and weight load of operating and trailered outboard motors. Sets are offered for dual installations. The Bay Ski Ring encircles the motor and spring snaps into drilled holes in the plate. It is also available with installation brackets for boats which do not use the Transom Support.

The Bay Universal Bracket mounts outboard motor remote controls, and is adjustable to fit the contours of all boats, eliminating use of wooden blocks.

FITLER STABILIZED ROPES

It floats! That is what the Edwin H. Fitler Co., Philadelphia 24, Pa., claims for its polyethylene rope, used for water skiing. Besides, the bright yellow rope is easily seen, so it can be retrieved quickly. These ropes are packaged in polyethylene bags, reusable for such things as wet bathing suits.

All Fitler nylon and dacron rope is "stabilized" by means of an exclusive process. Each strand retains its form, each yarn holds the twist. The ropes are ready for serviceable splices and end knots. The firm's "stabilized" nylon starter rope, made from filament nylon, resists surface abrasion from the punishing treatment starter ropes undergo.

CLARK-COOPER

The Clark-Cooper Electro-Phonic Air Signal is a high powered air horn operated by its own compressor. The necessity of separate compressor, tank, piping and valves is eliminated. These signals are built with high-torque motors to produce instant, sharp blasts and designed for use where compressed air is not available.

Horn units on these assemblies are essentially the same as those used in Clark-Cooper marine horns, except that they are designed for lower pressure.

Estimated audible range in the open is $1\frac{1}{2}$ to 2 miles. The pitch of the note is fixed by projector length. The short length produces the higher pitch. For long-range marine signalling a longer projector producing a deeper note is recommended.

Manufacturer is the Clark-Cooper Company, Inc., Palmyra, N. J.

Easier to apply,
faster to dry
even in damp weather
durability that "outshines"
any other spar varnish
DOLFINITE
marine products
1100 Super
You're Right! It must be
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In actual use and under the severest test conditions, Dolfinite 1100 Super Spar Varnish retains its original beauty long after ordinary varnishes fail. Ask your Dolfinite Dealer or write us for complete information.
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FIBERGLASS BOATS BY SALERNO

A line of wood-supported fiberglass boats, including four models, is offered by Salerno Shipyard, Inc., Box 18, Salerno, Fla. A matched mold system is used, and the wood reinforcement provides rigidity and toughness.

The 15½′ model comes in two styles: the Sea Dart Runabout, powered by a 60-hp Gray engine, providing speeds to 35 mph; and the Sea Rover Fisherman Outboard, designed for 10 to 25 hp, with speeds to 25 mph.

The 18′ Sea Mink is designed for a 60-, 70-, or 100-hp engine, with speeds from 22 to 30 mph. Features include dual or single controls, single or double opening windshields, horn and lights. Both de luxe and fisherman models are available. Windshield wipers, automatic bilge pump, and fish box are optional.

A 22′ model is available in three styles. The 22′ Sea Eagle Express or Utility boat features twin 70-, 100-, or 250-hp Gray engines, Monel gas tanks, and Marmac steering controls. The 22′ Sea Eagle cruiser, powered with a 100-hp Gray, has a cabin with ice box, toilet, and galley; she sleeps two. The 22′ Sea Eagle Hardtop has a reinforced fiberglass hull with fiberglass hardtop.

The 27′ Sea Lion Cruiser, powered with twin Gray 100-hp engines for speeds to 28 mph, is available in either twin or single-screw models, twin and single engine express models, and a utility model. The Sea Lion has 5′ 6″ headroom, Monel tanks, accommodations for two, and an enclosed head. Diesel engines are optional.

CLYDE MARINE MUFFLERS

Marine mufflers, designed to eliminate exhaust roar without robbing engines of horsepower, are featured by Clyde Marine Products, Inc., 10 W. Eager St., Baltimore 1, Md. Construction is heavy-gauge black iron, finished with corrosion-resistant blue lacquer. Simple installation involves cutting out a convenient section of exhaust pipe and connecting the muffler with hose and clamps. Models to fit all boats are available.

PERKO PRODUCTS

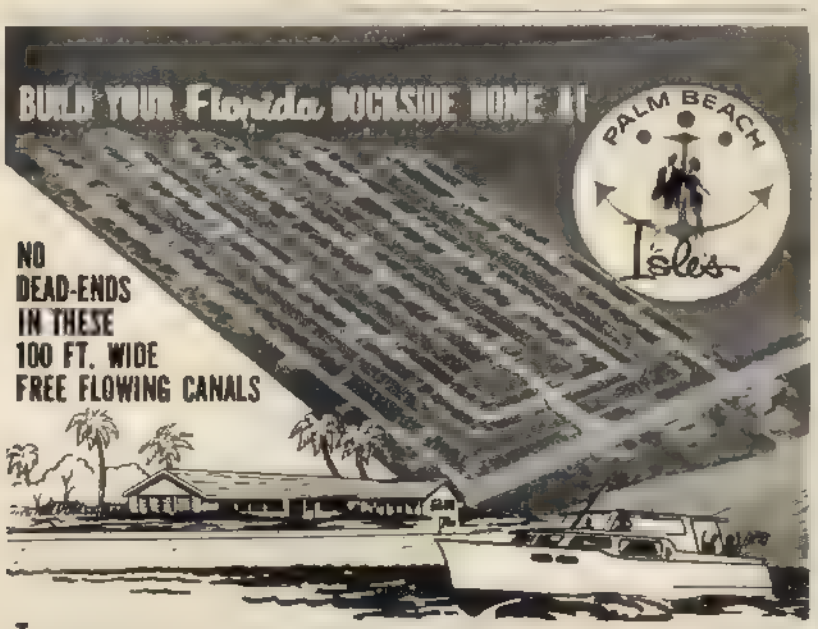
Left: Perkins' Ranger bow light, with chromium - plated flagstaff, for small craft. Right: Perkomatic throttle-clutch control with removable plate to permit access for lubrication and for doing adjustments

Two hardware items have been added to the line of Perkins Marine Lamp and Hardware Corp., 159 Snediker Ave., Brooklyn 7, N. Y. A Perkomatic throttle-clutch control, designed with a removable plate on the top of the housing, permits easy access to the interior for lubrication and adjustments.

The control has strong levers which are easily operated, and is fitted with a strong, long type of cable bracket for use with various models of ball-jointed control cables. Tension is adjustable on both clutch and throttle controls. Construction is chrome-plated bronze. Five models are available: single clutch; single throttle; clutch and throttle; double clutch and throttle.

The Ranger combination bow light, especially designed for small craft, is added to the Perko Dynaform line of marine hardware, lights, and accessories. Features include a chrome-plated zamak die-cast housing, Coast Guard-approved red and green fresnel lenses, and a double contact electrical socket.

More than 2000 marine items are described in the new Perko Catalog No. 165. Also offered is the Perko Catalog No. 166 for inboard and outboard runabouts and cruisers.



The yachtsmen and families now living at Palm Beach Isles find their fondest dreams have come true. You too will enjoy having the Ocean and protected water boating and fishing at your doorstep when you dock your boat at your seawalled homesite. Added attractions to boat-loving Palm Beach Islanders are the free access to wide, clean Ocean Beach, nearby golf, variety of fine shopping centers, outstanding social life and city conveniences.

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When you're in Florida, stop and thrill to the finest waterfront homesite development on the Gold Coast. By boat — 1½ nautical miles north of Palm Beach Inlet. By car — on Ocean Drive in Riviera Beach. Your landfall for life is an investment in Florida.

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3819 Ocean Drive Riviera Beach, Fla.
Phone Victor 4-9869
BROKER COOPERATION INVITED

WANTED: AN IMPROVED STEAM ENGINE

H. P. MacFarland, 329 Montgomery Ave., Merion, Pa., is not only a steam engine buff, but he makes interesting observations and asks interesting questions about huffers and chuffers in this letter to the editor.

"Recently I have been reading incomplete and rather discouraging articles on steam propulsion for small boats. I have read Bill Durham's article in your November issue with intense interest, but disheartening conclusion. The Navy type M-50 is useless to most of us as is also the little ½ horse jobs.

"I am old enough to have ridden in a Stanley Steamer automobile in its early days when it looked like a locomotive and in its last days when it looked and acted like an automobile. This steam engine was not big and neither was the boiler, but it could outperform anything on the road until the water gave out. In a boat there should be no shortage of water. Why is this not the smoothest, safest, least expensive and most satisfactory type of propulsion for a boat? I have a 155-hp engine in a 22′ mahogany boat. It is fast, safe and expensive and the engine takes up a lot of room. Is there not someone now, of an inventive type of mind, who can so improve the old Stanley Steamer and its boiler to make it practical for millions of boat owners who like quiet speed?"

Anyone got the answers?

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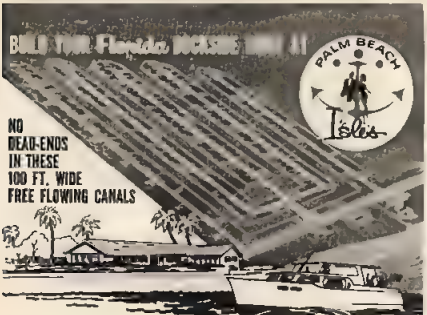

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PALOMAR Binoculars

"The Best Thing Next to Your Eyes"

The optical and mechanical precision of each Palomar binocular parallels that of its namesake . . . the Palomar Observatory, home of the world's largest and finest astronomical telescope!

Optics of the finest glass are ground and polished to microscopic tolerances. Anti-reflection double-coating reduces glare, increases light transmission. With each Palomar—serially numbered for registration and insurance—you receive a lined, top-grade pigskin case with strap; lens cloth, brush and protectors; written guarantee.

7x21 DELUXE WIDE-ANGLE BINOCULAR, Ideal for Sports

Something new! This pint-sized but powerful Palomar outperforms binoculars twice its size and double its weight! The proof is in the following facts and figures. measures 3½x4¾ inches, tips the scales at 12 ounces, brings faraway objects 7 times closer. Field of view, at 1000 yards, extends 525 feet from one side to the other. The special wide angle design comes in handy for spectator during football game, sportsman after wild game. Easy center wheel focusing.

251-603 A3000 Palomar 7x21 Binocular **$50.00**

PALOMAR 7x50 BINOCULAR, Excellent for Night Use

A popular favorite in circles where brightness is the prime consideration. In fact, this particular Palomar pair offers the highest relative brilliance of any other binocular . . the logical choice for night use, yachting and horse races. The military also prefers this model but for its own reasons . . . nearly moisture-free construction, simplicity, sturdiness. Each tube focuses individually. *Magnification.* 7 times. *Field at 1000 yds.:* 378 ft. *Weight:* 33 oz

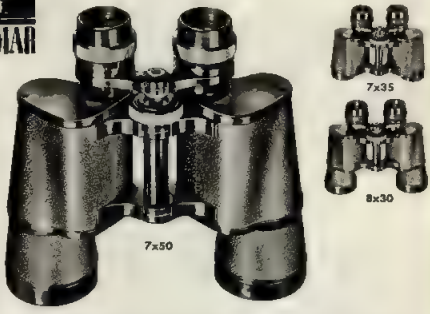
251-504 A2940 Palomar 7x50 Binoculars **$49.00**

6 MULTI-PURPOSE PRECISION MODELS OF PALOMAR BINOCULARS

Here is a Palomar perfect for you . . whether you want fast action viewing or still life study. Each has rapid center focus, superbly ground coated lenses, custom-like fit and balance; featherweight magnesium body. Binoculars marked * are extra wide angle.

Catalog No.	*Power*	*Field at 1000 yds.*	*Weight*	*Retail*
251-629 A4800	7x35*	578 ft.	21 oz.	**$80.00**
251-553 A3600	8x30	419 ft.	16 oz.	**60.00**
251-611 A4800	8x40*	499 ft.	28 oz.	**80.00**
251-561 A3450	7x35	372 ft.	17 oz.	**57.50**
251-579 A4350	7x50	378 ft.	33 oz.	**72.50**
251-637 A5100	16x50	239 ft.	33 oz.	**85.00**

PALOMAR



3 POPULAR-PRICED, POWERFUL MODELS OF PALOMAR BINOCULARS

If fun is your objective in buying a binocular, you can count on a calendar of good times with your selection from the moderately-priced Palomar trio below. What qualifies them so well for all-around use is that each is well balanced, easy to carry, focuses centrally. Best of all, optics of traditional Palomar quality achieve crisp, clear images, true-color rendition and realistic three-dimensional vision of distant objects and action.

Catalog No.	*Power*	*Field at 1000 yds.*	*Weight*	*Retail*
251-538 A3300	7x50	378 ft.	35 oz.	**$55.00**
251-512 A2760	8x30	411 ft.	19 oz.	**46.00**
251-520 A2850	7x35	367 ft.	22 oz.	**47.50**

WHAT IS MEANT BY 6x30, 7x50, WIDE ANGLE, ETC.

6x30: Magnifies size of object 6 times. Lens diameter, 30mm. Rel. brightness, 25

7x50: Brings image 7 times closer. Diameter of lens is 50mm, rel. brightness 25

8x30: Magnifies by 8. Lens diameter of 30mm achieves relative brilliance of 14.3

10x50: Image is seen 10 times larger. 50mm lens diam., rel. brightness 25

Wide Angle: Greater field of view than other lenses of equal magnification

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Top Quality Imported Binoculars

Scientifically engineered instruments—rated among the best in the world

NEW MICRO WHEEL BINOCULARS . . . give the fastest focusing ever
Focusing device is so new, so original, that it's patented! Reinforced center post is mounted on precision ball bearings . . . wide knurled turning wheel is positioned where the focusing fingertips rest naturally. You've never before used binoculars that focused faster, easier, more accurately. Try them on an airplane moving directly toward you . . . the image stays razor-sharp every second. Zeiss style; made in Japan. Coated lenses. Includes U.S. made Navy-style anti-glare filters in pouch, pigskin carrying case and straps. Wide angle 10x50 binoculars have rubber shock absorbers.

Catalog No.	*Power*	*Field at 1000 yds.*	*Weight*	*Retail*
252-122 A2995	8x30	450 ft.	18½ oz.	**$49.50**
252-130 A4695	10x50	384 ft.	38 oz.	**77.50**

ZEISS STYLE, 7x50 INDIVIDUAL FOCUS . . . moderately priced
Superlative for day or night viewing . . . on land, sea or air. Extra large 50mm (2") objective lens has a high relative brightness. In addition, the color-corrected achromatic lenses are hard coated with magnesium fluoride to give increased light transmission. That's why these glasses do such a superb job on dull days and on hazy water. They even give a sharp image in moonlight! Each ocular tube focuses individually and adjusts to the sight of the user. Jointed frame allows for interpupillary differences. Makes a compact little handful . . . only 7" high, weighs only 33 oz. Die cast aluminum body is extra rugged; will take a lot of hard knocks without getting out of alignment. Made in Japan. Includes leather case with strap.
252-114 A2105 Zeiss Style 7x50 Individual Focus..... **$36.50**

AMERICAN STYLE PRISM BINOCULARS . . . center focusing
Sports fan, nature lover or sight-seeing vacationer . . . strap one of these binoculars around neck or shoulder and you're equipped for clear close-ups of distant details. Center focus type. Right eyepiece adjusts separately to allow for slight variations in vision. Hard coated lenses for brilliant view. Protective celluloid caps; lined leather case. Quality binoculars imported from Japan.

Catalog No.	*Power*	*Field at 1000 yds.*	*Weight*	*Retail*
252-163 A4950	7x35 Ultra wide*	642 ft.	25 oz.	**$81.95**
252-171 A3550	7x35 Wide angle	578 ft.	30 oz.	**58.95**
252-288 A3875	8x40 Wide angle	499 ft.	31 oz.	**64.50**
252-189 A2375	7x35 Standard	375 ft.	23½ oz.	**39.95**

*Extra wide angle; extra light, strong magnesium body

ZEISS STYLE, CENTER FOCUS . . . with precision optics
Here's the focus preferred for all around use. Set the right eyepiece, turn the center wheel . . . and you automatically focus to your own personal vision with a clear, brilliant image! Lenses and prisms are fully coated to admit more light, giving you a clearer, brighter view. Binocular body is tightly sealed against moisture. A precision made Japanese import. Lightweight, easy to carry and handle. Price includes attractive genuine leather carrying case.

Catalog No.	*Power*	*Field at 1000 yds.*	*Weight*	*Retail*
252-072 A2250	7x35	355 ft.	22¼ oz.	**$37.50**
252-064 A2075	8x30	360 ft.	19½ oz.	**34.50**
252-080 A2675	7x50	373 ft.	36¼ oz.	**44.50**
252-155 A3575	16x50	220 ft.	38 oz.	**59.50**

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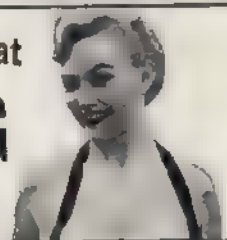

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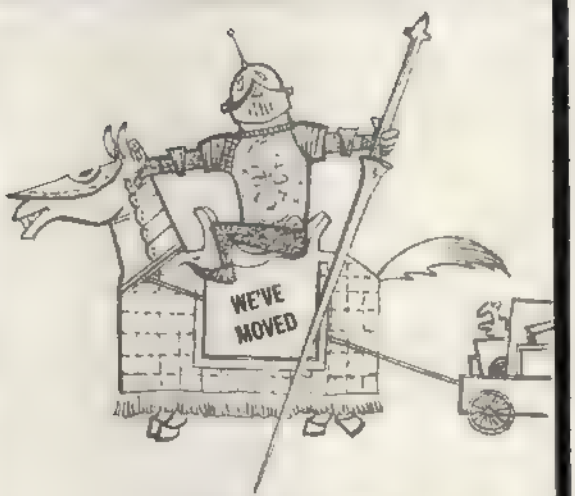

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Girls are now forming their own Kadets of America units. This trim, white TraineRifle is especially designed for girls everywhere.

Two Models
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. . . creating a terrific year-round demand for Parris Kadet bolt-action TraineRifles for boys and girls . . . and for cork-shooting TraineRifles, too! Models for every age and every price range. Stock up now. Write for catalog and prices today!

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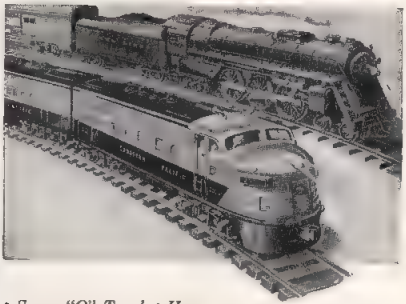

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Official Kadets of America training rifle, Walnut finish wood stock and blued metal parts. With metal butt plate, stacking swivel, bolt action and clicking trigger, adjustable web sling and detachable rubber bayonet. 40½ inches long. Complete manual of drills, etc.

No K-21 SMALLER TRAINERIFLE (6) $3.00

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	3	
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No. 815 PET TOY TOURNAMENT BOWLING GAME (6) $5.00

Bowl at home. Can be played indoors or outdoors. Contains ten 12 inch striped and decorated pins and two 5 inch unbreakable balls with finger holes. Vinyl spotting sheet and score pad.

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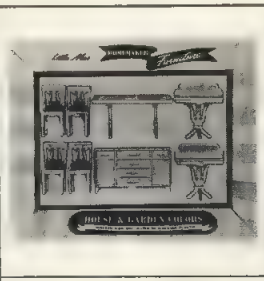
SERIES 600 PICKWICK 4-RECORD ALBUM (72). $1.00

Available in 78 or 45 RPM. Each package a beautifully decorated box with mylar window. Contains 4 unbreakable children's record favorites (i.e.) Cowboy Favorites, Party Time, Story Time, Mother Goose, etc.



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Actual plastic tiles create a mosaic picture with more than 550 pieces. Included are heavy chipboard picture board, cement, mixing mortar and instructions. Three each of four designs, size 10x14 inches.

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A semi-professional set with 18 inch metal cage and wood ball numbers. Turn the cage with metal arm and 1 number is automatically selected. Complete with depressed number board, 24 Bingo cards and markers.

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And remember . . . . for top sales in '59, it's Kadet Trainerifles!
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THEIR PARENTS AND HIS BOSS GAVE HIM HIS ORDERS!
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They'll Love the Rabbit Hunt

• Hit the Rabbit on the run

T **Wind up Rabbit and Let Him GO**—test your aim—*see if you can hit him on the run!* Almost any child will love playing this exciting hunting game for hours—indoors or out, according to weather. Includes realistic looking mechanical, plastic rabbit, abt. 9 in. long; double-barrel shot gun that shoots darts, abt. 23½ in. long; and 3 rubber suction cup darts.

48 T 937M—Ship. wt. 2 lbs. ..... Only **2.79**

STEP UP... *Test Your Skill*

K **"Popeye" Action Ring Toss.** Children will love ringing Popeye—one of their favorite characters. Colorful figure stands 16 in. high.

Toss unbreakable plastic ring over Popeye's arm—watch Sweet Pea in surprise action. Good fun ... with a little practice you can ring your man. 3 rings included. In gift box.

48 T 718—Ship. wt. 2 lbs. 4 oz. ... **1.88**

L **Targeteer Shooting Gallery**—fun for the whole family. Carousel revolves mechanically . . . as ducks come within gun sight, pull the trigger and BANG! Just try and knock ducks out of action—it's harder than you think. A real test of coordination, a wonderful ACTION toy in colorful lithographed box.

48 T 922—Ship. wt. 2 lbs. **2.66**

M **Satellite Shooting Gallery**—launch the two rockets to the moon by hitting the fins. Gallery enclosed in clear plastic; nose of gun enclosed in frame. *Pellets feed back into gun.* Mechanically operated interstellar target, mounted on heavy wire legs. About 19¾x12¼x20¾ in. high. Wt. 4 lbs. 10 oz. *Mailable.*

48 T 862 MO. **4.69**

N **Jungle Shooting Arcade**—savage Lion and ferocious Hippopotamus head—jaws open—are targets for Big Game Hunters. Other targets are Cannibals. Enclosed in clear plastic dome, mounted on wire legs. Abt. 18½x7¼x12 in. high.

48 T 872—Wt. 2 lbs. **2.79**

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P **Math for Fun! "Electric"**—light flashes when you plug in right answer. Children learn to add, subtract, multiply, divide from 12 sets simple problems. 1 or 2 players. Bulb, battery incl.

48 T 761—Wt. 2 lbs. **2.69**

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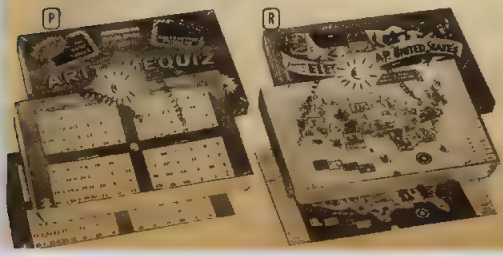
R **Geography for Fun! "Electric"**—plug in right answer, light flashes on. Six 12x19-inch illustrated, informative maps—choose either U.S. or World maps. Battery and bulb incl. Ship. wt. 1 lb. 14 oz.

48 T 896—United States Maps **2.59**

48 T 909—World Maps **2.59**



U **New Sleeping Beauty Game.** Enchanting fun for 2 to 4 young players. Based on Walt Disney's delightful version of the beautiful fairy tale. Once again the 3 good fairies triumph over the wicked one—Prince Phillip wakens and wins the Princess Aurora after many exciting adventures. Colorful 16½x16½-in. board.

48 T 989—Ship. wt. 1 lb. 10 oz. **1.79**

V **Peanuts—a Game of Strategy for All** involving favorite comic strip characters Charlie Brown, Lucy, Snoopy—the whole gang! 18½x18½-in. reversible board, 21 cards, 1 die, 4 pawns. 2 to 4 players.

48 T 983—Wt. 1 lb. 14 oz. .. **1.79**

RUGGED AND FAST and built to last . . . the CHALLENGER day cruiser, with its engineered hull design and fiberglass construction, wins the immediate and lasting approval of all who appreciate outstanding performance, style, and maintenance-free cruising. Comes with flying bridge, choice of inboard or outboard power, 2 built-in 6'–3" bunks, head, sink, icebox, stove, and other attractive interior appointments.

L-O-A	20'- 2"
Beam	8'- 0"
Transom Width	6'- 8"
Draft	10"
Weight (approx.)	1200#

Inboard Power. 185 HP or 125 HP Interceptor

Also available as an open-cockpit, heavy-duty, sports-fisherman.

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The 43' yaul Fair Winds, George T. Hertz, was another successful performer in Pacific Coast sailing competition.

national and international scale than its immediate predecessor. There will be the bi-ennial San Pedro-to-Honolulu race for the West Coast's big boats; one from Havana to San Sebastian, Spain, for Eastern adventurers, and all of the usual fixtures. No America's Cup race, though.

Columbia and her classmates probably will be racing among themselves to keep sharp for another challenge a year or two hence. There's talk of not only one from Britain, but possibly from Canada, Australia or Cuba, if some way can be found to allow the challenger to be designed in a country other than that which issues the challenge. Present interpretation of the conditions by the New York Y.C. is that "constructed in the country of challenge" means "designed and built" there. Unless they use amateur naval architects, or professionals emigrate to them, some of these countries are going to be stymied by that provision in the America's Cup code.

REVIEW OF SAILING CHAMPIONS

CLASS EVENTS

AMPHIBI-CON: *Triangle II—Chuck Angle, Rochester, N.Y.*

ATLANTIC—(National): *Fantana—Harry Platt, Cold Spring Harbor, L.I.*

BEETLE CATS—(Women): *Kay Leland, Sheila Maloney, Falmouth Y.C.*

BEETLE CATS—(Juniors): *Ray Cox, Bettina Batterson, Weekapaug Y.C.*

BEETLE CATS—(Senior): *George Kirk, Pete Houston, Wild Harbor Y.C.*

COMET—(International): *Edward Ryan Jr., Shrewsbury River Y.C.*

DUSTER: *Walter Wolfe, Cooper River, N.J.*

DRAGON—(Duke of Edinburgh Trophy): *Argo II—Dr. S. A. MacDonald, Royal St. Lawrence Y.C.*

DRAGON—(Dulles Cup): *Argo II—Dr. S. A. MacDonald, Royal St. Lawrence Y.C.*

DRAGON—(North American): *Jinks—H. Richards Krauss, Toledo, Ohio.*

DRAGON—(O'Keefe Trophy): *Corte—Walter Windeyer, ...*

EL TORO—(Senior): *Leonard Ruby, Lake Mercer S.C., San Francisco, Calif.*

EL TORO—(Junior): *Tom Lee, Jr., Lake Merritt ...*

FINN MONOTYPE—(International Gold Cup): *Bes 2—Paul Elvstrom, Denmark*

FINN MONOTYPE—(North American): *Jack Knights, Rivertown, N.J.*

FIREFLY—(North American): *Bjorn Sundby, Royal St. Lawrence Y.C.*

FISH—(Lipton Trophy): *Biloxi Yacht Club*

5-O-5—(World): *Paul Elvstrom, Denmark*

5.5 METER—(Giovannelli Cup): *Sabre—Ernest Fay, Texas Corinthian*

5.5 METER—(Prince of Wales Cup): *Rush IV—Victor Sheronas, Gibson Island*

5.5 METER—(Scandinavian Gold Cup): *Sabre—Ernest Fay, Texas Corinthian*

(Continued on next page)

George Griffith's sloop Cassandra Balboa Yacht Club, won Whitney High Point Trophy in South ern California racing

aglow. Gardner, Bill's younger brother, took a fling at the Penguin Dinghy Class and won both its Atlantic Coast and national championships, and Bill Jr., led Pomfret School to the Interscholastic Y.R.A. title.

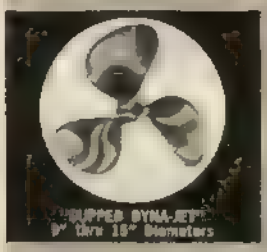
Canadian-American rivalry in the Six-Meter Class, which flourishes on Lake Ontario and Puget Sound, produced its usual crop of keenly waged contests. Jim Craig of the Royal Canadian Y.C. took the Alarm Trophy with Boris, but the much sought after George Cup was won by Finn whose helmsman was none other than Youngstown's colorful and skillful Bud Doyle. The North American championship raced for last year in the Northwest was carried by Alarm Harry McGuane Seattle. We may have a Canadian challenge for the Seawanhaka Cup next summer. Bill Gooderham, the R.C.Y.C. ace, is eager for another crack at Goose, which regained the prize for Seawanhaka in 1957 after losing it to the Gooderham-steered Fitia the year before.

By and large in intersectional competition, Easterners, of whom Etchells was one of the more successful, did very well by themselves. Mrs. John P. (Nancy Underhill) Meade and her American Y.C. (Rye, N. Y.) crew of Reggie Corwin and Bobs Everett won the Mrs. Charles Francis Adams Trophy and the N.A.Y.R.U.A. women's championship at Chicago. The Long Island Sound Junior champions, Kevin Jaffe, skipper, Peter Wilson and Carolyn McCarthy of Noroton, Conn., went all the way to Vancouver to bring back the time-honored Sears Bowl. Dennis Posey, of Larchmont, and Billy Widnall, of Eastern Long Island Sound, paired to take Massachusetts Institute of Technology rooms to win the Mosss Bowl, symbol of the national intercollegiate sailing supremacy in dinghies.

Harry Sindle, of Lavallette, N. J., took over the Flying Dutchman Class honors; Max Culpepper, another Jerseyite (he's from Beachwood), became the national Jet 14 champion, still another New Jersey skipper, Edward Ryan Jr., of the Shrewsbury River, Y.C. won the Comet International, and an Englishman turned Jerseyite, Jack Knights of Riverton, won the North American Finn monotype crown.

It was a busy year—traditionally America's Cup years always are—but there's another one about to get under way on a program that certainly will involve no less activity on a

(Continued on next page)



PROPELLERS THAT DOUBLE BOATING PLEASURE!

INBOARD SUPER SPEED WHEEL

that has found thousands of enthusiastic owners since introduced only a little more than a year ago is the MICHIGAN "CUPPED DYNA-JET." It involves an entirely different principle of propeller design that makes it by long odds the world's fastest stock propeller for fast bottom runabouts having engines of 135 HP or greater, turning 3400 or more RPM. Cast of Ni-Bral, it will take all the power you can give it without distortion. If it's fun for you to be out ahead, this wheel will give you a lot of it.

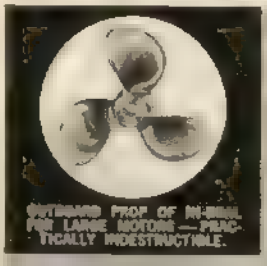
ALL-PURPOSE BEST PERFORMER

is the standard "DYNA-JET." It will give you the best speed of which your craft is capable and fine all around performance.

SMOOTHEST CRUISER

is the 5-blade MICHIGAN STAR. It completely eliminates the stern rumble and vibration which no 3 or 4 blade wheel can cure. Cast of Ni-Bral it is so strong blade fracture is virtually unknown.

OUTBOARD WHEELS that provide MORE SPEED, BETTER SKIING OR BETTER CRUISING



than can be obtained with the original all-purpose wheel. Write for your FREE copy of our 1959 OUTBOARD CATALOG containing expert propeller recommendations for all 1959 motors as well as all previous models, much helpful boating data and a fine line of boating accessories.

1959 OUTBOARD CATALOG

SEE THEM AT THE NATIONAL BOAT SHOWS

MICHIGAN WHEEL COMPANY

GRAND RAPIDS 2, MICHIGAN

5.5 METER (United States): *Sabre—Ernest Fay, Texas Corinthian*
FLATTIE—(National): *Austin Peeples, Los Angeles*
FLYING DUTCHMAN—(North American): *Vivace—Harry Sindle, Lavallette (N.J.) Y.C.*
FLYING DUTCHMAN—(World): *Falcon V—L. Tasker, J. Palmer, Australia*
HAMPTON—(National): *R. A. Clemens, Annapolis, Md.*
HIGHLANDER—(National): *Y'all C'mon—O. C. Bailey, Corpus Christi, Tex.*
INTERNATIONAL 14'—(Buzzard's Bay Bowl): *Elf—David Johnson, Royal St. Lawrence Y.C.*
INTERNATIONAL 14'—(Governor's Cup): *Dorade—George Moffat, Toms River, N.J.*
INTERNATIONAL 14'—(Prince of Wales Cup): *Atua Hau—Geoffrey Small, New Zealand*
INTERNATIONAL 14'—(Princess Elizabeth Cup): *Dream—John Watlington, Bermuda*
INTERNATIONAL 14'—(United States): *Baralao VIII, George O'Day, Boston, Mass.*
INTERNATIONAL 14'—(Viscount of Tunis Cup): *Graeme Hayward, Royal St. Lawrence Y.C.*
JET 14—(Atlantic Coast): *Red Lippincott, Monmouth B.C.*
JET 14—(National): *Gingersnaps—Max Culpepper, Beachwood, N.J.*
JET 14—(Junior): *Bruce Birkholz, Lavallette, N.J.*
JOLLY BOAT—(National): *Roger Sanders, Marblehead, N.J.*
LIGHTNING—(International): *X-L—Henry J. Cawthra, Grosse Pointe Farms, Mich.*
LIGHTNING—(Mid-Winter): *Eugene Wolet 3rd, U.S. Air Force*
LUDERS 16—(International): *Jack Vilas, Chicago*
MIDGET—(N.Y. metropolitan district): *Lee Demarest, Cindy Sorensen, Janet Norward, Bridgeport, Conn.*
MOTH—(International): *Mint—Ken Klare, Miami, Fla.*
NATIONAL ONE-DESIGNS—(National): *Esprit—Bill Segrist, Alamitos Bay*
ONE-TEN—(Atlantic Coast): *Pan—Billy Saltonstall, Beverly Y.C.*
ONE-TEN—(International): *Rosie—Seth M. Corwin, American Y.C., Rye, N.Y.*
PENGUIN—(Atlantic Coast): *Gardner Cox, Manoloking Y.C.*
PENGUIN—(International): *Gardner Cox, Manoloking Y.C.*
P.C.C.: *Lani—H. J. Barneson Jr., L.A.Y.C.*
RAVEN—(National): *Quoth—Charles Kingsley, Seawanhaka Corinthian*
REBEL—(National): *Choice Bit—Bruce Goldsmith, Devil's Lake, Mich.*
RHODES BANTAM—(National): *Bud Nicholson, Shaneateles, N.Y.*
SIX METER—(George Cup): *Fun—Elmer J. Doyle Jr., Youngstown Y.C.*
SIX METER—(Alarm Trophy): *Bibis—James Crang, R.C.Y.C.*
SIX METER—(North American): *Alarm—Harry McGuane, Seattle, Wash.*
SNIPE—(National): *John Wolcott, Bridgeport, Conn.*
SNIPE—(Pacific Coast): *Chequendeque—Fred Schenck, Newport Harbor, Calif.*
SNIPE—(Western Hemisphere): *Bernard Hayward, Bermuda*
SNIPE (Winter): *Francis Searcy, Clearwater*
STAR—(Adrian Iselin Trophy): *Rival—Bob Crump, Centerport (L.I.) Y.C.*
STAR—(Atlantic Coast): *Shannon—E. W. Etchells, Old Greenwich, Conn.*
STAR—(Chesapeake Bay): *Maverick—Blair Fletcher, West Jersey*
STAR—(Great Lakes): *Hurrin Hoosier—John McKeague, Michigan City*
STAR—(Gulf Lipton Cup): *[illegible] Hill, Buzz Killen, New Orleans*
STAR—(North American): *Shaughnessy—E. W. Etchells, Old Greenwich, Conn.*
STAR (Spring): *Shannon—E. W. Etchells, Old Greenwich, Conn.*
STAR—(World): *Nhycusa—Wm. Ficker, Newport Harbor, Calif.*
STAR—(Quincy Challenge Cup): *Shannon—E. W. Etchells, Old Greenwich, Conn.*
THISTLE—(Atlantic Coast): *Cutty—Howe Legarde, Jr., Tred Avon, Md.*
THISTLE—(Mid-Winter): *Manowaca, Howard Boston, Mt. Clemens, Mich.*
THISTLE—(National): *Gone Gal—John W. Jennings, St. Petersburg, Fla.*
TWO-TEN—(National): *Typhoon—A. Sullivan, Cohasset, Mass.*
WOOD PUSSY—(National): *Borden L. Hance Jr., Navesink Sailing Society*
Y-FLYER—(National): *Shiftless—Buly Key, Charleston*

(Continued on next page)

AT LAST! A sensibly priced family cruising and racing boat of fiberglass construction . . . unites the most desirable marine design with the most practical yacht material yet devised for maximum strength and minimum maintenance. Designed by Carl A. Alberg, the TRITON comes sloop-rigged or yawl-rigged . . . with choice of two interior arrangements . . . sleeps 4 or 6 . . . color-styled in four distinctive decorator motifs.

L-O-A	28' – 3"
L-W-L	20' – 6"
Beam	8' – 3"
Draft	3' – 11"
Total Displacement	6930#
Auxiliary	Universal Atomic 4 (25 HP)

Fiberglass construction protects initial investment, cuts maintenance and annual yard bills.

Request descriptive literature or contact your favorite marine broker for complete details.

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SURPLUS SEXTANT

$19.95 Postpaid

AIR FORCE COST

$265 ea.

A bubble type sextant for boating enthusiasts and a must for commercial boats or the true navigator. Check your compass or obtain from the stars your exact position with this fine instrument. The navigator will take pride in this instrument and guard it closely. We purchased a large quantity from the Air Force as surplus to allow this price. We ship prepaid the instrument in its carrying case. Don't delay ordering. Wt. 11 lbs.

ESSE RADIO COMPANY

42 W. SOUTH STREET — INDIANAPOLIS, INDIANA

19' 7" L.O.A. Fibreglass CABIN CRUISER

Fully Equipped for Family Cruising

Capable of safe, long distance trips. Roomy, airy, dry, seaworthy. Exclusive SJ MARK flare. Self bailing cockpit, bunks, stove, sink, head.

Priced from $2344.50 (equipped) F.O.B. Factory

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DEALER INQUIRIES INVITED

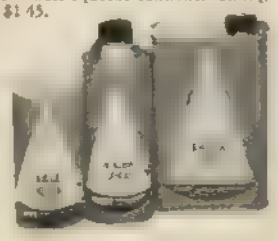
Other outboard Fibreglass Boats from 8' 2" to 19' 7" l.o.a.

AN ALL-STAR TRIO FOR BETTER BOAT PROTECTION

GUEST BILGE KLEEN. Most efficient and powerful on the market. Packed in new, easily stored and easy-to-handle squeeze container. Strong enough to quickly emulsify oily waste. $1.45.

GUEST SILICONE SPRAY. Silicone barricades equipment against salt or fresh water damage, protects metal from corrosion. Keeps rubber and leather soft and flexible. 16 oz. can $3.25.

GUEST BRISTOL BRITE. A chrome and brass cleaner that leaves a fine, protective film that retards tarnishing. $.95 pt., $1.55 qt.



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OCEAN & LONG DISTANCE RACES

AHMANSON TROPHY (So. Calif.): *Sirius, H. F. Ahmanson, Newport Harbor Y.C.*

AROUND MARTHAS VINEYARD (Venona Trophy): *Temptation—T. Kenneth Boyd, New Bedford*

BERMUDA RACE: *Finisterre—Carleton Mitchell, Annapolis, Md.*

CHICAGO-MACKINAC: *Dyna—Clayton Ewing, Green Bay, Wisc.*

CHICAGO-WAUKEGAN: *Nimbus—Dr. David Hatcher, Chicago*

CHICAGO-ST. JOSEPH: *Sabre—Roman Brotz, Sheboygan, Wisc.*

CORPUS CHRISTI-GALVESTON: *Nella M., George H. Allen, Houston Y.C.*

FALCON CUP (Lake Erie): *Meteor III, Hank Burkard, Bayview Y.C., Detroit*

FLORIDA OCEAN RACING ASSOC.: *Mogu—Fred Guggenheimer, St. Petersburg, Fla.*

INDIAN HARBOR STRATFORD SHOALS: *Pony Tail, Ole Skaarup*

JEFFREY'S LEDGE RACE: *Tango II—George Glover Crocker, Cohasset, Mass.*

MACATAWA BAY—Chicago: *Rangoon—Dave Silberman, Al Stern, Columbia Y.C., Chicago*

MIAMI-NASSAU: *Finisterre—Carleton Mitchell, Annapolis, Md.*

MIAMI-PALM BEACH: *Spray—Dr. William S. Piper, Miami, Fla.*

MILLS TROPHY (Lake Erie): *Meteor III, Hank Burkard, Bayview Y.C., Detroit*

MONHEGAN ISLAND: *Gay Gull, Robert Love, Vineyard Haven, Mass.*

NEWPORT-ENSENADA: *Ocean Handicap—Nam Sang, Louis Latham, L.A.Y.C.; Arbitrary Handicap—Kcoau, Dexter Woods, L.A.Y.C.*

PORT HURON-MACKINAC: *Dyna—Clayton Ewing, Green Bay, Wisc.*

SAN FRANCISCO BAY: *Cruising A—Baruna, James Michael; Cruising B—Kanda, H. Siegler*

SAN DIEGO-TO-ACAPULCO: *Carousel—Ashley G. Bown, San Diego, Calif.*

SAN CLEMENTE ISLAND: *Carousel, Ashley G. Bown, San Diego, Calif.*

SOUTHERN OCEAN RACING CONFERENCE: *CaVa—J. W. Hershey, Texas Corinthian*

ST. PETERSBURG-MIAMI: *CaVa, J. W. Hershey, Texas Corinthian*

STAMFORD-VINEYARD: *Hother—Paul Hoffmann, Larchmont Y.C.*

STORM TRYSAIL (Block Island): *Caper—H. Irving Pratt, Oyster Bay, L.I.*

TRI-ISLAND SERIES: *Seward—Dr. Byron Ward, Seattle*

VIRGINIA CUP: *Marluva, Henry Wise, Wilmington, Del.*

WHITNEY HIGH POINT TROPHY (So. Calif.): *Cassandra, George Griffiths, L.A.Y.C.*

FAMOUS CUP RACES

ASTOR CUP: *Solution—Thor Ramsing, Indian Harbor Y.C.*

GOVERNOR'S CUP (SORC Championship): *CaVa—J. W. (Jake) Hershey, Texas Corinthian*

GREENWICH CUP: *Carina—Richard S. Nye, Greenwich, Conn.*

KING EDWARD VII CUP: *Warner Wilcox, Oriental Y.C.*

LIPTON (Miami): *Comanche—Jack Price, Miami, Fla.*

MANHASSET BAY CHALLENGE CUP: *John W. Adams, Pleon Y.C.*

NASSAU CUP: *CaVa—Bobby Mosbacher, Texas Corinthian*

PHILIP J. ROOSEVELT TROPHY: *Windigo—Walter S. Gubelmann, Oyster Bay, L.I.*

QUEEN'S CUP: *Nereus—William T. Moore, Oyster Bay, L.I.*

WHITE TROPHY: *Impala—James A. Farrell Jr., Norwalk, Conn.*

NATIONAL SAILING CHAMPIONS

MEN (Mallory Cup): *Bobby Mosbacher, Texas Corinthian Y.C.*

WOMEN (Adam's Cup): *Nancy Meade, American Y.C.*

JUNIORS (Sears Bowl): *Kevin Jaffe, Noroton Y.C.*

INTERSCHOLASTIC (Clifford D. Mallory Trophy): *Pomfret School, Bill Cox Jr.*

INTERCOLLEGIATE (Henry A. Morss Memorial Trophy): *M.I.T., Dennis Posey, Billy Widnall*

INTERCOLLEGIATE—(McMillan Cup): *U.S. Naval Academy (Gene Parry)*

SERVICE CHAMPIONSHIP: *U.S. Naval Academy*

INTERNATIONAL TEAM RACES

ABERFELDY TROPHY (Indian Harbor Y.C. vs. Bermuda, 6-16's): *Tie—U.S. 3, Bermuda 3.*

AMORITA CUP (U.S. vs. Bermuda Team): *U.S. 4, Bermuda 3—('Bus Mosbacher, Sam Barton, Warner Willcox, Don McKenzie); Bermuda 4, U.S. 3 ('Archie Brown, Warren Brown, Buyard Dill, Ollie Brooks, Leon Burness) (two matches)*

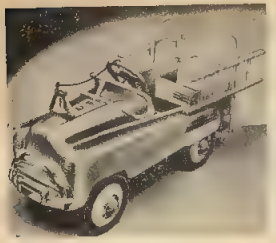
CANADIAN-AMERICAN TROPHY (U.S. vs. Canada, 6-meter): *U.S. (Alarm, Yiliam VIII, Saga)*

INTERNATIONAL 14' DINGHY WORLD CHAMPIONSHIP: *Canada ('Bruce Kirby, Paul McLaughlin, Bud Whittaker)*

VIKING TROPHY (Royal Norwegian Y.C. vs. Manhasset Bay Y.C.): *Royal Norwegian Y.C., 3-0.*

FAMOUS AUTOMOBILES

Murray famous nationally advertised wheelgoods are constructed with full ball bearings. Newest in design and finest in quality with "Parents" seal of approval.



DELUXE FIRE TRUCK

Ball bearing 8" double disc wheels with 1" solid rubber tires, rubber pedal blocks. Ball bearing pull straps, and rear axle hangers. Complete with two wooden varnished ladders and bright plated bell. Finished in vermilion and white. 47" long, 17" wide. Pack 1. Weight 37 lbs.

	Each	Lots-3
6F6428 List $24.95	217555★	216456★ Ea.

F.O.B. Minneapolis

FIRE TRUCK

Ball bearing 8" double disc wheels with 7/8" solid rubber tires. Ball bearing pull straps and rear axle hangers. Complete with seat pad, fire chief bell, white steel hand rails and two wooden varnished ladders. Finished in vermilion and white. Length 43", width 17". Pack 1. Weight 34 lbs.

	Each	Lots-3
6F6427 List $20.95	214708★	213805★ Ea.

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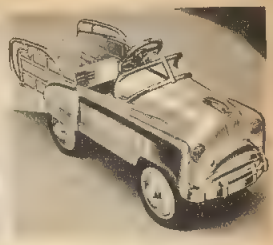

RANCH WAGON

Ball bearing 8" double disc wheels. Ball bearing pull straps and rear axle hangers. Bumpers, windshield and handrails aluminum enameled. 1" solid rubber tires, rubber pedal blocks. Finished in sand tone with metallic bronze panels trimmed in white. 47" long, 17" wide. Pack 1. Weight 37 lbs.

	Each	Lots-3
6F6418 List $22.50	216254★	215206★ Ea.

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DELUXE FIRE CHIEF

Ball bearing 8" double disc wheels. 1" solid rubber tires, rubber pedal blocks. Ball bearing pull straps and rear axle hangers. Heavy gauge steel used in body, undergears and hinged trunk door. Antenna and fire chief flasher. Finished in vermilion trimmed with white. 39" long, 17" wide. Pack 1. Weight 36 lbs.

	Each	Lots-3
6F6421 List $24.95	217558★	216456★ Ea.

F.O.B. Minneapolis

FIRE CHIEF

Ball bearing 8" double disc wheels, 7/8" rubber tires. Ball bearing pull straps, rear axle hangers. Complete with seat pad and bright plated bell. Finished in vermilion trimmed with white. 35" long, 17" wide. Pack 1. Weight 27 lbs.

	Each	Lots-3
6F6426 List $15.95	210907★	210209★ Ea.

F.O.B. Minneapolis

CHAMPION AUTO

8" double disc wheels with 7/8" solid rubber tires. Ball bearing pull straps, and rear axle hangers. Bright-plated radiator ornament and fabric seat pad. Finished in sapphire blue trimmed in white. Aluminum grille. 36" long, 17" wide. Pack 1. Weight 27 lbs.

	Each	Lots-3
6F6430 List $14.95	210553★	99901★ Ea.

F.O.B. Minneapolis

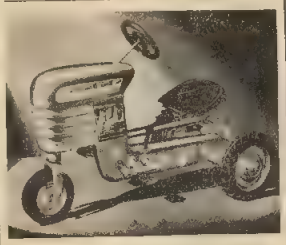
CHAIN DRIVE TRACTOR

MOTOR TONE SHIFT

8" front wheels with 1½" semi-pneumatic tires, 10" rear wheels with tractor tread tires. Steel adjustable seat. Ball bearing chain drive mechanism. Yellow with black and vermilion trim. 38½" long, 20½" wide, 27½" high. Pack 1. Weight 32 lbs.

	Each	Lots-3
6F6446 List $20.95	215008★	214005★ Ea.

F.O.B. Minneapolis



DELUXE CHAIN DRIVE TRACTOR

MOTOR TONE SHIFT

8" front wheels and 10" rear wheels with 1¾" semi-pneumatic tires. All steel spring type adjustable seat. Ball bearing chain drive mechanism with bicycle type chain. Tractor tread on rear tires. Vermilion, trimmed in black and white. 38½" long, 22" wide, 27½" high. Pack 1. Wt. 39 lbs.

	Each	Lots-3
6F6448 List $25.95	218458★	217307★ Ea

F.O.B. Minneapolis

DUMP TRAC

8" double disc ball bearing wheels with 7/8" solid rubber tires. Dump box easily operated from seat. Vermilion with white trim. 33" long, 15½" wide. Pack 1. Weight 17 lbs.

	Each	Lots-3
6F6449 List $8.95	76653★	76253★ Ea.

F.O.B. Minneapolis

COMMODORE CHANDLER HOVEY, whose interesting Easterner was one of the unsuccessful America's Cup defense candidates, hopes to keep rekindled 12-Meter Class racing interest alive at least until another challenge materializes. To that end he has presented to the New York Yacht Club a gold Paul Revere bowl as a perpetual trophy for competition among the Twelves.

Announcement of the gift at the annual prize giving dinner of the club was greeted with enthusiasm. Hovey, of course, plans to have Easterner in commission, and the Mercer-Walsh-Frese Syndicate has expressed its willingness to do some work on Weatherly and have her ready for an active 1959 campaign. He hasn't said anything for publication but chances are that Captain Jack Matthews will have Vim out again if there's a chance of some racing. Columbia's plans are still unsettled.

Owners of Vim, Weatherly and Easterner, by the way, received scrolls from the NYYC as tokens of the club's appreciation of their contributions to the America's Cup defense. Souvenirs went to members of Columbia's crew and her owning syndicate and it was in connection with the presentations that former commodore Vincent Astor was revealed as a member of the group which financed the defender. His name had never been mentioned before in the Columbia syndicate roster.

Among its America's Cup trophies and mementoes, the NYYC now has the flag which the destroyer squadron leader USS Mitscher flew when she had President Eisenhower aboard for the first race of the cup match. The White House naval aide sent the presidential flag to Columbia with the Chief Executive's compliments and the Columbians in turn passed it along to the club.

There was an important omission from the prizes distributed at the dinner—there was no presentation of the Cygnet Cup which rewards the yacht which, in the opinion of the race committee, has been the outstanding vessel on the cruise. John S. Dickerson, chairman of the committee, merely announced that there would be no award of the Cygnet Cup "for obvious reasons."

His hearers inferred from that statement that there was no yacht whose performance was sufficiently brilliant to warrant conferral of the trophy, but some were quick to inquire: "What about VIM?", or "How about Touche?"

Vim, racing against four other Twelves, took five firsts, a third and a fourth in seven races. Touche competed in a 13-boat B Class. She took four firsts, including the Una Cup race, and three thirds. She was never out of the money in seven races and had a score percentagewise of .934. Vim's was .853. How outstanding do you have to be?

CHARLEY ULMER, City Island sailmaker, sometime ocean racer, sometime Star boat sailor and proud father of one of the Naval Academy's better dinghy sailors, is about to become a cruiser-racer. He has ordered one of the 40-foot Block Island (ex-Vitesse) Class fiberglass yawls designed by Bill Tripp and built by the American Boat Building Corporation of East Greenwich, R. I., for spring delivery. Charley knows his way around on an offshore racing yawl. He was one of the syndicate that owned and raced the controversial Hoot Mon, one-time terror of the Southern Ocean Racing Conference.

ONE HESITATES TO BRING UP the subject here lest Uncle Sam's avaricious politicians get new ideas as to an additional source of money for them to pour down the drain, but this yarn is too good an example of discriminatory taxation to hide. If a proposed French tax regulation goes into effect all yachts of 5 tons and over, "international tonnage" (whatever that is), will be subject to an annual tax of 100,000 francs ($222 in money, for a 5-tonner and 75,000 ($166) for every additional ton.

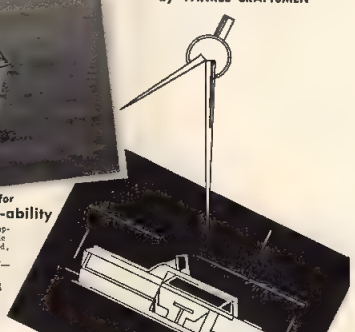
Then, for ordinary taxing purposes, owners of 5-ton yachts are to be assessed on the basis of an income annually of 1½ million francs ($3,333) and the figure will rise commensurately with the size of the yacht.

(Continued on next page)

the Pembroke 26'

designed and engineered by YANKEE CRAFTSMEN

for cruise-ability



Where else can you get these seagoing features? Full lapstrakes, round-bilge construction for cushion floating ride; high freeboard, flush self bailing cockpit; enclosed head, complete galley with dinette; sleeps 4 in solid comfort. OTHER PEMBROKE MODELS FOR FAMILY FUN—Sea Skiff 17, 19 and 22.

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CAPT HARBOR YACHT SALES, Cos Cob, Conn.

Pembroke Boats, Inc. Epsom, N. H.

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Penn REEL

The "Guts" and skill built into them will help you catch fish, large or small.

Penn Reels "Belong Aboard"!

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KWIK PLAY ROD HOLDER
your "silent fishing partner"

Penn REELS
PENN FISHING TACKLE MFG. CO.
PHILA. 32, PA.

ON THE WATERWAYS

(Continued from page 182)

ago and replaced by a set of three buoys, should be returned to her spot four miles south of Old Saybrook. Maintenance costs on the lightship have been estimated at $150,000 a year and it was asserted to be economy that dictated the Coast Guard move.

Shipping interests do not quarrel with the motive for the proposed abandonment of the station, but if the lightship is not returned to duty they would like a permanent light station erected on a 24-foot rocky shoal located 1¾ miles south of Six Mile Reef where there now exists a flashing white bell buoy.

Buoys With Radar Reflectors

If a light station cannot be built, the American Merchant Marine Institute requests that buoys of the largest size equipped with radar reflectors and maximum candlepower lights be laid on the Cornfield Lightvessel site, Six Mile Reef and the 24-foot spot.

Cornfield Lightship left her station on December 7, 1957 after bell whistle and gong buoys were placed south of Long Sand Shoal and radio beacons were installed at Saybrook lighthouse and on Falkner Island.

J-W SNIFFER

Unit signals presence of toxic vapors.

A new vapor detector with built-in visible alarm has been announced by Johnson-Williams, Inc., Palo Alto, Cal., manufacturers of the J-W Sniffer.

The new Sniffer, Model MBA, features a compact instrument panel which provides for a red signal light that is automatically actuated when fumes reach 25% of an explosive mixture.

Detector unit for the system is located in a compartment where presence of gas or butane vapors is a hazard. The detecting element is surrounded by a five-layer close mesh Monel screen, providing adequate protection against flashback.

Connecting the detector unit to the control panel is a neoprene-jacketed flexible cable.

Other J-W Sniffers include a single-detector model without alarm and two-detector models with or without alarm.

FEDERAL ACCESSORIES

Federal Marine Motors Company, 9011-13 Cottage Grove Avenue, Chicago, Illinois, presents a foot throttle, flexible coupling, and electric tachometer for 1959. The foot throttle for runabouts, either inboard or outboard, is designed to alleviate the boatman's task when docking. The pedal is pivoted so that a touch of the toe increases speed, and a touch of the heel decreases it. Cable friction maintains the throttle setting. The foot throttle is sold in kit form with all necessary cables, clamps, and fittings. Two kits are standardized for inboards, but adapters are available for use on outboards.

Federal flexible couplings absorb misalignment, control vibration, and check electrolysis. Consisting of a metal hub and flange, the coupling employs several neoprene rubber trunnions to carry thrust and torsion loads with no metal to metal contact. It requires no lubrication, is easily installed, and prevents excessive wear on shafts, thrust bearings and stuffing boxes. The Federal electric tachometer is an impulse type tachometer that measures spark impulses and translates them to rpm. It also provides a means for synchronizing the rpm of two motors, whether inboard or outboard. Federal electric tachometers require no special cables or takeoffs, but are connected by wire to the primary terminal of the distributor or magneto. For remote-controlled outboard motors, the tachometer may be connected to the ignition switch.

Xceptional for
• ANTI-FOULING EFFICIENCY
• FAST RACING FINISH
• RESISTANCE TO WEAR

NOT JUST A PAINT WITH POISONS ADDED

—it's a new formula basically different from other anti-fouling coatings. Made from minute copper particles in suspension, it's a true liquid copper sheathing, easily mixed, easily applied with brush, roller or spray. Dries rapidly to form a hard, smooth metallic surface that resists abrasion, is impervious to teredos, barnacles and all marine growths. *There are 15 reasons why it is better.* Write for full information today—or

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HIGHLANDERS MEET IN NYC

The International Highlander Class Association will hold its annual business meeting and luncheon at the Columbia University Club in New York City on January 17 so that those who attend can also visit the National Motor Boat Show in the New York Coliseum. Election of class officers and selection of site and dates for the 1959 championship are on the agenda.

INTERLUDE WINS ON GULF

Roland Becker's 40-foot Owens cutter Interlude, which does her summer sailing on the Great Lakes, made her debut on the Florida West Coast racing circuit by winning the annual Tampa to Fort Myers race, which started just two weeks after Interlude had completed a voyage from Milwaukee, down the Mississippi and across the Gulf to St. Petersburg.

The wind was on the nose for most of the 125 miles of the Tampa-Fort Myers course and Interlude was right at home in such conditions. Second to the visitor in Class A and the fleet was Jim Turner's new 51-foot Mason-designed yawl Jamel. Third place went to the Venice Yacht Club syndicate's 40-foot yawl Cindy. Blue Jacket, a 32-foot yawl sailed by John Innes of Sarasota, won Class B and was fifth in the fleet. Dr. W. W. Jennings, who recently repurchased Fortuna and converted her into a yawl, sailed her to fourth place on corrected time.

John T. Hayward, an elder statesman of the Snipe Class who turned—and very successfully—to ocean racing a few years ago, won the 62-mile Tampa to Tarpon Springs race in his 40-foot yawl Winifred.

MIDWEST P.B.A. ELECTS

Fred Petter was elected commodore of the Midwest Power Boat Association at its annual meeting in Waterloo, Iowa. The vice commodore is Bruce Hoff and Louise Clemmer is secretary.

COAST GUARD WINS TEAM SERIES

The U.S. Coast Guard Academy's team of Bill Park, Geoff Potter, John Wuestneck and Mike Johnson defeated M.I.T., 4 to 1, in the final round of the 17th annual New England Intercollegiate Sailing Association team racing championship for the Leonard M. Fowle Trophy. Coast Guard has beaten Boston University, 3 to 1, and M.I.T. had shut out Brown, 3 to 0, in the semi-finals.

Other college dinghy sailing events of note resulted as follows:

11th Middle Atlantic I.S.A. series for War Memorial Trophy at U.S. Naval Academy; Boston U., 308 points; Brown, 280; Michigan, 266; Navy, 250; Georgetown, 241; Colgate, 223; Princeton, 222; Fordham, 215; Cornell, 193; Wayne, 188; Penn, 178; U.S.M.M.A., 177; Haverford, 133; Webb, 128. Winning skippers: Harold Brown, Wallace Everest.

19th N.E.I.S.A. freshman championship at Brown University;

(Continued on page 334)

PETERS

means

SALES

Heavy 1959 advertising behind PETERS "High Velocity" ammunition will pay off in extra sales for you! Get your share—stock, display, and push the entire line.

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designed by Chris Haas

Décor-ables

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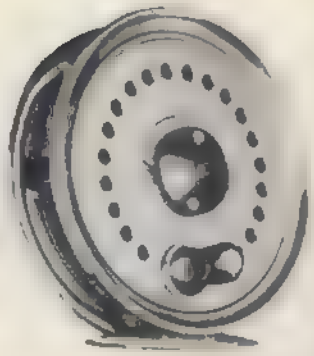
for the young at heart
high fashion fantasy
for low budget "dreamers"

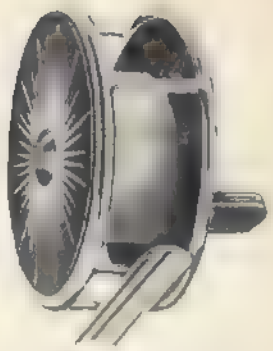
PETER PAN TOYS / *227 west seventeenth street, new york 11, new york*

(A) PFLUEGER "MEDALIST" 1494

(B) GARCIA BEAUDEX FLY CASTING REEL



(C) NEW JOHNSON NO. 5 MAGNETIC FLY REEL



(D) SHAKESPEARE "TRU-ART" AUTOMATIC

(E) SOUTH BEND "OREN-O-MATIC"

(F) SHAKESPEARE 1836 AUTOMATIC

FINE FLY REELS

Ⓐ **PFLUEGER "MEDALIST" 1494.** The best single-action fly reel. Lightweight aluminum frame. Gunmetal finish resists glare. Stainless steel line guide. Ten spokes in upper end. Smooth drag with adjustment for right or left hand retrieve. Fully [illegible] to take up with [illegible]. Fully [illegible]. Reel length 3¾". Plate 3½". Ship. wt. 1 lb.

15R40-648 ..... RETAIL **$11.00**

Ⓒ **SHAKESPEARE "TRU-ART" AUTOMATIC.** When landing a fish or taking in line to shorten cast, it takes only a flick of the finger to take up line slack. Friction clutch prevents too much spring tension, yet permits line stripping from reel with ease even with spring fully wound. Made of aluminum alloy attractively finished in Forest Green. Stainless steel rod clip.

Model 1835. Capacity 26 yds. D level line. Weighs 9.1 oz.

15R30-698—Ship. wt. 2 lbs. ..... RETAIL **$12.00**

Model 1837. Double line guards for stripping line from either side of reel. Capacity 34 yds. D level line.

15R31-754 -Ship. wt. 2 lbs. ..... RETAIL **$13.00**

Ⓑ **GARCIA "BEAUDEX" Fly Reel.** A handsome precision made masterpiece. Features precision machined one-piece frame; lifetime spool bearing and shaft; lever operated adjustable drag; dual drag mechanism for right or left hand use— patented left and right hand line guard; release lever instantly allows spool removal for cleaning and oiling; comfortable finger formed handle knob; end play adjustment in spool cap; ventilated spool; all parts specially treated to withstand corrosion [illegible] even in salt water. 3½" plate. Medium width. Weighs 8 ozs. Ship. wt. 1 lb.

15R108 1282..... ..RETAIL **$21.75**

Ⓔ **SOUTH BEND "OREN-O-MATIC" MODELS 1130, 1140.** The choice of thousands of fishermen. [illegible] prevent casting. Strips line [illegible] when fully wound. Anti-[illegible] brake prevents broken leaders and rod tips. Stainless steel rod clip, chromed line guard and trigger. Maroon anodized finish.

Model 1130. Capacity: 26 yds., D line.

15R38-784 .....RETAIL **$13.00**

Model 1140. Capacity: 34 yds.

15R37-795 .....RETAIL **$13.50**

Ⓒ **NEW JOHNSON MAGNETIC Fly Reel.** A permanent magnetic drag is the heart of this single action reel. Gives constant uniform drag with no loose parts. Right or left hand retrieve completely hand crafted, stainless steel nard chrome plated case. Anodized aluminum spool. Comes with 100 yards of 12 lb. backing; ample capacity for any size fly line. Lifetime guarantee. Ship. wt. 1 lb.

15R119-1911.....RETAIL **$32.50**

Ⓕ **SHAKESPEARE 1838 DELUXE AUTOMATIC.** The ultimate in automatic fly reels. Finished in anodized gold-bronze. Silent winding automatic free stripping spring of highest quality tempered steel. Features safety button lock to prevent accidental line take-up. Chrome-plated line guards for right or left hand operation. Built in clutch allows line to be stripped even if spring is fully wound. Reel wt. 9.3 ozs. Capacity: 34 yds. size D" line. Ship. wt. [illegible] lbs.

15R94-882.....RETAIL **$15.00**

FROST WET FLY ASSORTMENT

[illegible] highest quality [illegible] silk body eyed flies. Mounted [illegible] and protected [illegible] and cover for transparent [illegible] box.

14R78-180 . RETAIL, Pkg. ASST. **$3.00**

"Old Hi" CREEL

A new one-piece molded [illegible] one creel. Completely [illegible] with [illegible]". Fitted with an all leather [illegible] up 48" long, and reinforced with rivets. Ship. wt. 2 lbs.

19R142-295.....RETAIL **$4.95**

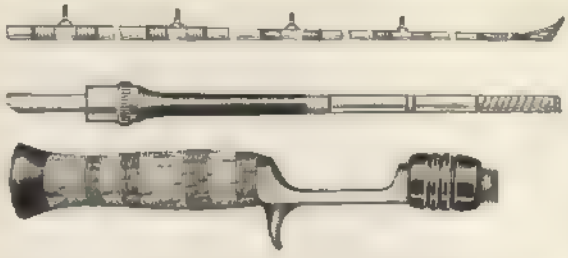
BAIT CASTING RODS

HEDDON • SOUTH BEND • SHAKESPEARE • ACTIONROD

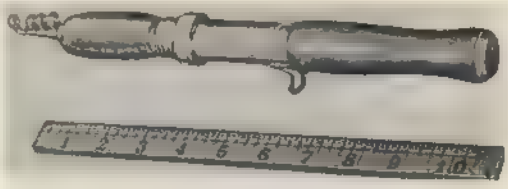
(A) ACTIONROD CASTING ROD

(B) HEDDON MARK II CASTING ROD

(C) HEDDON MARK IV CASTING ROD



(D) SOUTH BEND 2830 SOLID GLASS CASTING ROD



(E) CHAMPION PRODUCTS "HANDLE ROD"

(F) SHAKESPEARE 1591 WONDEROD

(G) SHAKESPEARE 1572 WONDEROD

Ⓐ **Actionrod Tubular Glass Bait Casting Rod.** New [illegible] design finished in [illegible] with green, black and white wrapping. Four stainless [illegible] top. Chrome plated [illegible] handle with nylon collet and screw type reel lock. Aluminum foregrip and 5½" specie cork grip. One-piece action. Also [illegible]. In bag and tube. Ship. wt. 2 lbs.

16R235-879—5-ft. length . . . . . RETAIL **$14.95**
16R236-879—5½-ft. length. . . . . . RETAIL **$14.95**
16R237-879—6-ft. length . . . . . RETAIL **$14.95**

Ⓑ **Heddon "Mark II" [illegible] Glass Casting Rod.** New look, feel and action. For [illegible] fun in casting [illegible]. Guides are cradle type [illegible], with [illegible]. Aluminum offset handle [illegible]. Patented [illegible] locks it securely. Stainless steel [illegible] and tip top, black, [illegible] and butt cap are satin chromatone finished. Top [illegible] grade specie cork. Also [illegible] for spinning. Ship. wt. 2 lbs.

5½-ft. length. One-piece tip, detachable handle. Fas-tip action.
16R160-1055 . . . . . RETAIL **$17.95**

6-ft. length. One-piece [illegible] handle. Fas-tip action.
16R161-1055 . . . . . RETAIL **$17.95**

Ⓒ **Heddon "Mark IV" Tubular Glass Casting Rod.** Tip in natural [illegible] finish. Base wound in white, guide winds are Tan. All guides and tip top are [illegible] maximum wear. Aluminum offset handle [illegible]. Patented [illegible]. Red rubber butt cushion on shaped cork handle. Gold Lok-[illegible] and wrap are coral and black. Gold finish power zone. 1-piece [illegible] heavy drill bag with tube. 5½-ft. length guides. Medium or light [illegible]. Ship. wt. 4 lbs.

5½-ft. length. [illegible] RETAIL **$25.00**
16R158-1470

6-ft. length. One-piece [illegible] handle. Fast [illegible]
16R159-1470 . . . . . RETAIL **$25.00**

Ⓓ **South Bend 2830 Solid Glass Casting Rod.** Wire frame [illegible] guides and tip top are chrome plated stainless steel. [illegible] Red rubber butt cushion on shaped cork handle. Gold Lok-[illegible] and wrap are coral and black. Gold finish power zone. 1-piece [illegible] heavy drill bag with tube. 5½-ft. length guides. Medium or light [illegible]. Ship. wt. 4 lbs.

16R116-937 . . . . . RETAIL **$15.95**

Ⓔ **Champion Products "Handle Rod."** Compact 5' casting rod completely [illegible] into its handle to only 11 inches in length. Rod [illegible] Beryllium Copper [illegible] stainless steel. [illegible] tempered. Aluminum handle with laminated cork grip. Positive action reel lock, stainless steel guides. Constructed for lifetime use. Weighs only 8 oz.

16R119-793 . . . . . RETAIL **$13.50**

Ⓕ **Shakespeare 1591 Super Deluxe Wonderod.** Extra-quality features. Carboloy guides, nylon winds, carboloy top, aluminum tru-aim handle with "Reel-Tyte-Lok." White Howald process swelled butt construction. Tubular glass blade and collet foregrip. Specie cork grip, Cel-O-Seal wrapped. In cloth sack with plastic tip protector. Ship. wt. 2 lbs.

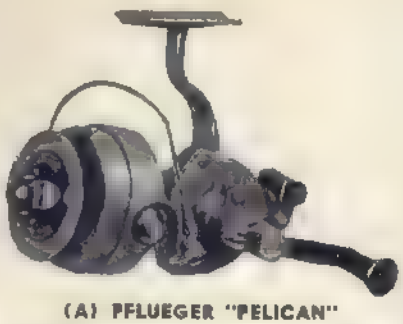
5' 2" length with 4 guides. Medium action for ⅜ to ¾ oz. lures.
16R107-1349 . . . . . RETAIL **$22.95**

5' 8" length with 4 guides. Light action for ⅜ to ⅝ oz. lures.
16R108-1349 . . . . . RETAIL **$22.95**

Ⓖ **Shakespeare 1572 Wonderod.** Howald process tubular glass swelled-butt construction blade in Wonderod white with brown extended nylon winds. Stainless steel spinning type guides and tip top. Brown aluminum Tru-aim double offset handle with cel-o-sealed specie cork grip. "Reel-Tyte-Lock" collet foregrip. Packed in cloth sack with fiber tube tip protector.

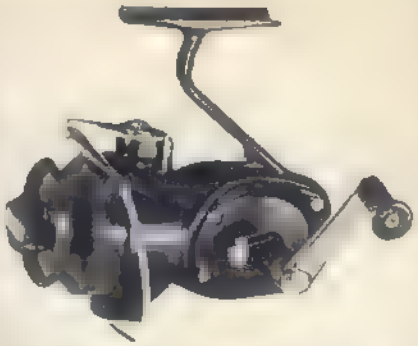
5' 2" length with 3 guides. In light action for ¼ to ⅝ oz. lures. Medium action for ⅜ to ¾ oz. lures. **Specify action.**
16R208-879 . . . . . RETAIL **$14.95**

5' 8" length with 4 guides. Available in light action for ¼ to ⅝ oz. lures. Medium action for ⅜ to ¾ oz. lures. **Specify action.**
16R209-879 . . . . . RETAIL **$14.95**



(A) PFLUEGER "PELICAN"

(B) NEW AIREX "LARCHMONT"

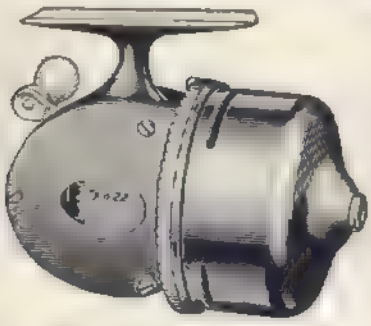


(C) PFLUEGER FREESPEED NO. 1000

(D) SHAKESPEARE NO. 1870

(E) SHAKESPEARE NO. 1735

(F) SHAKESPEARE NO. 1810



(G) SOUTH BEND NO. 22

(H) NEW MITCHELL "314"

(J) GARCIA "MITCHELL"

World's Finest Spinning Reels

Ⓐ **PFLUEGER "PELICAN" #1810 Spinning Reel.** [illegible] satin finished die-cast aluminum [illegible] with [illegible] spool by [illegible] gear with [illegible] steel [illegible] and [illegible] with [illegible] Capacity 175 yds. 6-lb. test monofilament line. Ship. wt. 2 lbs.

15R41-1468 . . . . . RETAIL **$24.95**

As above: Left hand model (Crank on right side)

15R42-1465. . . . . RETAIL **$24.95**

Ⓑ **AIREX LARCHMONT.** Exclusive quadrant type drag brake. Brake may be [illegible] free spooling [illegible] and [illegible] with [illegible] tip finger. Full [illegible] and [illegible] graduated by precise [illegible] Extra spool packed with [illegible] yds. 6-lb. test line prewound on spool. Ship. wt. 2 lbs.

15R22-1885. . . . . RETAIL **$32.50**

Ⓒ **PFLUEGER FREESPEED 1000 REEL.** Drag on front has smooth, slow take-up. Strong die cast aluminum frame. Ball snaps to position in less than ½ revolution of crank. Stainless steel ball bearing line roller. Retrieve rate, 20" per crank revolution. Capacity: 150 yds. 5-lb. test monofilament line. Ship. wt. 2 lbs.

15R44-878 . . . . . RETAIL **$14.95**

Ⓓ **SHAKESPEARE 1870 Spin Wonderreel.** Bronze" [illegible] level wind model. 4-unit construction [illegible] aluminum [illegible] [illegible] [illegible]

Famous Fly Rods

(A) SHAKESPEARE 1380 DELUXE FLY WONDEROD

(B) SHAKESPEARE 1470 HOLLOW GLASS WOND-O-ROD

(C) SOUTH BEND 3140 XL HOLLOW GLASS FLY ROD

(D) SOUTH BEND 3270 HOLLOW GLASS FLY ROD

(E) HEDDON MARK I FLY ROD

(F) HEDDON MARK II FLY ROD

(G) AIREX FLY ROD

(H) ACTIONROD 1500 FLY ROD

(J) HEDDON "HEDLINER" FLY ROD

Ⓐ **SHAKESPEARE 1380 DELUXE FLY WONDEROD.** 3-piece 8'6" rod with snap lock reel seat, 9 chromed stainless stee. guides and tip-top. Wonderod White finish with Red winds. Black anodized aluminum ferrules are rolle welled and waterproofed. Trout actions are trimmed in Black. bass actions in Green. Packed in cloth sock and deluxe metal carrying case. Available in 5.6 oz bass action or 4.9 oz. trout action. Use with C, HCH or 6MH taper lines. Specify action. Ship. wt. 3 lbs.

16R8-2587..... RETAIL **$44.00**

Ⓑ **SHAKESPEARE 1470 HOLLOW GLASS WOND-O-RODS.** A new exclusive fabricating method makes this 2-piece fly rod the strongest of hollow glass units. The straight fiber glass strands run from butt to tip. Permanent White finish with sparkling nylon winds. Anodized aluminum snap lock reel seat. Grip is of select specie cork. Stainless steel guides and chromed tip-top. Swage type ferrules are anodized aluminum. Packed in cloth sock and aluminum case. Ship. wt. 3 lbs. Specify trout or bass action.

No.	Length	Guides	RETAIL
16R9-1761	7'9"	6	$29.95
16R10-1761	8'6"	7	$29.95

Ⓒ **SOUTH BEND 3140 HOLLOW GLASS FLY ROD.** A dependable rod of exceptional performance and durability. Stripping and snake guides are hard stainless steel. Specie cork handle. Positive thread-locking reel seat. An attractive yellow finish barrel, chrome reel band and protective c[illegible] 2 piece hollow glass tip and butt section. Yellow and black Guide[illegible] winds. Black power zone. Ferrules drawn for lightweight and strength. Ship. wt. 2 lbs. Packed in cloth bag.

No.	Length	Guides	Weight	RETAIL
16R27-585	8'	6	3¾ oz.	$9.95
16R26-585	8½'	6	4 oz.	$9.95
16R212-585	9'	6	4¾ oz.	$9.95

Ⓓ **SOUTH BEND 3270 HOLLOW GLASS "BASS" ACTION FLY ROD.** An exceptional rod for bass, trout, snook, bonefish, tarpon etc. Monel metal guides. Shaped specie cork handle has "Comfinent" grip. Thread-locking reel seat. Nickel silver band and protective hood. 2-piece hollow glass tip and butt section. Scarlet and silver Guide-Lok coated winds. Black power zone. Convenient keeper ring. Extra strong, light drawn ferrules. Packed in cloth bag and fiber case. Ship. wt. 2 lbs.

No.	Length	Guides	Weight	RETAIL
16R28-937	8½'	7	4¼ oz.	$15.95
16R29-937	9'	7	5⅛ oz.	$15.95

Ⓔ **"MARK I" HEDDON ROD.** Tubular glass fly rod with a new look and a new feel in new action. Rod is cardinal red, sharply contrasting black vinyl guide winds, white trim. Black tungsten snake guides and tip-top, chrome stripped guide "V" frame. Nickel silver ferrule. Screw locking type aluminum reel seat anodized in contrasting black and silver. Full well shaped grip of specie cork. Aluminum winding check, black wire hook keeper. Ship. wt. 3 lbs.

8' length. 2-piece tip. Fas-tip action.

16R156-878.....RETAIL **$14.95**

8½' length. 2-piece tip. Fas-tip action.

16R157-878.....RETAIL **$14.95**

Ⓕ **HEDDON "MARK II."** Tubular glass fly rod. Beautifully grained finish tip. Black tungsten snake guides and tip-top. Black "V" frame stripping guide. Coppertone feather-weight ferrule, with special 'Lok-Cup' reel seat that springs snaps reel on in a jiffy and holds it. Reel seat and tapered wind check are coppertone anodized. Tapered grip of special grade specie cork. Black wire hook keeper. Ship. wt. 2 lbs.

8' length. 2-piece tip. Fas-tip action.

16R154-1173.....RETAIL **$19.95**

8½' length. 2-piece tip. Fas tip action.

16R155-1173.....RETAIL **$19.95**

Ⓖ **AIREX FLY ROD.** Two-piece reinforced fiber glass in natural finish. Powerful hollow glass construction for all around fishing. Torpedo shaped grip with anodized aluminum locking reel seat. Four steel snake guides and tip-top. Length 7'4". Medium action. Ship. wt. 2 lbs.

16R182-776.....RETAIL **$12.95**

Ⓗ **ACTIONROD FLY ROD.** Simulated bamboo finished two-piece rod with azure blue, white and black wrapped stainless steel guides and tip-top. Large spiraled stripper guide and matching brown anodized ferrule and reel seat. Select specie cork grip and keeper ring. Deluxe bag and fiber screw cap carrying case. Ship. wt. 2 lbs.

8' length. Wt. 3¾ oz. Lines recommended D or HCH.

16R228-1173.....RETAIL **$19.95**

8½' length. Wt. 5 oz. Lines recommended D or HCH.

16R229-1173.....RETAIL **$19.95**

9' length. Wt. 5½ oz. Lines recommended [illegible]

16R230-1173.....RETAIL **$19.95**

Ⓙ **HEDLINER TUBULAR GLASS FLY ROD.** Two piece construction, nickeled ferrule. Forest green nylon windings, vinyl coated for toughness. Spiral group winding and elongated spiral trim winds on guide of ring and hood. Metal winding check. Entire tip "sheath coated" with clear varnish.

16R192-585—8' length. Universal action.....RETAIL **$9.95**

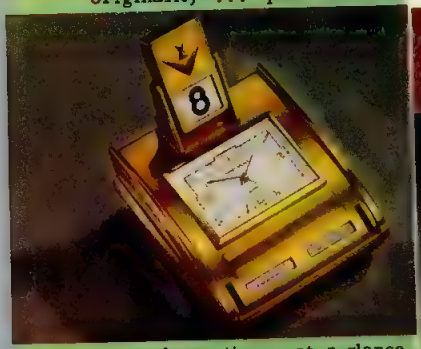
16R193-585—8½' length. Universal action.....RETAIL **$9.95**

16R194-585—9½' length. Universal action.....RETAIL **$9.95**

originality ... plus charm

COLONIAL CANDLE-STICK CLOCK... highlighting a new concept in fashion — a classic in simplicity. **30-HOUR 7 JEWEL DESK/BOUDOIR ALARM.** Gilt case, raised gilt figures, hour indicators; luminous hands, hour dots. 3-⅞×5-¼".
PW45 LIST **21.30** ..... Retail **$ 16.95**

DESK-MATES... colorful ensembles... superb for time ... poised for writing. **30-HOUR DESK PEN SET WITH ALARM.** Gilt case, swivel pen holder, gilt figures, indicators ; luminous hands, hour dots. 4-¾×3-½". Paper-Mate desk pen matches dial. Specify color: black, red, white.
PW36 LIST **16.30** .... Retail **$ 12.95**



day...date...time...at a glance

SMART SET ... appointment for a good time ... conveniently shows day, date and time. **30-HOUR DESK/CALENDAR ALARM.** Streamlined gilt case, novel flip-date unit, with day, month indicators. Raised gilt figures, indicators, luminous hands, hour dots. 4-⅜×4-⅜".
PW66 LIST **21.30** .. .. Retail **$ 16.95**

MERRY NOTES ... to awaken you with a smile ... a cheerful "Good Morning" every day. **30-HOUR MUSICAL ALARM.** Distinctive enamel finish metal case, gilt trim. Raised gilt figures, hour indicators; luminous hands and hour dots. 4×3". Specify color: white, pink, light blue, black, green.
PW50 LIST **18.70** . ... Retail **$ 14.95**

(Y) HEART-THROB ... brilliant rhinestones . with heart-shapes ... that'll express your true sentiment. Resplendent in color. **30-HOUR BOUDOIR ALARM.** Gilt case; raised gilt figures, hour indicators. Luminous hands, hour dots. With black faille envelope case. 3×2-⅞". Specify color: ice-blue, rose, crystal.
PW42 LIST **17.50** .... Retail **$ 13.95**

(Z) BIG MOMENT... blazing rhinestones . dainty, dazzling, divine .. to set her heart 'aglow!". **30-HOUR BOUDOIR ALARM.** Gilt case, raised gilt figures. Indicators, luminous hands, hour dots. With black faille envelope case. 2-⅞×2½". Specify color: rose, crystal, ice-blue.
PW34 LIST **16.30**. .... Retail **$ 12.95**

Prices subject to 10% federal excise tax Copyright 1958

a presentation of today's time ... tomorrow's fashions

BLOSSOM TIME. gay spring flowers add charm... for year-round contentment. Unusual beauty of lovely petite flowers, artistically colored. **30-HOUR DESK/BOUDOIR ALARM.** Clear white plastic case. Raised gilt figures, hour indicators, luminous hands, hour dots. 3-⅝×3-¼".
PW46 LIST 14.20 ..... Retail **$ 10.95**

SWEET'N LOVELY . fashionable "get-together" of significant styling exquisite colors. **30-HOUR DESK/BOUDOIR ALARM.** A luxurious harmony of gilt and enamel. Distinctive hour indicators, luminous hands, hour dots. 3-¾×2-⅛" Specify color: black, ivory, gilt.
PW38 LIST 13.70 ..... Retail **$ 10.95**

MEMENTO... here's a "natural" in simplicity... a token of "high esteem"... for him, for her. **30-HOUR DESK/BOUDOIR ALARM.** Gleaming gilt finish. Raised gilt figures, hour indicators. Luminous hands, hour dots. 3-⅛×2-¼".
PW47 LIST 10.00 ..... Retail **$ 7.95**

(R) FASHION PLATE essence of beauty and refinement . always in good taste. Perfect for any room office too! **8-DAY WALL CLOCK** with fabulous **"PULL-WIND"** feature which simplifies weekly winding . right on your wall. Gilt case, hands, novel "spike" hour indicators, convex plastic crystal, 13" diameter.
PW57 LIST 29.30 ..... Retail **$ 23.50**

(S) SHADOW-BOX DECOR . sheer beauty that's lovely to look at.. practical for any room **8 DAY WALL CLOCK** with gilt color frame. Deep-set figures silhouetted with pointed hour indicators. Ornamental gilt wall attachment, two-tone hands. 12×8-½".
PW53 LIST 24.96 ..... Retail **$ 19.95**

(T) GILDED PEACOCK . for casual elegance... the ultimate in glamour. Today's most outstanding **BATTERY WALL CLOCK** . tested and proven. Four jewel movement one full year of accurate "care-free" operation, on standard flashlight batteries. Exquisite gilt case. Raised Roman numerals, "Spear-Line" hour indicators, gilt hands. 18×9", dial 8-½".
PW58 LIST 53.10 ..... Retail **$ 42.50**

BATTERY OPERATED

Prices subject to 10% federal excise tax

Copyright 1958

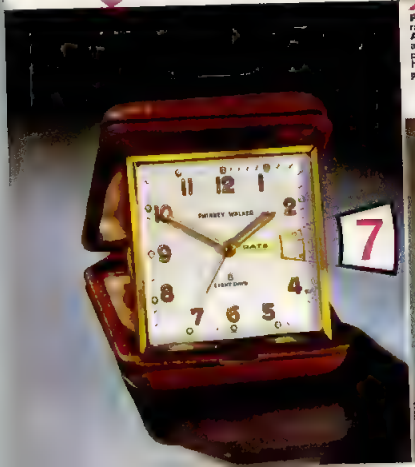
"matchless" performance

SMOKE-TIME . "Sure-Fire" appeal.. that'll "light-up" the charm of the genial host or hostess **30-HOUR DESK LIGHTER ALARM.** It's priceless for office or home. Attractive gilt case with Evans lighter unit. Raised gilt figures, hour indicators. Luminous hands, hour dots. 5×3-½".
PW44 LIST **28.00** ..... Retail **$ 22.50**

DATE-O-MATIC .. the right time . the right date . right at your fingertips. **8 DAY CALENDAR DESK/ TRAVEL ALARM,** with automatic date change. Genuine leather case; gilt figures, luminous hands, hour dots 3-½×3-½". Specify color: pig, red, brown alligator, blue.
PW81 LIST **18.70** ..... Retail **$ 14.95**

modern charm ... for modern living

AMOUR .. sweet on the eye... makes "gifting" a pleasure. **30-HOUR DESK/BOUDOIR ALARM.** Plastic crystal in rich, vivid colors, blended with lustrous gilt case Gleaming gilt hour indicators, luminous hands, hour dots. 3-½×3". Specify color: red, black, blue.
PW37 LIST **16.30** ..... Retail **$ 12.95**



PEN-SET DUET ... "Write" on time... come rain or shine. Ideal incentive award. **30-HOUR ALARM WITH BAROMETER.** Gilt case, adjustable pen holders, two Paper-Mate desk pens. Raised gilt figures, indicators. Luminous hands, hour dots. 7-½×3-½".
PW31 LIST **31.20** ..... Retail **$ 24.95**

SEA-DEEP ... revealing "Time and Tide' in shimmering beauty. Unbelievable realism in sea-life that's fabulous. **8 DAY DESK/ BOUDOIR ALARM.** Clear plastic case, applied gilt hour indicators Luminous hands, hour dots. 6-½×4".
PW92 LIST **34.30** ..... Retail **$ 27.50**

largest selling folding traveling clocks in america .. perfect for gifts

BLUE RIBBON .. "Top Prize" for travel ... The preferred gift for every event. **30-HOUR DESK/TRAVEL ALARM.** Sturdy Texol case, gilt trim, harmonizing color lining. Luminous figures and hands. 3-½x3-½". Specify color: tan, brown alligator, red, blue, green
PW27 LIST 8.50 ..... Retail **$ 6.95**

FIRST STEP .. for a wonderful trip ... an "All-Time" enjoyable companion. **30-HOUR DESK/TRAVEL ALARM.** Distinctive genuine leather case, harmonizing color lining. Luminous figures and hands. 3-½x3-½". Specify color: brown alligator, tan, red, green, blue.
PW28 LIST 8.50 ..... Retail **$ 6.95**

KING-PIN ... A pocket-sized "Big-Time". **30-HOUR DESK/TRAVEL ALARM.** Leather case, gilt trim. Raised gilt indicators, luminous figures, hands, hour dots. 3x2-½". Specify color: red, brown alligator, pig, blue.
PW25 LIST 9.40 ..... Retail **$ 7.95**
PW73 LIST 12.20 Same, with 7 jewels **$ 9.95**

TRIUMPH .. for dependability ... for accuracy, for convenience **8 DAY DESK/TRAVEL ALARM.** Sturdy Texol case, gilt trim, harmonizing color lining. Gilt figures, luminous hands, hour dots. 3-½x3-½". Specify color: brown lizard, tan or red pig, brown alligator.
PW80 LIST 15.30 **$ 11.95**

CHIEFTAIN .. It's the Tops! Wind once weekly for "care-free" time **8 DAY 7 JEWEL DESK/TRAVEL ALARM.** Genuine leather case, gilt trim. Raised gilt figures. Luminous hands, hour dots. 3x3-½". Specify color: pig, brown alligator, blue, red.
PW87 LIST 19.20 **$ 14.95**

PARADISE... truly divine! You can see it "tick-off" the happy hours. **30-HOUR DESK / BOUDOIR ALARM.** Clear plastic case, raised gilt figures, hour indicators. Luminous hands, hour dots. Beautiful gay pastel colors. Specify choice: clear-white, rose, light blue, amber. 3-½x3".
PW32 LIST 11.20 **$ 8.95**

REPEATER-ALARM

SOUND-OFF! Thrilling new alarm... It wakes you ... It gives you that relaxed "Morning-Start!" Featuring a soothing intermittent ringing that nudge you gently followed by a steady ring, sufficient to arouse the heavy sleeper. **30-HOUR BOUDOIR/TRAVEL ALARM.** Sturdy Texol case, gilt trim. Raised gilt figures, indicators. Luminous hands, hour dots. 3x2-½". Specify color: tan, brown alligator, red, blue.
PW56 LIST 12.20 ..... Retail **$ 9.95**

Prices subject to 10% federal excise tax
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nationally known · mechanically perfect · fully guaranteed · always desired

For sturdier, safer hulls that need no seasonal preparation . . . leading builders use

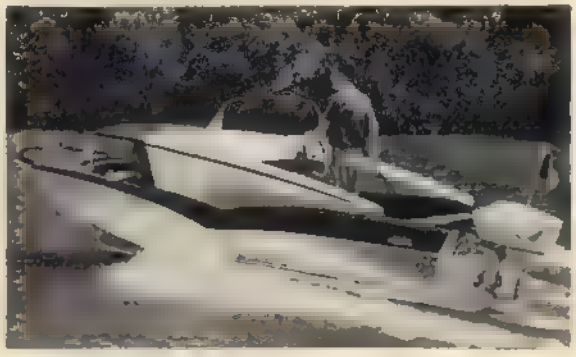
Pittsburgh Selectron Resins

Red Fish 17-foot Sea Shark, modern in design.

The big swing in boating is to sleek, reinforced plastic hulls that look shipshape all season long and don't need to be readied for use each spring. That's why more and more builders are using Pittsburgh SELECTRON Polyester Resins, reinforced with fiber glass, for hulls, decks and gunwales of de luxe and utility craft.

Salt water, sun, heat or cold cannot rot or corrode hulls made of SELECTRON, assuring a dry boat all season long. There's no need to calk, no nails to rust and replace. And these hulls are safer and sturdier. Weight for weight, they're more durable and have greater impact resistance.

Lone Star Catalina 16-foot sport cruisette



Glastron Seafiite Seville 17-foot cabin cruiser

MFG all-'round fun-boat with tough lapstrake hull.

Winner 15-foot Seafire with redesigned hull.

PITTSBURGH Selectron

PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS • FIBER GLASS

PITTSBURGH PLATE GLASS COMPANY

GENERAL OFFICES: PITTSBURGH 22, PENNSYLVANIA

IN CANADA: CANADIAN PITTSBURGH INDUSTRIES LTD.

Vollrath wheels have UNIVERSAL MOUNTING

...MOUNT AT ANY ANGLE

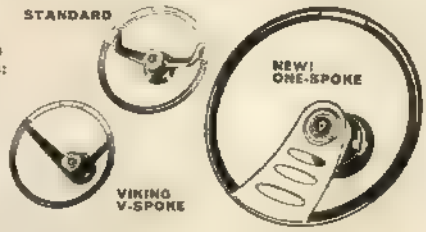
The only wheels that permit individual positioning. Mount on any dashboard *at any angle* from zero to 35°. Distance from rim to dashboard is adjustable, too. And you can easily change the wheel position if you wish. Universal mounting is the big advance in wheel design—and all Vollrath wheels have it.

Wheel and shaft pivot to angle wanted—0° to 35°

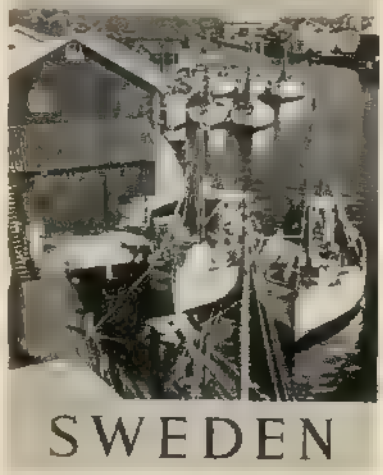
Wheel and shaft adjust up to 3 inches in or out.

Two bolts lock wheel at desired angle and shaft length

Three smart Vollrath wheels in two-tone colors: cream with red, gold, blue, or black. Solid color in cream only.



THE VOLLRATH CO. • Sheboygan, Wis.



SWEDEN

Under a special grant from A. B. Gentele & Co. of Stockholm, Sweden, the House of Masury makes a full line of Marine Paints of Swedish origin and formulation

One of the leaders is White O'Sweden.. a blazing white, non-yellowing, fume-resistant, topside enamel and Masury is making a special sampling offer so that owners can give it a trial.

SPECIAL SAMPLING OFFER

If you will send us your dealer's name and address and $2 00 ($2 50 West of the Rockies) we will send postpaid one quart of White O'Sweden Enamel, or one gallon for $5 00 ($5 00 West of the Rockies) Be sure to specify full gloss...semi-gloss or the dull, rubbed effect Offer is limited to one gallon for any one person

JOHN W. MASURY & SON, INC. 1700 Bayard Street Baltimore 30, Md.

MARINE PAINT MAKERS FOR 125 YEARS

Cunningham. Albury, who had also been a successful driver in Nassau's sports cars racing, piloted the same 36-inch class outboard in which he won class honors earlier in the regatta.

Only eight boats finished the 40-lap, 30-mile course. Last of the finishers was last year's champ, Hugh Curry. Geoffrey Roberts was second and Godfrey Roberts third.

MERCURY ASSOCIATION FORMED

The Cape Cod Mercury Association, recently formed among owners of the 15-foot fiberglass racing knockabouts, is expanding its membership drive in the 11 states in which the boats do their sailing and is making plans for 1959 competition. In the coming season, fleet, district and national championships will be held. The Goodwin Trophy, presented by Les Goodwin, head of the Cape Cod Shipbuilding Co., will symbolize national supremacy in the class. The new association's district chairmen are Albert Pratt, 24 Federal St., Boston, Mass.; Knight Edwards, 15 Westminster St., Providence, R. I.; Charles P. Bowen Jr., Cedarwood Drive, Greenwich, Conn.; William E. Kaiser, 1955 St. Clair Ave., East Liverpool, O., and Edwin C. Hoffman, 184 Hickory Grove Drive, Larchmont, N. Y.

BRACKEN HEADS I.L.Y.A.

Lee T. Bracken, past commodore of the Port Clinton, O., Yacht Club, has been named 1959 commodore of the Inter-Lake Yachting Association, an organization of 74 member clubs. The association also named Theodore W. Barbier, Detroit, Mich., vice commodore. Calvert C. Canfield, Wakeman, O., is the retiring commodore.

☆ ☆ ☆

SEA EXPLORERS RECEIVE YACHT

Thanks to the generosity of Burl Ives, American folk singer and actor, the Sea Explorers of Sarasota, Fla. (Ship No. 3) have a real seagoing yacht. She is the Greek-built, gaff-rigged auxiliary cutter Nisiotissa in which Ives cruised Florida's keys and bays. Recently she had a part in the Warner Bros. motion picture "Wind Across the Everglades." Transfer of the vessel to the Sea Explorers, who are sponsored by U.S. Coast Guard Auxiliary Flotilla 7, was arranged through the brokerage firm of Richard Bertram Co.

N. E. BOAT SHOW DIRECTOR

Frank Farrel of Milton, Mass., and the advertising department of the Boston Globe, has been named managing director of the 1959 New England Boat Show which will be held Feb. 22-March 1 at Boston's Commonwealth Armory. Farrell has been active in the boating industry since 1949.

Replacement parts for McCoy engines

The Testor Corp., Rockford, Ill., announces that it has available a complete stock of replacement parts on all McCoy engines, both the current and discontinued models. Part name, stock number and price are on the header of the poly bag containing the part. Order blanks are available listing the parts, price, packing, and the engine in which each part is used.

Hobby Industry's retailing handbook to be available in June

"Merchandising Hobbies," the Hobby Industry Association's retailing handbook, will be published in June, according to Albert H. Redles, the Association's newly appointed publications chairman.

The handbook will provide a basic introduction to the hobby and craft market for the men about to enter the retailing phase of the industry. It was pointed out, however, that the major portion of the book has been slanted for the established retailer. It puts forth a general statement of informational sources and covers the retailer's operational patterns in six major sections. The handbook, it is said, will play an important part in Association-sponsored clinics and workshops and at Community Group monthly meetings.

Retailers requesting the book will be advised that the price of the publication, $10.00, includes the price of membership within the organization. "Merchandising Hobbies" uses a sectionalized format designed for quick, easy reference. It has been conceived to provide the retailer with information in a specific area without having to read the book in its entirety.

The major part of the book's distribution will be made by jobber members who have purchased the handbook in quantity to distribute to their accounts.

Sell model kits for classrooms *(Continued from page 123)*

The model is then constructed, checking each part against its word description.

Emmer points out that not only do the students derive satisfaction out of building the model, but that in the very process their reading abilities have improved immeasurably.

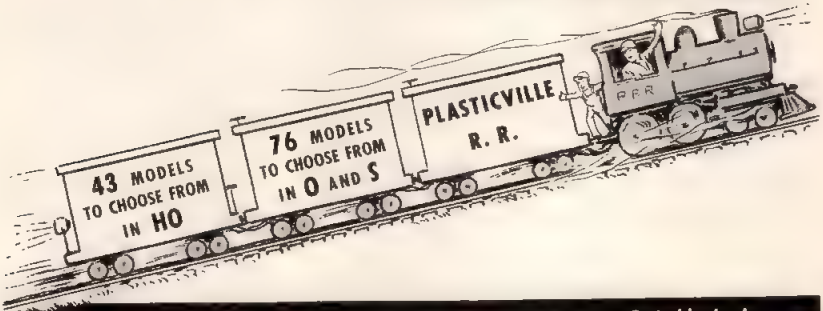
Model kits in education are not restricted to America's classrooms. In the Belgian Congo, Astley Weston, headmaster of a teacher training college, faced the problem of acquainting his students with the developments of the space age. The majority of his pupils had never seen an airplane, and in most instances even a model ship was beyond their comprehension! The use of scale model kits was extremely effective in bringing modern technical knowledge to the student teachers. Model kits are being used as well in many other school systems throughout the world, including those of Ghana, Singapore, Java and other nations where crash programs in scientific education are underway.

It is a good sign of the intelligence and awareness of the youth of America that they had been assembling scale model kits of airplanes, cars, ships, missiles and rockets long before school systems recognized their worth as a teaching instrument.

Plasticville, U.S.A.* BY BACHMANN

THE ORIGINAL PLASTIC VILLAGE

THE "MAIN LINE" of PLASTIC RAILROAD ACCESSORIES 'O' AND 'S' AND 'HO' GAUGES



BACHMANN BROS., INC., PHILADELPHIA 24, PA. Established 1833

FIRST in the field...

BEST made...

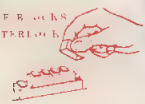
BIGGEST seller...

Add to that: *biggest line* (6 big sets), *best* profit picture, *most* advertised, and you have the unbeatable reasons why BLOCK CITY is America's favorite construction set... In every price line!

B-200	118 pcs	$ 1.98
B-300	152 pcs	2.95
B-500	278 pcs	4.95
B-750	472 pcs	7.50
B-995	621 pcs	9.95
B-1500	940 pcs	15.00

(all sealed beneath
clear plastic lids)

YOU BUILD AS
IMAGINATION



AMERICAN TOY PROMOTION

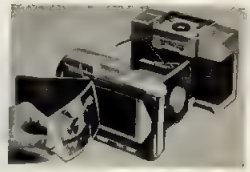
PLASTIC BLOCK CITY INC

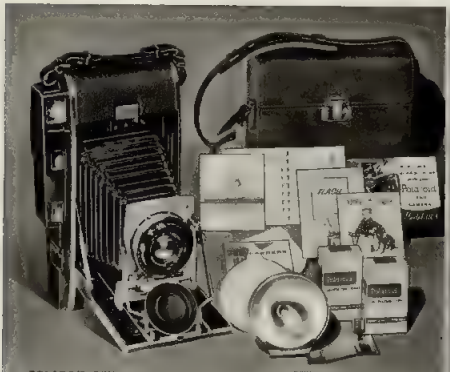
1017 W. Washington Blvd., Chicago 7, Illinois • HAymarket 1-3717
Permanent Showrooms 200 Fifth Ave., New York City • 209 S. State St., Chicago

New! Polaroid Print Copier

Snap it . . . see it . . . copy it! The same Polaroid Land Camera that gives you a picture in 60 seconds, now gives you an extra print one minute later. Simply slide original snapshot inside Print Copier, slip your camera into position, and take a picture of your picture. Gray plastic Print Copier, only 6¼x9½", has everything built in: copying lens, lights, timer.

217-463 A2450 Print Copier for Highlander Cameras. **$29.95**
217-471 A2450 For Speedliner and Model 150 Cameras **29.95**
217-489 A2450 For Pathfinder Cameras **29.95**





POLAROID DELUXE PATHFINDER CAMERA OUTFIT

• New features for grander, more glorious 60-second pictures
• Extra range of shutter and lens speeds; coupled rangefinder

It's new . . . and all the more the most deluxe member of the Polaroid family! Are you a professional photographer who needs range, accuracy and flexibility? For you, there's a full range of aperture stops from f/4.7 to f/45 (with click-stops at half-stop intervals), a wide selection of shutter speeds from one to 1/300 second. Are you just an average "at home" photo fan? For you, there's still the basic Pathfinder simplicity . . . no need to worry about "f/stops" and fractions when you transfer "EV" numbers from meter to camera. For business or pleasure, there's the capacity to take-and-see action shots, scenic pictures of great depth, portraits with "single-plane" sharpness. Merely by focusing coupled rangefinder, you simultaneously bring lens into needle-sharp focus. Automatically-aimed viewfinder eliminates parallax. Four-element Rodenstock lens has unique safety device to prevent shutter release while covered. Full flash synchronization. With camera, flash, bounce bracket, case, 2 rolls film, postcards, write-in albums.

217-265 A16750 Polaroid Deluxe Pathfinder Camera Outfit. **$216.18**

NEW POLAROID MODEL 150 CAMERA OUTFIT

• Ideal for use by the entire family . . . indoors and out
• One dial sets lens and shutter speed, right on the button!

Most charming part about this new Polaroid Model 150—except, of course, for its 60-second print service—lies in its simplicity. Now, the new mother needn't wait for her husband's helping hand . . . and youngsters can carry on without dad's supervision. First and foremost, a single dial selects correct lens and shutter combination . . . from the grayest winter morning to the sunniest summer afternoon. One knob controls viewfinder and rangefinder system which, in turn, focuses lens from 3 feet to infinity. Viewfinder automatically adjusts itself for far and near pictures. Revolutionary new shutter principle provides twice the consistent accuracy of the conventional. Two built-in flash systems: one for bulbs, one for electronic units. Inside kit are camera, flash gun, bounce flash bracket, case, 2 rolls film, orange filter, Postcarders, 2 albums.

217-448 A12095 Polaroid Model 150 Camera Outfit. . . . **$149.95**
217-430 A9150 Polaroid Model 150 Camera only. **109.95**
217-406 A475 Filter Kit for Model 150 Camera **5.95**
217-422 A715 Close-up Kit for Model 150 Camera. **8.95**

FLASH GUNS FOR POLAROID CAMERAS. Clips to camera without wires . . . lets you shoot around the clock, around the house! Lights up indoor dimness, fills in outdoor shadows. Powered to fire thousands of times without battery change. With exposure guide, and safety shield protection.

217-216 A1075 Flash Gun for Highlander, Pathfinder and Model 150 Cameras. . **$12.95**
217-331 A1130 For Speedliner. **13.95**

COMPARTMENT CASES for Polaroid Cameras. Keeps all your equipment in one place. Strength of all-wood construction, wearability of Mylar covering, beauty of French stitching. Lined with wine-colored corduroy, finished with brass key lock. Shoulder strap of cowhide. Lots of room for accessories.

217-356 A1195 For Speedliner, Pathfinder and Model 150 Cameras **$19.95**
217-240 A1137 For Highlander. . . . **18.95**

ALBUM FOR POLAROID PICTURES. Display your Polaroid prints in this flip-file photo album. The cover: fine Italian bonded leather in a gold-and-dusty rose brocade design. Inside: acetate pockets, riding on rods that spring open for changing of photos. Holds one hundred 3¼x4¼" snapshots and negatives. No pasting . . . slip two photos, back-to-back, into each pocket.

217-453 A450 Polaroid Picture Album **$7.50**

This merchandise is supplied only to stores qualified as retailers to consumers

7 Great 35mm Kodaks for Brilliant Color

RETINA

Kodak's finest 35mm! Fast f/2 Xenon-C 6-element lens gives the sharpest, brightest color slides ever. Has 10 shutter speeds from one to 1/500 second and self timer. Built-in exposure meter reads in Light Value numbers. Superimposed-image type rangefinder is coupled with the viewfinder.

Kodak Retina IIIC . . . weighs only 24 oz.

218-776 A14025 Retina IIIC **$175.00**
218-784 A1162 Case for above . . . **14.50**
218-800 A1035 Kodak Rotary Flasholder. Takes 6 pictures without reloading. . **$12.95**

Kodak Retina Reflex . . . all the features of Retina IIIC plus Penta Prism and ground glass viewing. Uses Flasholder listed above.

218-222 A17225 Reflex Camera . . . **$215.00**
218-230 A1240 Case for Reflex . . . **15.50**

SIGNET

Versatile enough to please the serious photographer . . . yet simple enough to give the beginner superb results. Fast f/2.8 Kodak Ektanar lens has zone and scale focusing from 2½ ft. to infinity . . . 8 shutter speeds from ¼ to 1/250 second plus bulb. Exposure Value cards fit on the camera, show what settings to use. One stroke of the thumb advances film, sets shutter, counts exposures.

Kodak Signet 30. For daylight or flash.

218-198 A4425 Signet 30 Camera. . **$55.00**
218-206 A795 Leather Case. **9.95**
218-255 A595 Flashgun. **7.50**

Kodak Signet 50. Every feature of the Signet 30 . . . plus Kodalite Flasholder and built-in exposure meter. Uses case listed above.

218-214 A6595 Signet 50 Camera **$82.50**

PONY

Simple enough for beginners, yet each of these Ponies has features which an expert demands for good color work. 7 interchangeable exposure value cards fit right on the camera . . . a fast glance shows you what camera settings to use. You can focus on the footage scale or by zones . . . one for scenes, one for groups, one for close-ups.

Kodak Pony II. Lumenized f/3.9 Kodak Anastar lens. Fixed shutter speed (1/45 second).

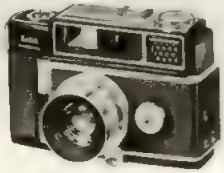
218-156 A2150 Pony II Camera. . . **$26.75**
218-164 A750 Leather Case **9.25**
218-255 A595 Flashgun. **7.50**

Kodak Pony IV. Lumenized f/3.5 Kodak Anastar lens. Shutter speeds: 1/30 to 1/250 second. Uses case and flashgun listed above.

218-172 A3195 Pony IV Camera. . **$39.95**

NEW! KODAK 35mm SIGNET 80 CAMERA

- ***Fast, sharp, Ektanar 50mm f/2.8 lens***
- ***Instantly focusses from 2½ ft. to infinity***
- ***Shutter speeds to 1/250 second and bulb***
- ***Built-in Light Value exposure meter***
- ***New viewfinder with parallax marker***
- ***Interchangeable lenses (see listings)***
- ***Built-in rangefinder works with any lens***
- ***Direct-fitting Kodak Flasholder***



Graduate to the Kodak Signet 80 . . . you'll never regret it. So versatile! Wide Angle 35mm f/3.5 and Telephoto 90mm f/4 lenses (listed below) attach in a flash. Use the 35mm-90mm Viewfinder with these lenses.

218-644 A10350 Signet 80 Camera **$129.50**
218-651 A1160 Case for Signet 80. **14.50**
218-669 A4595 Wide Angle Lens. **57.50**
218-677 A5550 Telephoto Lens . . **69.50**
218-685 A1395 Viewfinder. **17.50**

POLAROID CAMERAS film . case . accessories

The famous 'picture-in-a-minute' camera

that gives a finished print in just 60 seconds!

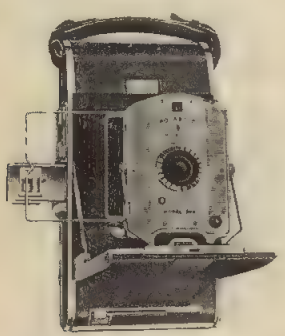
POLAROID LAND CAMERA KIT FOR CLEAR BLACK-AND-WHITE PRINTS. Features the new model 150 Land Camera. You get eight items for the price of 4—the Land Camera, compartmented case, flash unit, bounce flash bracket, two rolls of film, orange filter, two albums and package of 25 Polaroid postcarders. Polaroid Camera Model 150 possesses coated 3-element color-corrected 135mm Cooke triplet lens. Focuses from 3½ ft. to infinity. Shutter with speeds to 1/100 second. Single dial setting selects both right lens opening and shutter speed. Optical viewfinder with built-in range-finder—focusing knob. Synchronized for all flash. Takes eight pictures (3¼" x 4¼").

			Retail
43-448	**V11926**	Land Camera Kit. Ship. wgt. 15 lbs.	**$149.95**
43-170	**B8967**	Land Camera. Ship. wgt. 5 lbs.	**109.95**
43-162	**V1027**	Flash Gun. Ship. wgt. ½ lb.	**12.95**
43-175	**V436**	Filter Kit	**5.95**
43-446	**V1373**	Exposure Meter. Ship wgt. ½ lb.	**16.95**
43-449	**V220**	Bounce Flash Bracket. Ship. wgt. ½ lb.	**2.95**

POLAROID HIGHLANDER CAMERA KIT FOR "60-SECOND" PRINTS. You get seven important pieces at the price you usually pay for four! Kit includes the famous Highlander camera plus a complete supply of accessories—deluxe leather case, flash gun, 2 rolls of film, orange filter, 1 pocket album and 12 mounts. Polaroid Camera Model 80 makes wallet sized prints (2¾" x 3½") in 60 seconds. A single dial selects correct lens and shutter combination. Has Cooke 3-element lens, coated and color corrected. Focuses from 3½ ft. to infinity. Synchronized for flash. Convenient eye-level viewfinder. Shutter speeds to 1/100 second.

			Retail
43-447	**V8723**	Highlander Camera Kit Ship. wgt. 12 lbs.	**$109.95**
43-168	**B5917**	Highlander Camera. Ship wgt. 3 lbs.	**72.75**
43-162	**V1027**	Flash Gun. Ship. wgt. ½ lb.	**12.95**
43-175	**V436**	Filter Kit	**5.95**
43-449	**V220**	Bounce Flash Bracket. Ship wgt. ½ lb.	**2.95**
43-446	**V1373**	Exposure Meter. Ship. wgt. ½ lb.	**16.95**

POLAROID "60-SECOND" TIMER
Takes the guess out of timing your Polaroid Camera prints. Provides accurate timing from 1 to 60 seconds—prevents over or under exposure. Ship. wgt. ½ lb.
43-179 V412 . . Retail **$5.95**



Polaroid Land Cameras, film and accessories available only to premium users who purchase for prizes and incentive awards, and to retailers buying for resale, located in towns of 5,000 or less outside of metropolitan areas. Not available for resale in any city or town, regardless of size, in which an authorized Polaroid dealer is located

POLAROID SPEEDLINER LAND CAMERA. Model 95 B. A streamlined model of the first Polaroid Land Camera, the one that made the 60-second process famous. The Speedliner has a specially selected coated lens, a precision shutter with built-in synchronization for both regular and electronic flash and a combination optical and wire view finder. It has only one dial to set, yet gives you the advantage of four shutter speeds and five lens openings for good pictures in any light. Postcard-size prints (3¼" x 4¼"). Ship. wgt. 4½ lbs.

			Retail
43-169	**B7686**	Speedlander Land Camera.	**$94.50**
43-163	**V1055**	Flash gun. Ship. wgt. ½ lb.	**13.95**
43-175	**V436**	Filter Kit.	**5.95**
43-446	**V1373**	Exposure Meter. Ship. wgt. ½ lb.	**16.95**
43-450	**V128**	Bounce Flash Bracket. Ship. wgt. ½ lb.	**1.75**

LEATHER COMPARTMENT CARRYING CASE. Will accommodate all Polaroid cameras, including the Highlander "80", Speedliner "95" and Pathfinders, plus two rolls of film, flashgun and flash bulbs, meter and other accessories. 11½" x 7" x 6¾".
43-166 B1075 Carrying Case. Ship. wgt. 4 lbs. . . . . Retail **$24.95**

POLAROID FILM FOR BLACK-AND-WHITE PRINTS. Pola Pan 22. ASA rating 200. High speed Black and White, indoors or out.

43-172	**V747**	Box: 6 rolls for Highlander Camera . .	Retail ea. **$1.53**
43-174	**V966**	Box: 6 rolls for Speedlander Camera . .	Retail ea. **$1.98**

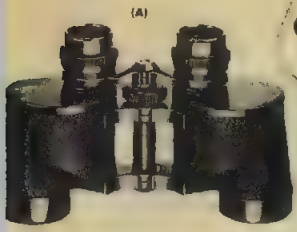
Orthochromatic. ASA rating 100. For all-purpose photography.

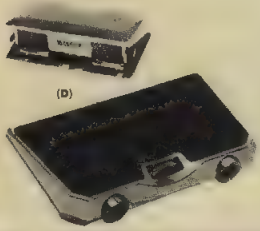
43-171	**V688**	Box: 6 rolls for Highlander Camera . .	Retail ea. **$1.39**
43-173	**V922**	Box: 6 rolls for Speedlander Camera.	Retail ea. **1.89**

Pola Pan 400. ASA rating 400. Extra high-speed for indoor pictures.
43-161 V1069 Box: 6 rolls for Speedliner Land Camera . . . . . Retail ea. **$2.19**

BINOCULARS

Jason





(A) JASON 7 x 35 EXTRA-WIDE FIELD OF VIEW. First choice of binocular users everywhere. Take it along for all spectator sports. Increase your enjoyment of races, hunting, boating, baseball, football, basketball. Field of view 531 feet at 1000 yards; 150 feet more than conventional glasses. New, modern one-piece B&L style. Magnifies 7 times. Finest coated, fully achromatic lenses. Includes leather case. Height 4".

43-302 V3570 Center Focus (Illus.)....Retail **$39.50**

JASON 7 x 35 B&L TYPE BINOCULAR

Similar to above. Field 390 ft. at 1000 yds. Magnifies 7x. Height 5".

(B) BELLEVUE 7 x 35 BINOCULAR. All-purpose, all-weather glass designed for years of pleasure in hunting, racing, boxing, scenic viewing, all sports. For presentations, family gifts, for yourself. Magnifies 7 times. Field of view 405 ft. at 1000 yds. Ht. 5". By Lemaire of Paris. Center focusing. Quality coated lenses.

43-293 V3750.....Retail **$62.50**

(C) JASON 7 x 50 WIDE ANGLE. All-purpose glass with finest lenses. Magnifies 7 times. Field of view 484 ft. at 1000 yds. Ht. 7".

43-295 V4500 Center Focus .....Retail **$79.50**

JASON 8 x 50 WIDE-ANGLE

For all observations, hunting, and spotting. Magnifies 8 times. Field of view 446 ft. at 1000 yds. Ht. 7".

43-296 V5400 Center Focus .....Retail **$89.50**

(D) JASON FOLDING SPORT GLASSES. Unique pop-up feature. Ideal for awards, premiums, incentive programs, gifts. Wafer-thin. Snaps shut to fit in pocket or purse. Opera, theatre, sports. Asst. colors. 3-power. Weighs only 6 oz.

43-300 V357 4" x 2½".....Retail **$5.95**

Jason TELESCOPES

(A) MOONWATCHER — JASON 50 x 50 TRIPOD MOUNTED TELESCOPE. Magnifies 50 times. White fused enamel case. Chrome-plated draw tube and prismatic eyepiece. Fifty millimeter lens. Coated lens system. Complete with sturdy black metal tripod. Length 22" extended.

43-313 V2070.....Retail **$34.50**

(B) THE SATELLITE — JASON, 20x, 40x, 60x, FLOOR TRIPOD TELESCOPE. Turret-type 3 revolving eyepieces give choice of 20x, 40x, or 60x magnification. Mounts on two-section metal and wood tripod 51" high. Wide 2½" (60mm) lens for maximum brilliance. Overall length of scope, 29½".

43-314 V4050.....Retail **$67.50**

MICROSCOPES

PROFESSIONAL 900x MICROSCOPE

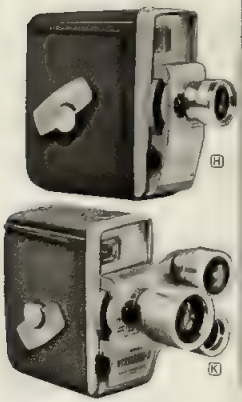
Black enamel body, Chrome parts. Quadruple revolving turret with 8x, 20x, 40x, 60x lenses combined with 10x and 15x Huyghenian Eyepieces. Provides ranges of magnification between 80x and 900x. Easy rack pinion focusing, large reflex mirror. Revolving disc diaphragm to adjust light. Packaged in handsome hardwood cabinet.

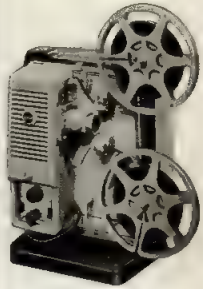
43-317 V3600 ... Retail **$59.50**

JASON DELUXE 600x MICROSCOPE

Suitable for students or amateur microbe hunters. Black enamel, chrome trim. Triple revolving turret with 8x, 20x, 40x lenses. Two Huyghenian Eyepieces, 10x and 15x. Six ranges of magnification between 80x and 600x. Rack pinion focusing. Large reflex mirror. Handsome hardwood cabinet, slide drawer

43-316 V2010 ....Retail **$33.50**





Keep memories alive forever with a KODAK

(H) KODAK 8mm MEDALLION

• Loads with film magazine!

Takes all honors as the easiest-to-use 8mm movie camera. You just set exposure dial to match light conditions, sight action and shoot! Magazine loads in 3 seconds, lets you switch from outdoor to indoor and back again. Weighs only 23 ounces, fits in pocket. f/1.9 lens, 4 shooting speeds, built-in guide with normal settings in red.

219-485 A8525 Camera.**$106.50**

(K) TURRET MODEL. Same as (H) plus 3 f/1.9 lenses for normal, telephoto, wide angle. Viewfinder shows fields for all.

219-493 A12750 ..... **$159.50**

(L) NEW BROWNIE SCOPESIGHT f/1.9 8mm MOVIE CAMERA

• With coupled exposure meter, yet coupled with low price!

Even skilled movie cameramen make exposure errors under extreme conditions . . . such as snow against sunlight or late afternoon shadows. However, exposure settings can *never* be wrong when the camera used is Kodak's new Brownie Scopesight with coupled exposure meter. Position of needle in viewfinder continuously registers whether exposure is correct. No shooting-and-hoping! No wasting film-and-money! Type A and Haze filters are built-in . . . easily positioned with change button. New Scopesight finder shows image in actual size. Loading's easier, because case is less deep. Cover removal automatically resets film footage indicator. Film on spool can't clock-spring, can't unwind. Even the shape is new (and sharp corners gone)!

219-501 A6950 Brownie Scopesight f/1.9 Camera. . **$79.50**

(M) NEW BROWNIE SCOPESIGHT f/1.9 TURRET CAMERA. All features above, plus turreted 15mm standard, 24mm telephoto, 6.5mm wide-angle lenses. New mount does not require forward pull before switch. Projected reticle system permits simultaneous view of all fields.

219-519 A7950 Brownie Scopesight f/1.9 Turret Camera.....**$99.50**

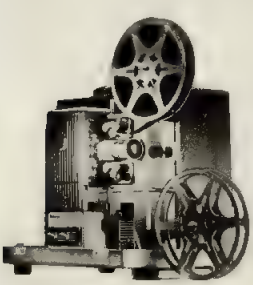
KODAK 8mm SHOWTIME

• New shutter and speed controll

This is Kodak's best 8mm projector . . . and that statement tells you there's *none* better! New single-switch, variable speed control provides greater versatility . . . fast or slow motion, reverse and "stills". New shutter design transmits 60% more light from bright 750-watt lamp. An f/1.6 lens fills screen up to 5 feet wide. One 400-foot reel lasts half hour. Plus: easy threading through marked path, blower cooling, quiet nylon gears, self-contained case with splicer in cover.

827-451 C13950 Retail. **$174.50**
827-469 C11125 As above with 500-w lamp, no splicer..**$139.00**

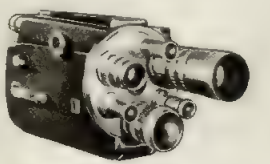
KODAK 16mm



KODASCOPE ROYAL 16mm PROJECTOR

When buying a silent 16mm projector, those "in the know" choose the Kodascope Royal! A knowing eye sees that its f/1.6 lens faithfully reproduces the original, that its 750-watt lamp outshines all others. With separate lamp and blower switches, motor-driven cooling, gear-driven reels, reverse projection, power rewind, many more features.

827-493 C23600 Projector.....**$295.00**



CINE-KODAK K-100 16mm TURRET CAMERA

At the head of its class! 3 lenses on rotary turret . . . f/1.9 standard, telephoto and wide-angle. Lenses interchange instantly (matching viewfinders ride right along). New-type motor gets 40 feet-per-winding. 7 speeds. Exposure dial, footage indicator. Uses rollfilm. Also f/1.9 single lens model.

219-592 A26995 3-Lens Model....**$337.00**
219-576 A23895 Single Lens Model **299.00**

This merchandise is supplied only in stores qualified as retailers to consumers

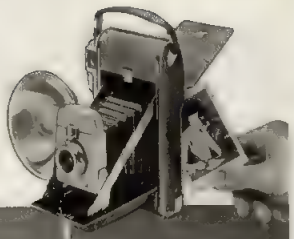
CINE-KODAK ROYAL 16mm CAMERA

Wears a feature-studded crown for simplified 16mm movies! Pre-threaded magazine slips into slender silhouette in seconds, permits film switching in mid-magazine. Automatic run-down guarantees uniform exposure in each 10-foot winding. Its f/1.9 lens focuses to 12". With speeds of 16, 24 and 64 f.p.s. Built-in exposure dial, continuous run.

219-642 A15850 Cine-Kodak.....**$198.00**

Take a picture—
see it 60 seconds later with a
POLAROID Land Camera

Polaroid takes . . . develops . . . prints the picture!



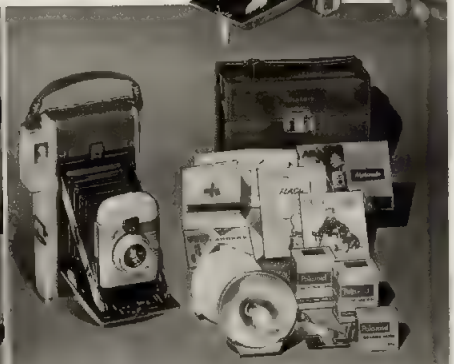
POLAROID SPEEDLINER CAMERA OUTFIT

- *Modern model of the Polaroid "pioneer"*
- *Single-setting operation . . . as simple as it is fast*

Take a minute to order yourself this advanced model of the original Polaroid camera . . . and you've signed up for a lifetime of thrilling moments! Yes, one moment . . . that's all that passes between shooting and showing each picture. Right off, you're an expert . . . because you set only one dial to select correct setting for both 4-speed shutter and 5-opening lens. The lens is coated and anastigmatic . . . and focuses from 3 feet to infinity through a quick-action lever. A combination optical and prestype viewfinder helps you achieve excellent composition and flattering close-ups.

Built-in flash synchronization accommodates conventional, electronic flash. Prints measure an oversized 3¼x4¼". Kit contents: chrome-trimmed camera; flash gun and bounce bracket; case; 2 rolls film; orange filter, package Postcarders; 2 write-in albums.

217-307 A10995	Polaroid Speedliner Camera Outfit	**$134.95**
217-315 A7875	Polaroid Speedliner Camera only	**94.50**
217-406 A475	Filter Kit for Speedliner Camera	**5.95**
217-422 A715	Close-up Kit for Speedliner Camera	**8.95**



POLAROID HIGHLANDER CAMERA OUTFIT

- *Low priced and loaded with pictures-in-a-minute thrills!*
- *Camera of convenience . . . from carrying handle to clip-on flash*

So easy to operate and inexpensive to own, the Highlander camera puts 60-second photography within the range of every amateur and within the reach of every budget! It's such a convenient size, you can slip it in your pocket. Even the loading of it takes no time, effort or concentration. Once you've secured the film in place, all you do is turn one dial (setting sharp lens and precision shutter simultaneously), sight (viewfinder frames picture exactly) and shoot. You get what you aimed for and get it in a minute . . . a 2¾x3¼" picture of astonishing clarity. Plastic coating preserves brightness. Cordless, clip-on synchronized flash lets you seek out indoor shots with outdoor ease. Complete outfit includes two-tone gray camera with handle, flash gun, bounce flash bracket, compartment case, 2 rolls film, orange filter, 1 package Postcarders, 2 write-in albums.

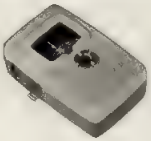
217-190 A8950	Polaroid Highlander Camera Outfit	**$109.95**
217-208 A6050	Polaroid Highlander Camera only	**72.75**
217-406 A475	Filter Kit for Highlander Camera	**5.95**
217-422 A715	Close-up Kit for Highlander Camera	**8.95**

FILM FOR ALL POLAROID CAMERAS. Now better than ever! Neither details nor dark areas escape the new Polaroid film in these ready-to-load picture rolls. From the moment you drop the 8-exposure roll into position and close the camera, the roll takes over and does the rest. No darkroom, no liquids, no chemicals needed. Whether you take 8 pictures in 8 minutes or days apart, you'll always agree after each shot . . . there's more magic in this film than in any other!

Type 42, ASA 200, with greater range and detail in high light and shadow areas. For Speedliner, Pathfinder and Model 150.
217-372 A995 Carton of 6 rolls **$11.88**

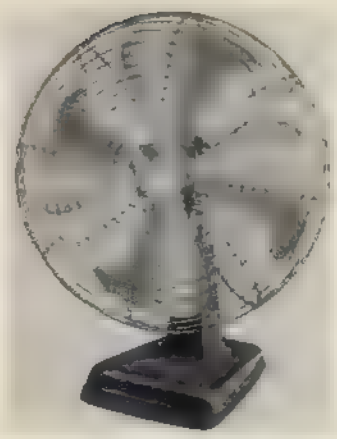
Type 44, ASA 400. Like above, but twice as fast. For Speedliner, Pathfinder, Model 150.
217-380 A1100 Carton of 6 rolls . . . **$13.14**

Type 32, ASA 200. For Highlander camera.
217-398 A771 Carton of 6 rolls **$9.18**



EXPOSURE METERS for Polaroid Cameras. Don't guess your way to exposure settings be extra-sure with an extra-sensitive meter! Simply point meter, in hand or on camera, at picture you're after . . . then set shutter number to match "EV"-reading on meter. Result—a perfect shot!

217-224 A1209 For Highlander, Pathfinder and Model 150 Cameras **$14.50**
217-299 A1209 For Speedliner **14.50**



OSCILLATING and STATIONARY TABLE FANS

Polar Cub 8" Oscillating Fan. P[illegible] Quiet s[illegible] Ship wt 8 lbs
18E353 696 . . . . . RETAIL $10.95

10" Oscillating Fan. Same features as above. Ship wt 8 lbs
18E352-895 . . . . . RETAIL $15.95

12" Oscillating Fan Ship wt [illegible] lbs
18E351 1095 . . . . . RETAIL $21.95

8" Stationary Fan Ship wt 4 lbs
18E354-495 . . . . . RETAIL $7.95

Dominion Oscillator. 10" oscillator turns silently, quickly filling room with cooling air. Blades, body and base finished in baked enamel. Bright nickel guard. 4-pole induction type motor with oiler. Features won't interfere with Radio or TV. Ship wt 12 lbs. 850 CFM capacity.
18E283-895 . . . . . RETAIL $16.95

Dominion 3-speed 16" Oscillator. Cool air in a jiffy with any of 3 speeds. Moves 1800 CFM. Easily adjustable 4-pole induction type motor. Quiet oscillating mechanism features safety clutch. Nickel safety guard. Blades, body and base finished in handsome baked enamel. Ship wt 25 lbs.
18E285-2595 . . . . . RETAIL $41.95

Westinghouse Oscillators

Livelyaire Fans for home and office. [illegible] Metal blades with baked enamel finish. Chrome guard. Will not cause radio or TV interference. Easily wall mounted. 115V, 60 cycle induction type.

Livelyaire 10".

Blade Dia.	Spds. RPM	Watts	CFM	Ship. Wt.
10"	1700	50	600	7 lbs.

18E360-6X1232/1289 . RET $18.95

Livelyaire 12".

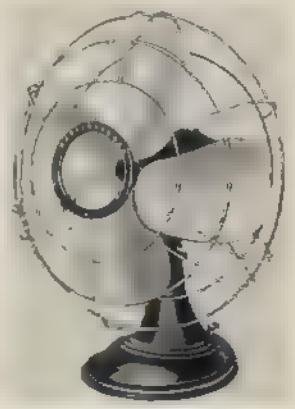
Blade Dia.	Spds. RPM	Watts	CFM	Ship. Wt.
12"	H 1450	52	H 800	11 lbs.
	L 1060		L 650	

18E361-6X1917/1977 . . RET $29.95

3-Speed Standard "16". Streamlined with many special features including extra high capacity. 3 speeds, ultra quiet supersafe blades. High [illegible] guard. 75 [illegible] 115V, 60 cycle induction type motor.

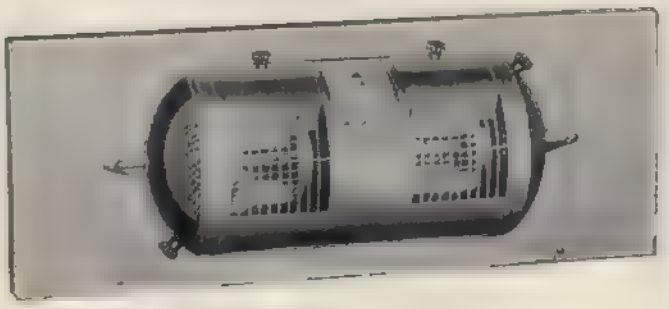
Blade	Speeds RPM	Watts	CFM	Ship. Wt.
16"	H 1480	95	H 1600	20 lbs
	M 1210		M 1300	
	L 1025		L 1100	

18E362-6X3247/3397 . RET $49.95



Requires Half the Space of Conventional Window Ventilators. More attractive—lets in more light. Installs with just 4 screws.

Powerful Dual Blower Wheels . . . supply 4800 Lineal Feet of Air Per Minute (on high).



BERNS DUAL BLOWER WINDOW FAN

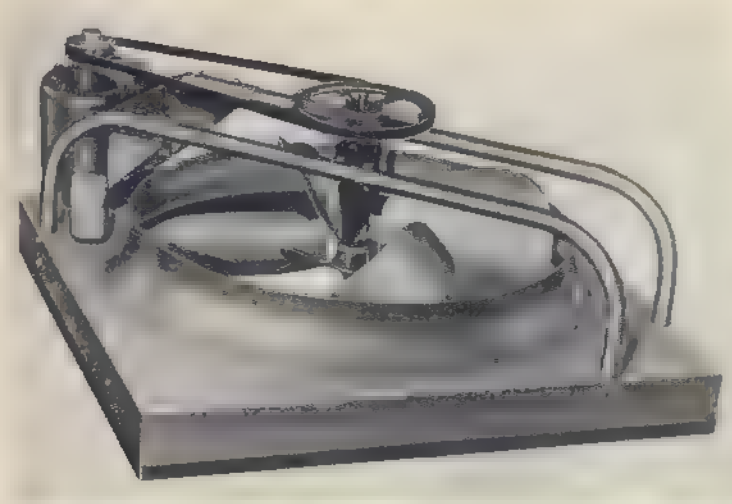
Brings in fresh air, draws out stale air, or does both at the same time. Filters pollen from air. Re-circulates and filters room air. Uses dual blowers instead of blades. Three speeds gives you all this in half the space of an ordinary window fan. Delivers 4800 lineal feet of air per minute. Easy to install complete with adjustable side panels—28" to 38". Simply adjust air [illegible] to direct it at any desired angle from floor to ceiling. Removable [illegible] filters instantly trap dirt, dust, pollen, etc. Use for intake to bring in cool air, for exhaust—to take out hot air and remove odors, or use for intake and exhaust at the same time—beautiful beigetone baked enamel finish. U.L. guaranteed. 110-volt, AC ⅛ HP. Ship. wt. 24 lbs.

18E401-6X3150/3330 . . . . . RETAIL $49.95

ALL-PURPOSE TIMER

Use on fans, radios, lights, etc. **24-hour day or night dial has wide timing range of 30 min. to 23½ hours.** Can be set for any intermediate point. Resets itself each day. Manual skip switch. 110-125V 60-cy. 1650 watts. 5x4x2½". With 6-ft. cord. Ship. wt. 2 lbs.

48E170-6X719/797 . . RETAIL $11.95



NEW LOWER DESIGN—13½" HIGH

REQUIRES LESS HEAD ROOM

The entire house "breathes" fresh air with economical and efficient Air King Fans.

Every home owner can now enjoy the healthier and better sleeping and living conditions made possible with an attic fan. Ball-bearing motor—with sealed-in life time lubrication. Precision balanced blades insure quiet operation and large air delivery. Sealed-for-life ball bearings on blade shaft. Built-in thermoguard protection. Fan has resilient rubber mounting arrangement to eliminate all vibration. Belt driven for low RPM and lowest noise level. Fully guaranteed for 5 years.

Air King 2-WAY ATTIC and EXHAUST FANS

IDEAL FOR HOMES — CHURCHES — FACTORIES — STORES — OFFICES

New improved Air King "2-way" attic fan costs surprisingly little and is quickly installed in almost any ceiling. In one minute the powerful blades and quiet running heavy duty motor completely change the air in the average house, and provide a clean, cool, refreshing atmosphere. Especially practical cooling system every home can afford. 42" models equipped with long life sleeve bearing motors.

One fan for both vertical and horizontal installation.

24" fan. Ball-bearing belt drive for horizontal or vertical use. Ship. wt. 64 lbs.
18E402-6X8244/6660 ..... RETAIL **$89.80**

30" fan. Ball-bearing belt drive for horizontal or vertical use. Ship. wt. 70 lbs.
18E403-6X6869/7327 ..... RETAIL **$109.90**

36" fan. Ball-bearing belt drive for horizontal or vertical use. Ship. wt. 85 lbs
18E404-6X8119/8660 ..... RETAIL **$129.90**

42" fan. Light duty belt drive for horizontal or vertical use. Ship. wt. 110 lbs
18E405-6X9369/9993 ..... RETAIL **$149.90**

42" fan. Heavy duty belt drive for horizontal or vertical use Ship. wt. 115 lbs
18E406-6X11563/12333 ..... RETAIL **$185.00**

48" fan. Light duty belt drive. For vertical use only. Ship. wt. 140 lbs.
18E407-6X14250/15002 ..... RETAIL **$228.00**

48" fan. Heavy duty belt drive for vertical use only Ship. wt. 180 lbs.
18E408-6X15625/16450 ..... RETAIL **$250.00**

AIR KING HORIZONTAL CEILING LOUVERS

Louvers are opened by electric motor and fan starts automatically when wall switch is turned on. Eliminates fluttering of shutter fins and assures maximum air volume.

Model CL24P. Air operated for horizontal use with fan No. 18E402. Ship. wt. 25 lbs.
18E409-6X1438/1513 ..... RETAIL **$23.00**

Model CL30P. Air operated for horizontal use with fan No. 18E403. Ship. wt. 29 lbs.
18E410-6X1875/1974 ..... RETAIL **$30.00**

Model CL36P. Air operated for horizontal use with fan No. 18E404. Ship. wt. 39 lbs.
18E411-6X2375/2500 ..... RETAIL **$38.00**

Model CL24A. Electric motor operated for horizontal use with fan No. 18E402. Ship. wt. 30 lbs.
18E413-6X3688/3882 ..... RETAIL **$59.00**

30", 36", and 42" louvers with motors also available—prices on request

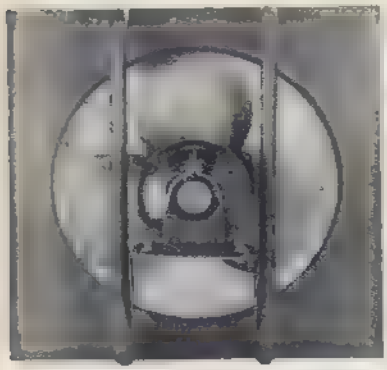
AIR KING AUTOMATIC SHUTTERS (VERTICAL)

Aluminum automatic shutters open automatically when fan starts, and close when fan is off. Keeps out rain, snow, wind and insects. Sturdily constructed and rust-proof

24" Louver for use with fan No. 18E402. Ship. wt. 16 lbs
18E417-6X1562/1845 ..... RETAIL **$25.00**

30" Louver for use with fan No. 18E403. Ship. wt. 28 lbs
18E418-6X2315/2435 ..... RETAIL **$37.00**

36" Louver for use with fan No. 18E404. Ship. wt. 37 lbs
18E419-6X2862/3014 ..... RETAIL **$45.80**



BERNS
AIR KING
DELUXE
EXHAUST FAN

COMPLETE WITH AUTOMATIC SHUTTERS ATTACHED

Three blade cloverleaf deluxe exhaust fan represents quality and value of highest character. With exhaust against a stronger wind pressure than most higher priced fans. Rugged frame is of heavy gauge steel construction with all joints securely welded. Equipped with a heavy duty standard make resilient, continuous duty, motor, sleeve bearing motor. Fan blade is properly to meet maximum efficiency and quietness. Self-closing louvres close shutter operate perfectly when fan is not running—shutting out all dust, precipitation and weather. All weather exposed materials are designed and finished to resist wear. (U.L. approved) Single Speed

12" fan 1/30 HP 1700 CFM, 20¼"x20 2" Ship. wt. 22 lbs
18E273-6X2812/2961 ..... RETAIL **$45.00**

16" fan, 1/5 HP 2500 CFM, 23"x23". Ship. wt. 51 lbs
18E274-6X4625/4935 ..... RETAIL **$75.00**

20" fan, 1/3 HP 4100 CFM, 29"x29" Ship. wt. 72 lbs
18E275-6X6438/6777 ..... RETAIL **$103.00**

16"—18"—20"—24". Available with 2-Speeds. Prices on Request.

PARAGON
TI-MITE
AUTOMATIC
TIMER

Makes all household appliances truly automatic. Turns on electric blanket for pre-heating before retiring, turns it off in morning. Turns on percolator, lights, radio, TV, fan, etc., and off again at pre-set time. Portable and easy to set for in between uses. Has 24 hour day and night dial. Beautiful sandstone color. White and Gold easy to read dial. 120V 60 cycle. Ship. wt. 2 lbs.
48E412-6X657/730 ..... RETAIL **$10.95**

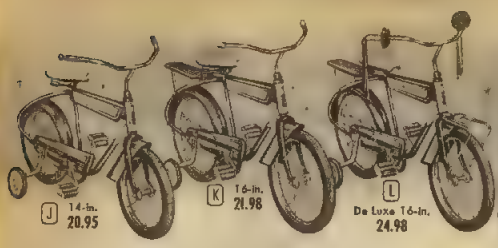
PARAGON ATTIC FAN TIMER

Completely automatic. No more getting up in the middle of the night to turn off the fan. Plug timer into wall socket and set it for one to twenty hours. Plug fan into timer and it turns off automatically. Ship. wt. 2 lbs.

48E298-650 ..... RETAIL **$9.95**

Roadmaster Bikes

STURDY . . . CONVERTIBLE . . . FOR AGES 2 TO 8
ALL HAVE COASTER BRAKES



(J) to (M) AMF Roadmaster Sidewalk Bikes . . . smooth riding for boys and girls 2 to 8. Improved models . . . Flite-line styling, chromed fittings. All have Ball-bearing wheels, riveted "twin-ten" spokes. 1¾-in. semi-pneumatic, puncture-proof tires. 1¼-in. tubular steel frames, 1-in. heads.

(J) (K) Junior Roadmasters in 2 sizes. Saddle seats are covered with durable vinyl for rugged wear. Chromed handlebars have plastic grips. 2-pc. pedals. "Scaf-T-Brake." 5-in. training wheels easily removed.

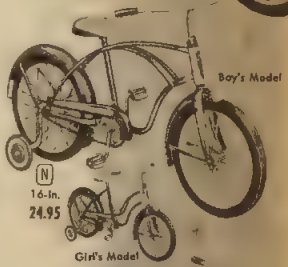
(J) 14-Inch. Single coilspring saddle seat. Indian Red enamel with bright Blue and White trim. Leg Reach 18 to 22 inches.
48 W 5371 MOD—Wt. 32 lbs. **20.95**

(K) 16-Inch. Has luggage carrier and double coilsprings saddle seat. Turquoise metallic finish with sparkling white trim. Leg Reach 20 to 24 inches.
48 W 5372 MOD—Wt. 36 lbs. **21.98**

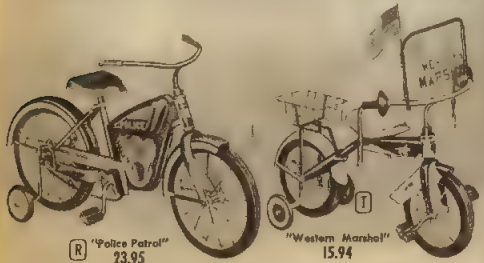
(L) De Luxe 16-Inch Roadmaster. Fully equipped: 2 luggage carriers (spring-type in front), sturdy fenders, chromed handlebars with plastic grips, colorful streamers. Rear coaster brake. 5-in. training wheels. 2-pc. Jewel-tone pedals. Coilspring saddle seat covered with long-wearing vinyl. Green metallic finish with white and "silver" trim. Leg Reach 20 to 24 in.—see opp. page.
48 W 5374 MOD—Wt. 37 lbs. **24.98**

(M) 20-Inch Roadmaster . . . for either boys or girls. Simply swing bar down for girl's use. Ages 4 to 8. All features described above Plus: 5-in. training wheels (easily removed after child learns to balance), luggage carrier, plastic hand-grips with colorful streamers, extra-wide tire rims, rear wheel coaster brake, full length chainguard and 2-pc. Jewel-tone pedals. Coilspring saddle seat is covered with long-wearing vinyl. Red metallic finish, white trim; "silver" wheels. Leg Reach 22-26 in.
48 W 5362 RD—Wt. 45 lbs. . . . **26.95**

(N) De Luxe 16-Inch Garton . . . similar to Wards full-size Hawthornes. Streamlined styling with duo-bar frame for added strength. Steering fork has bronze bushings for long wear. Rear-wheel "Perry" coaster brake. Plastic hand-grips. 2-pc. pedals; chainguard. 1½-in frame; 1¾-in. head. Vinyl covered saddle seat. 1¼-in. semi-pneumatic, puncture-proof tires Removable 5-in. training wheels. Boy's Ruby Red metallic, white trim. Girl's Bright Blue metallic, white trim. Leg Reach 20-24 in. Wt. 36 lbs.
48 T 5353 RD—Boy's Bike . . . **24.95**
48 T 5354 RD—Girl's Bike . . . **24.95**



(P) "Sky-Cycle" 16-Inch Sidewalk Bike with special tank watch is easily removed for conversion to girl's model. Sturdily built with 1½-in. tubular steel frame, 1¾-in. head, heavy-gauge fork. Smooth steel saddle seat. Multi-spoke, ball-bearing front and rear wheels; 1½-in. semi-pneumatic, puncture-proof tires. 5-in. Fringed wheels easily taken off when no longer needed. Glowing Red metallic finish with white trim. Leg Reach 19-22 in.—see opp. page.
48 T 5352 RD—Ship. wt. 33 lbs. **18.95**



(R) 16-In. "Police Patrol" Bike. They'll love to pretend they're on the "Force". Ball-bearing wheels, stamped spokes. 1⅜-in semi-pneumatic, puncture-proof tires. Chainguard. Plastic hand-grips, plastic pedals. Red metallic finish, white trim. Trainer wheels. Leg Reach 20-24 in.
48 T 5351 RD—Wt. 36 lbs. **23.95**

(T) "Western Marshal" Sidewalk Bike. "Tank" style with sturdy plastic windshield, flag, wire basket plastic grips, and knuckle-guards. Puncture-proof 1¾-in. tires. Large bucket-type saddle seat for added comfort. 1¼-in. frame; 2-in. head. Red enamel finish with white trim. Leg Reach 15 to 18 inches.
48 T 5426 RD—Wt. 25 lbs. . . . **15.94**

Shipping Notice: "R" after Catalog Number denotes merchandise shipped from Stock by Freight, Truck or Express. Other items *Available*. Bikes partly assembled. Instructions included.

W R C Charge It!
SEE PAGE 19

Free Offer

on opposite page includes all the Wheel Goods on Pages 428 to 432, plus Covered Wagon (A), Pg. 434.

FREE **D Sportster Helmet.** Free with Sport Cars (A), (B), (C), or order **Sportster Helmet with (A), (B), (C)** separately. Sturdy plastic. 48 T 5851—Ship. wt. 6 oz.... 1.98

Big . . . Beautiful . . . Exclusive

The Kiddybird

A Burst Out in Front in the "Dream Car" . . . With Free Sportster Helmet. The sleek, speedy looking lines are authentic . . . *this year's model.* Large 52-in. length gives it the "Big Car" look. Chain drive pedals provide extra power, easier cruising. Steel chassis with built-in steering wheel and wheel mechanism. Separate body of bright red molded plastic; gilt trimmed. 8-in. diam. wheels, lifetime bearings, chevron tread tires.

48 T 5814 RD—Ship. wt. 43 lbs. Helmet (D) included. (*State Cat. No. and "Free" on order*) $3 Dn. Cash 28.94

B "Kidillac" With Free Sportster Helmet. Handsome style copies a real "Big Car" . . . from the rakish red plastic hood ornament to the sleek tail fins. In gay turquoise with white and "silver" trim. Steel body, ball bearing rear axle supports, adj. pedals, 8-in. nylon bearing wheels, ¾-in. tires. Rear view mirror, plated head lamps and hub caps.

48 T 5806 RD—45 in. long. Helmet (D) incl. (*State Cat. No. and "Free" on order.*) Wt. 42 lbs. $2.50 Down...Cash 22.44

C "Strato-Jet" With Free Sportster Helmet. Jet-Age styling for sidewalk cruising. Exciting red body has extra-large rocket-like tail fins. Adjustable ball bearing pedal drive. Steel body has heavy-gauge undergear. 8-in. white wheels with 1-in. tires and red hub caps. White enamel steering wheel, bumper, grille, "windshield" and hood ornament.

48 T 5815 RD—38 in. long. Helmet (D) included. (*State Cat. No. and "Free" on Order.*) Ship. wt. 28 lbs. . . 16.99

Hot Rod Racer, Build it Yourself

E Hot Rod Racing Thrills . . . For a Youthful Speedster. A fast downhill racer with Hot Rod styling in flashy red and yellow. Sturdy ¾-in. welded tube steel frame has low center of gravity. 8-in. wheels on lifetime bearings have 1½-in. tires. Positive linkage foot brake plus lever hand brake . . . safety features to please the parent. Center point steering and fast coasting smooth tread tires give added maneuverability. No special tools needed.

48 T 5458 RD—52x17x20 in. high. Ship. wt. 19 lbs.... . . . . 10.79

For Play . . . For Chores

Dump Truck—
It's Hydraulic!

F Rugged Construction Equipment for the Young Earth Mover. Real Hydraulic Dump Box with trip lever handle. Smooth operating ball bearing pedal drive gives extra ease in handling heavy loads. 3-way adjustable pedals. Prairie gold finish, black and white trim. White enamel dummy windshield, silver painted grille. About 43 in. long, 18 in. wide.

48 T 5457 MOD—Ship. wt. 34 lbs. 19.88

G Super Stake Wagon. Sides remove. Natural finish hardwood body is 36x16x3 in. deep (8½ in. with sides); reinforced with steel cleats and box rods. Big 10-in. artillery type wheels with 1¾-in. semi-pneumatic chevron tread tires. Easy steering "5th wheel" construction; nylon bearings. Steel undergear, tubular handle. Bright red enamel with black trim.

48 W 5522 MOD—Ship. wt. 39 lbs.... . . . 18.98

H Steel and Wood Utility Wagon. Removable varnished wood sides for coasting. Up to 10 in. deep with sides. Steel cleats hold sides rigid. Red enameled steel body; 34½x16x3½ in. deep. 10-in. wheels, 1¾-in. semi-pneumatic tires. Easy steering "5th wheel" construction. Oil impregnated wood bearings. Steel undergear, handles.

48 T 5511 MOD—Ship. wt. 37 lbs..... . . 14.44

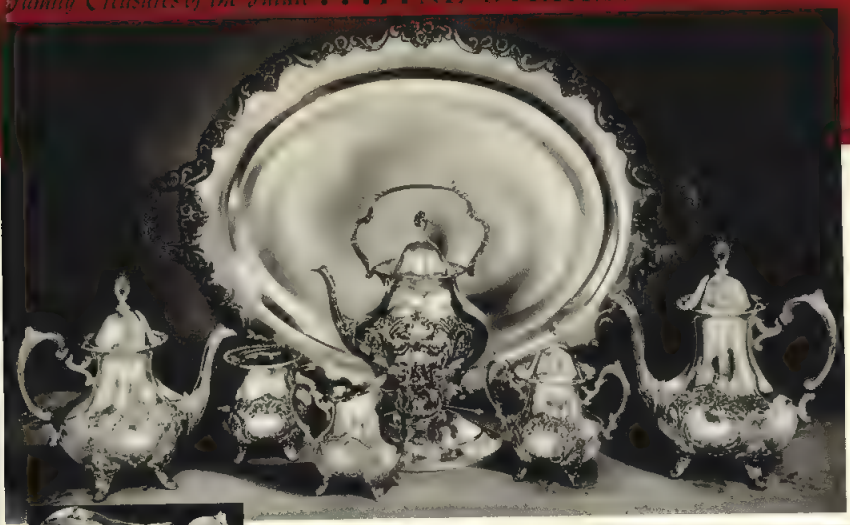
J Tot's Wagon. 1-pc. steel body, smooth rolled edges. 4¾-in. wheels, ½-in. rubber tires. Bright red enamel finish, black enamel undergear, "D" grip handle. 21x10½x2¾ in. deep. Ship. wt. 5 lbs. 8 oz.

48 T 5513 D.....1.99

K Tot's Deluxe Wheelbarrow. 1-pc. smooth steel body, wood handles. Green, white and yellow enamel finish. 7-in. wheel, 1¼-in. tractor tread tire. Wheelbarrow 33 in. long overall. Body 17⅞x15x6½ in. deep. Ship. wt. 7 lbs.

48 T 5512 MD.....2.34

Family Treasures of the Future . . . FINE STERLING *by* POOLE



SOLID STERLING *Crest of Windsor*
HAND CHASED PITCHER

A magnificent solid sterling creation with ice guard. Matches "Crest of Windsor" tea service. Capacity 2 quarts.

	Retail	*List*
No. 981A	**$185.00**	**$223.00**
No. 981 without guard	170.00	204.00

SOLID STERLING
Crest of Windsor
HAND CHASED TEA SERVICE

No. 980 *Retail* **$650.00** *List* **$780.00**
(5 pc set including coffee, tea, sugar, creamer & waste)

A masterpiece of the silversmith's art, capturing the magnificence of Old English silver. An heirloom to be handed down to future generations.

The hand chased crest lends itself to the application of the famous sunrise. Extra heavy weight throughout. Each pot holds approximately 10 cups and has genuine Ivory insulators. Tray is 28" long, not including handles.

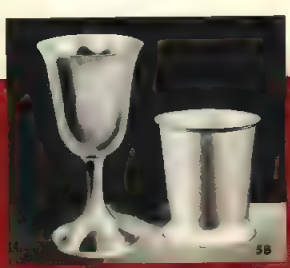
	Retail	*List*
Coffee	$200.00	$240.00
Tea	190.00	228.00
Sugar	100.00	120.00
Cream	90.00	108.00
Waste	70.00	84.00
Tray	750.00	900.00
Kettle	450.00	540.00

COLONIAL STERLING SUGAR & CREAMER

Authentic design. Each piece has dainty molded feet.

No. 115 *Retail* **$33.00** *List* **$39.60**

POOLE SILVER



58

JACK SHEPARD
STERLING
GOBLET

No. 100 $3.25 $3.90

(with storage Tray 8 1/2" diameter. Substantial silver)

	Retail	*List*
	$150.00	$180.00
Sugar	42.00	50.40
Cream	38.00	45.60
Tray	90.00	108.00

All items on this page are extra heavy weight

All prices subject to Federal Excise Tax

STERLING SILVER
GOBLET

No. 376 *Retail* **$22.50** *List* **$27.00**

MINT JULEP CUP

No. 20 *Retail* **$15.00** *List* **$18.00**

Family Treasures of the Future . . . FINE STERLING *by* POOLE

SOLID STERLING 5 LITE CANDELABRA

A most useful candelabra. Can be used as a tall, medium or low height, with one or five candles. Maximum height 13¾". Cadroon motif

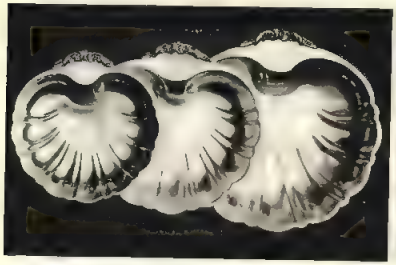
No. 755 *Retail* **$135.00** pr. *List* **$162.00** pr.

SOLID STERLING ▶ [illegible]

SOLID STERLING PITCHERS

Authentic Jack Shepard design to create a dainty Colonial motif. Available in 4 sizes.

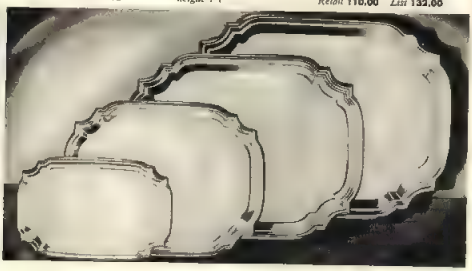
No. 115	height 3¾"	*Retail* **$20.00**	*List* **$24.00**
No. 116	height 4¾"	*Retail* **40.00**	*List* **48.00**
No. 117	height 6"	*Retail* **60.00**	*List* **72.00**
No. 118	height 7¾"	*Retail* **110.00**	*List* **132.00**



SOLID STERLING CENTERPIECES

Shell design with exquisite matching feet. Unusually heavy weight. Available in 3 sizes

No. 366	14" diam.	*Retail* **$120.00**	*List* **$144.00**
No. 369	12½" diam.	*Retail* **100.00**	*List* **120.00**
No. 372	10½" diam.	*Retail* **75.00**	*List* **90.00**



QUEEN ANNE REPRODUCTION SOLID STERLING TRAYS

Unusually heavy weight. Perfect for engraving and presentations

No. 364	9"	*Retail* **$25.00**	*List* **$30.00**	**No. 371**	14"	*Retail* **$ 90.00**	*List* **$108.00**
No. 370	12"	*Retail* **60.00**	*List* **72.00**	**No. 372**	16"	*Retail* **120.00**	*List* **144.00**

All items on this page are extra heavy weight

Jacqueline STERLING CANDLES

[illegible]

No. 299 $12.00 $14.40

STERLING TRIVET OR HOT PLATE

[illegible]

No. 752 Area $12.00 $14.40

MUSTARD JAR

[illegible]

No. 85 $7.50 $9.00

JAM JAR

[illegible]

No. 86 [illegible] $10.00 $12.00

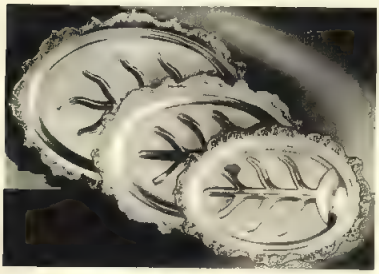
Traditional SILVERPLATE *by* POOLE . . . SINCE 1893

Old English TEA SERVICE

No. 5000 5 pc. set (coffee, tea, sugar, creamer, Tray) *Retail* **$200.00** *List* **$240.00**

Set of authentic Old English design. Tray 21¼" long excluding handles. Pots hold approx. 6 cups. Creamer gold lined. All pieces heavily silverplated.

Coffee	*Retail* **$45.00**	*List* **$54.00**	Sugar	*Retail* **23.30**	*List* **28.20**	Waste (extra)	*Retail* **20.00** *List* **24.00**
Tea	*Retail* **44.00**	*List* **52.80**	Creamer	*Retail* **22.30**	*List* **27.00**	Waster	*Retail* **65.00** *List* **78.00**
						Kettle (extra)	*Retail* **100.00** *List* **120.00**



Old English PITCHER

Blends gracefully with Old English Tea Set. Capacity 8 ozs. Heavily silverplated.

No. 5008 *Retail* **$32.50** *List* **$39.00**

All pieces on this page Heavily Silverplated

Old English WELL & TREE PLATTERS

Applied border. 16", 18", 22" long.

		Retail	*List*
No. 5003/16	16"	**$30.00**	**$36.00**
No. 5003/18	18"	**$42.00**	**$50.40**
No. 5003/22	22"	**$55.00**	**$66.00**

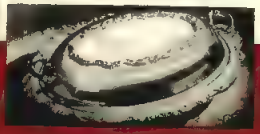
Heavily silverplated.

Old English BON BON DISHES

Applied border. Diameter 6".

	Retail	*List*
No. 5004	**$6.50**	**$7.80**
No. 5005 (molded feet)	**10.00**	**12.00**

All prices subject to Federal Excise Tax



No. 5009 [illegible] $39.00 $46.80

No. 5006 [illegible] $13.00 $15.60

No. 5001 [illegible] $32.50 $39.00

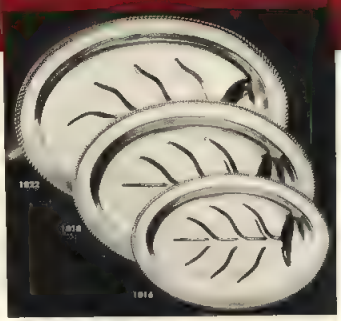
Traditional SILVERPLATE *by* POOLE . . . SINCE 1893

Georgian GADROON COFFEE SET

No. 1030/4 (4 pc. set) *Retail* **$78.50** *List* **$94.20**
A lovely Georgian design. Set has large capacity. Tray is 16" long. All pieces heavily silverplated.

Coffee	*Retail* **$30.00**	*List* **$36.00**	Sugar	*Retail*	**16.50**	*List*	**19.80**
Creamer	*Retail* **13.50**	*List* **16.20**	**No. 1201** Tray	*Retail*	**18.50**	*List*	**22.20**

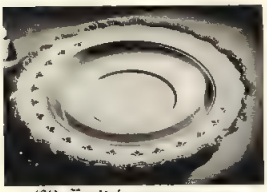
Since 1893



Georgian GADROON WELL & TREE PLATTERS

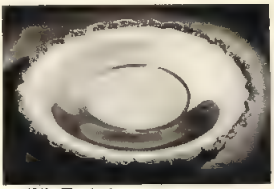
Available in 3 sizes all with Gadroon borders. Heavily silverplated.

No. 1016	Length 16" *Retail* **$18.50**	*List* **$22.20**
No. 1018	Length 18" *Retail* **24.00**	*List* **28.80**
No. 1022	Length 22" *Retail* **42.00**	*List* **50.40**



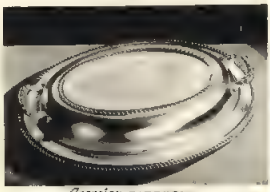
Old English SANDWICH PLATE

No. 5026 *Retail* **$15.00** *List* **$18.00**
Old English border with attractive pierced design. Diameter 11". Heavily silverplated.



Old English SANDWICH PLATE

No. 5025 *Retail* **$12.00** *List* **$14.40**
Old English border. Diameter 10". Heavily silverplated.

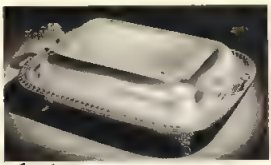


Georgian GADROON VEGETABLE DISH

No. 1021 *Retail* **$21.00** *List* **$25.20**
A popular gift item. Heavily silverplated. Measures 12" long.

Georgian GADROON BREAD TRAY

No. 1004 *Retail* **$10.00** *List* **$12.00**
Gadroon border. Heavily silverplated. 12" long.

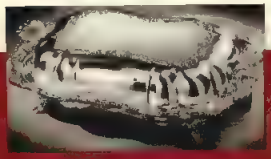


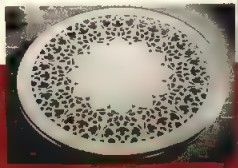
Georgian GADROON VEGETABLE DISH

Extra large with applied gadroon borders and molded legs. Cover can be used as extra dish. Heavily silverplated. Size: 13" x 10"
No. 1031/A with divider *Retail* **$36.00** *List* **$43.20**

Georgian GADROON BREAD TRAY

No. 1057 *Retail* **$11.00** *List* **$13.20**
Gadroon border. Heavily silverplated. Length 12"





VEGETABLE DISH — BUTTER PLATE — TRAYS

No. 407 . . $47.50 . . $37.00 — No. 4110 . . $7.00 . . $5.40

Traditional SILVERPLATE *by* POOLE . . . SINCE 1893

ENGLISH REPRODUCTION BUTTER DISH

Authentic design in attractive and unusual styling with revolving cover. Four dainty legs. Glass insert holds ¼ lb butter. 7" long

No. 611 *Retail* **$13.50** *List* **$16.20**

PAUL REVERE COFFEE SET

No. 527/4 *Retail* **$59.00** *List* **$70.80**

Authentic reproduction of 18th Century design. 4 pc. set with 6 cup pot. Rhodium trim. 12½" diam. tray with silverplated non-tarnish cream and sugar.

Coffee	*Retail*	27.50	*List* 33.00
Sugar	*Retail*	6.00	*List* 7.20
Creamer	*Retail*	8.50	*List* 10.20
No. 803 Tray	*Retail*	17.00	*List* 20.40

PAUL REVERE BOWLS

Authentic Design. Available in 7 sizes. Heavily silverplated

		Retail	*List*			*Retail*	*List*
No. 528	3½" diam.	$ 5.00	$ 6.00	**No. 502/8**	8" diam.	$14.50	$17.40
No. 527	4" diam.	6.00	7.20	**No. 502/10**	10" diam.	24.00	28.80
No. 502/6	6" diam.	10.00	12.00	**No. 502/12**	12" diam.	30.00	36.00
				No. 502/15	15" diam.	48.00	57.60

BUFFET ICE TUB & TONGS

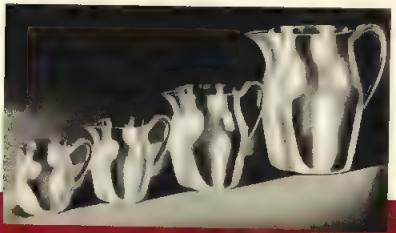
The liner of this tub is excellent for keeping ice up to 10 hours and liquids hot for 3 hours.

No. 3600 *Retail* **$20.00** *List* **$24.00**

TONGS

No. 2 *Retail* **$2.75** *List* **$3.30**

Tongs are 8½" long, heavily silverplated



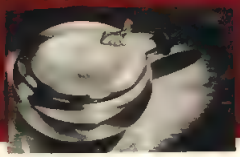
PAUL REVERE SUGAR AND CREAM

Authentic reproduction. Sugar 4" diam. cream 3½" high. Tray 9" long beaded, rhodium trim. Heavily silverplated

	Retail	*List*
No. 527/3	$19.50	$23.40
Sugar	6.00	7.20
Cream	8.50	10.20
No. 529 Tray	5.00	6.00

All pieces on this page Heavily Silverplated

Traditional SILVERPLATE *by* POOLE . . . SINCE 1893



SILENT BUTLER

Popular gift item. Round shape and large capacity. Has walnut handle and engraved crest. Heavily silverplated.

No. 75 *Retail* **$10.00** *List* **$12.00**

All prices subject to Federal Excise Tax

Georgian GADROON TEA SET

No. 1030/5 *Retail* **$120.00** *List* **$144.00**

English Georgian design set with interesting detail on spouts and handles. Large capacity. Heavily silverplated.

Coffee	*Retail*	**30.00**	*List*	**36.00**
Tea	*Retail*	**27.50**	*List*	**33.00**
Sugar	*Retail*	**16.50**	*List*	**19.80**
Cream	*Retail*	**13.50**	*List*	**16.20**
Waste (extra)	*Retail*	**12.00**	*List*	**14.40**
No. 3212 Tray	*Retail*	**32.50**	*List*	**39.00**

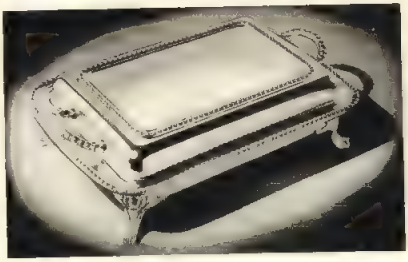
BUFFET ICE TUB

Hinged cover. Liner keeps ice up to 10 hours. Ingots keep hot for 3 hours. Heavily silverplated.

No. 3800 *Retail* **$30.00** *List* **$36.00**

As above with genuine Thermos liner

No. 3500 *Retail* **35.00** *List* **42.00**



Georgian BUFFET DISH

An authentic applied gadroon border gives this king size dish its beauty. Measures 17¾" long and 11¾" wide. Heavily silverplated. Removable divider. Has pyrex liner.

No. 1003 *Retail* **$70.00** *List* **$84.00**

BUFFET ICE TUB

Swing handle cover, genuine Thermos liner. Heavily silverplated.

No. 4000 *Retail* **$35.00** *List* **$42.00**

All pieces on this page Heavily Silverplated

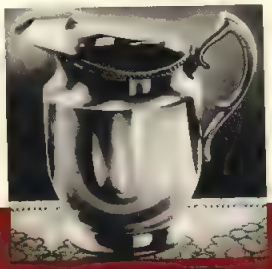
Georgian GADROON TEAPOT

No. 1305 . . . $24.00 . . . $28.80

. . . . . TEAPOT

No. 3700 . . . $30.00 . . . $36.00

No. 3400 . . . $35.00 . . . $42.00



GADROON DESIGN TEAPOT

No. 1033 A . . . $24.00 . . . $28.80

CALIFORNIA PROVINCIAL . . . antique-flavored design for today's smart living! Fanciful new Provincial dinnerware in early day Pilgrim motif . . . created by Poppy Trail with a modern flair that makes it at home in ranch house or penthouse. A colorful rooster in rich deep tones of red, green and yellow struts on textured, warm, sand background. Pieces are shaped just as those hand-crafted by Early American artists. Semi-porcelain, hand-decorated under glaze.

709-147	**C1150**	16-pc. Set. Contents on page 470	**$14.95**
709-162	**C980**	8-pc. Set. 4 each salad plates, soups	**16.60**
709-154	**C1040**	7-pc. Table Service. Contents on page 470.	**17.40**
709-170	**B530**	Coffee Server, 11¼" high	**8.95**

HOMESTEAD PROVINCIAL . . . by Poppy Trail. A touch of history, in the modern mode! Quaint farm scenes, inspired by Early American folk art, are done in spring green and berry red on textured sand ground. You'll like the interesting shapes . . . just like those made during the homestead era. "Homestead Provincial" complements contemporary or period furnishings . . . as a buffet service or important dinner set. Glazed semi-porcelain, oven-proof.

709-097	**C1150**	16-pc. Set. Contents on page 470	**$14.95**
709-113	**C980**	8-pc. Set. 4 each: salad plates, soups	**16.60**
709-105	**C1040**	7-pc. Table Service. Contents on page 470.	**17.40**
709-139	**B530**	Coffee Server, 11¼" high	**8.95**

Traditional Dinnerware by Famous Makers

AMERICAN PROVINCIAL . . . Pennsylvania Dutch pattern with a cheery point of view that's welcome any time, any place. So refreshing and different, it combines the charm and quaintness of the past with the smooth, smart lines of today. Each piece lends its own interest and accent to your table. You'll love the bright gaiety of the stylized figures and flowers in definite shades of red, black, deep blue and green (plus a dash of chartreuse) on bright white semi-porcelain. Contents of sets on page 470.

708-727	**C1225**	23-pc. Set (Service for 4)	**$17.95**
708-735	**C1895**	35-pc. Set (Service for 6)	**27.95**
708-743	**C2940**	53-pc. Set (Service for 8)	**42.95**

BLUE DANUBE . imported china by Halsey. You'll love Blue Danube on your table . . . use it too, to complement another pattern with accessory pieces . . . or to display proudly as a decoration in itself. "Blue Danube" summarizes all the fascination of ancient folklore . . . as striking today as it was years ago. Far Eastern flowers in vibrant Meissen Blue are dramatically portrayed on the translucent oyster-white background. Use this china of rare charm with pride; enjoy it daily for years to come. Contents on page 470.

708-693	**C1250**	20-pc. Set (Service for 4)	**$17.95**
708-685	**C4300**	53-pc. Set (Service for 8)	**64.95**
708-719	**C895**	5-pc. Table Service	**13.50**

RIVIERA . . . festive enough for your most important parties . . . but designed for day-in, day-out use. Riviera is ovenproof, and absolutely guaranteed against crazing (developing tiny cracks). This fine dinnerware comes in a delicate abstract pattern of charcoal lines, interwoven with a flowing ribbon of subtle blue—all on a cloud white background. Luxuriously edged in platinum to complement your crystal and silver. Choose 53-pc. or 101-pc. set.

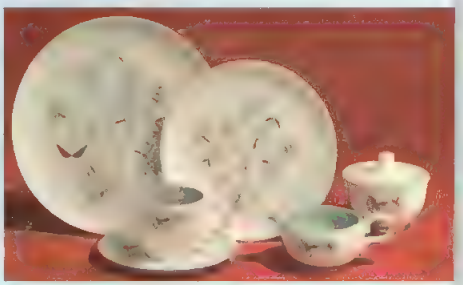
708-230 C1960 53-pc. Set (for 8). See contents on pg. 470 **$27.95**
708-248 C3135 101-pc. Set (for 12). See contents on pg. 470.. **44.95**

DAWN ROSE . . . a reflection of the gracious tradition of by-gone days to set a pleasant new relaxed pace for dinner hours now. Universally spirited, Dawn Rose suits every scene from brunch to formal dinners every setting from ultra sophisticated to traditional. Sprays of pink roses, framed in shaded gray foliage, poise gracefully on newly shaped pieces. Oven-proof, highly glazed!

708-388 C1710 35-pc. Set (for 6). See contents on pg. 470 . . **$24.95**
708-396 C2330 53-pc. Set (for 8). See contents on pg. 470.. **36.50**
708-412 C4350 93-pc. Set (for 12). See contents on pg. 470.. **64.95**

GOLDEN WHEAT . . . charming remembrance of a gracious age. Its multi-paneled shape cleanly defined, reflects light with unusual sparkle. Rich 22K gold wheat motif with dramatic touches of black brilliantly centers the white semi-porcelain background. Gold bands finish each piece. Durable and ovenproof for all its elegance!

708-354 C1600 35-pc. Set (for 6). See contents on pg. 470 . . **$23.95**
708-362 C2200 45-pc. Set (for 8). See contents on pg. 470 . . **32.95**
708-370 C3650 77-pc. Set (for 12). See contents on pg. 470 **54.95**



SUMMERTIME . . . semi-porcelain as refreshing as a garden in June! Blithe spirited abstract flowers, leaves and butterflies of turquoise and muted green are touched here and there with soft lilac. You'll cherish Summertime's lighthearted look . . . and intrinsic worth (oven-proof, heavily glazed and extremely durable for daily use).

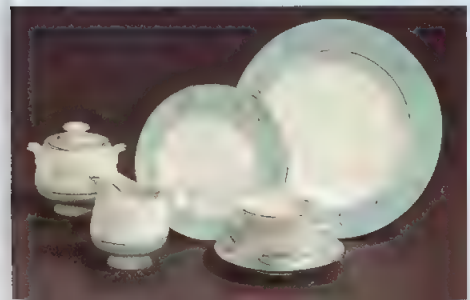
708-420 C1135 35-pc. Set (for 6). See contents on pg. 470 **$16.95**
708-438 C1525 45-pc. Set (for 8). See contents on pg. 470 . . **22.50**
708-446 C2400 77-pc. Set (for 12). See contents on pg. 470 **34.95**

ROMANCE . . . as joyous as Mendelssohn's wedding march! The border is a whispering shade of turquoise decorated with raised enamel pale pink flowers, white leaves and dabs of softened green. Twin platinum lines on white background. You'll appreciate its charm and perfection of design more and more throughout the years.

708-503 C1900 35-pc. Set (for 6). See contents on pg. 470. **$28.50**
708-511 C2983 53-pc. Set (for 8). See contents on pg. 470. . **44.75**
708-529 C5197 93-pc. Set (for 12). See contents on pg. 470.. **77.95**

CAPRI . . . highly glazed American semi-porcelain. Set your table with enchantment . . . this striking pattern possesses all the delicacy and beauty its name implies! On the stark white background rhythmic charcoal black lines tipped with camellia pink symbolize an abstract bouquet caught in motion. Platinum edges the coupe shape.

708-107 C1567 35-pc. Set (for 6). See contents on pg. 470 **$23.50**
708-115 C2500 53-pc. Set (for 8). See contents on pg. 470. **37.50**
708-123 C4367 93-pc. Set (for 12). See contents on pg. 470. **65.50**



Precision HOBBY KITS

EXCITING NEW

Fun to Build...

NEW!

OFFICIAL U.S. NAVY FROGMAN

famous underwater fighting man!

With equipment accurately scaled from U.S. Navy apparatus, this realistically-posed figure captures all the excitement of Uncle Sam's most famous fighters! Overall height 8".

No. M-401

retails at **$1.00**

Brilliant 4-color package. Completely detailed assembly instructions. 5 1/4" x 13 3/16" x 1 1/2". Packed 2 doz. to carton.

PRECISION PLASTICS

Precision HOBBY KITS

the line with something for everyone!

proudly presenting...

the world's first

Crucifix

MODEL KIT

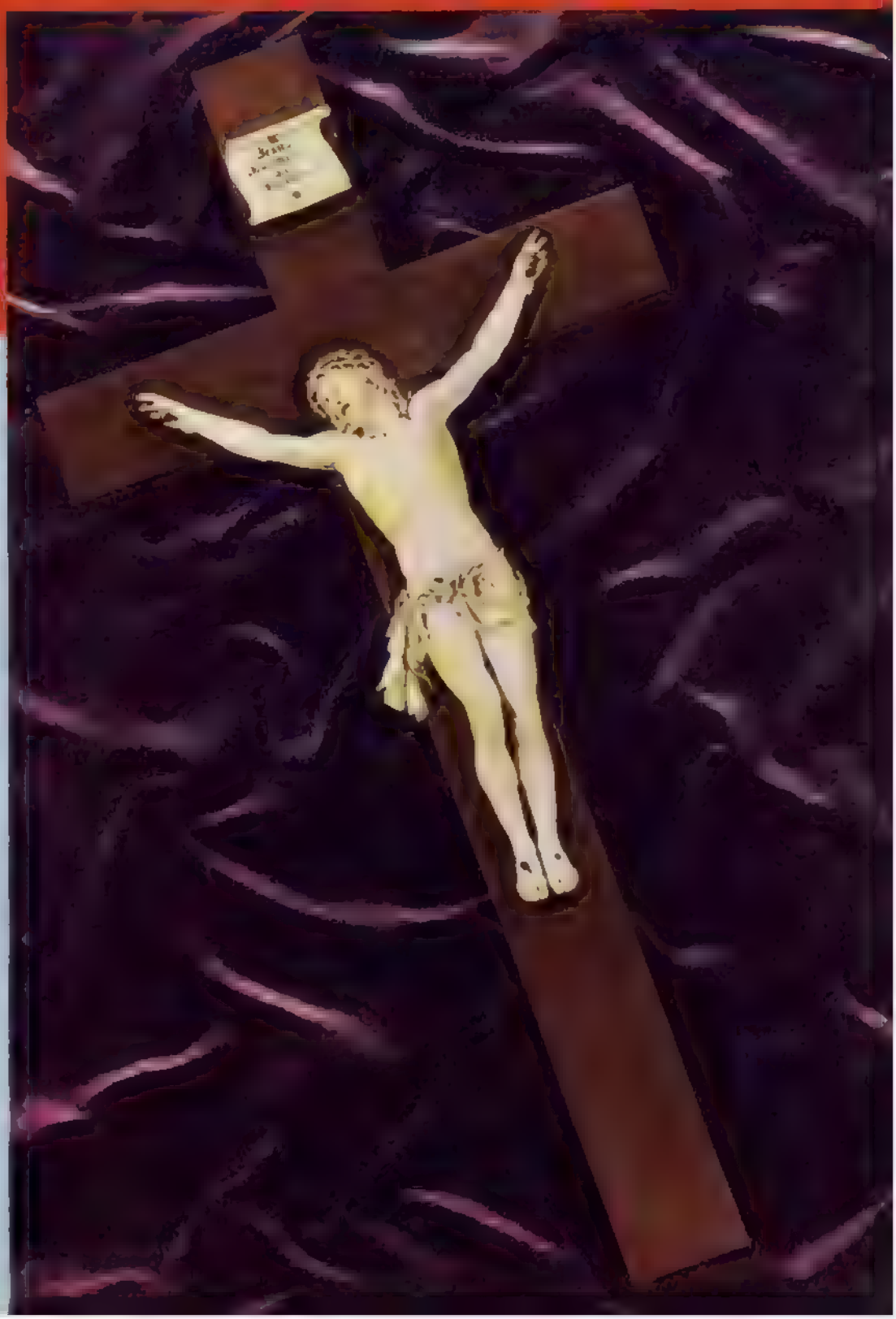
inspiring, beautiful, authentic

Faithfully scaled from a famous masterpiece, this easily-assembled Crucifix reflects the serenity and beauty of the original, is a prized, welcome and tasteful addition to any Catholic home! Overall height $12\frac{3}{16}$", includes wall hanger.

No. R-501

retails at **$1.00**

Handsome 1-color package. Complete assembly instructions. $12\frac{3}{4}$" x 5" x $1\frac{1}{2}$". Packed 2 doz. to carton.



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Patented

PROJECTS

A 4" PICTURE

TO FOUR FEET WIDE

IN ACTUAL COLOR!

(no slides, no films required.)

FUN!

EDUCATIONAL!

ALL AGES!

See MAGNAJECTOR at the Toy Fair. Room 1008, Hotel New Yorker

HANDY LUGGAGE-TYPE

CARRYING CASE!

PATENTED

USES

STANDARD

HOUSEHOLD LIGHT

BULB!

BIG

TV

PROMOTION!

$7.95

SUGGESTED RETAIL

ASK ABOUT SHOPPER-STOPPER

DISPLAY

MAGNAJECTOR, destined for one of the biggest TV pushes in toy selling history! This handsome opaque projector enlarges any illustrated material up to 4 feet wide. **No films or negatives required!** Magazines, comics, newspapers, snapshots, coloring book figures—all are projected clearly in full color or black and white for endless hours of entertainment. Patented functional design in gleaming ebony black. Insulated socket housing takes ordinary household light bulb. Adjustable twin lenses. Approved by Underwriters' Laboratories, Inc. Overall dimensions: 12" long x 8" high x 4½" wide. Six to shipper. Wt. 14 lbs.

RAINBOW CRAFTS, INC.

CINCINNATI 12, OHIO

it's Rainbow time...

New Play-Doh formula revolutionizes modeling dough, makes all others obsolete!
See for yourself in Room 1008, Hotel New Yorker.

PD-259: The best-selling $1.00 toy in the world! Four cans of PLAY-DOH Modeling Dough . . . Red, Yellow, Blue and White . . . which blend perfectly into every color of the Rainbow. Absolutely non-toxic, won't stain furniture, clothing or hands. Carries Parents' Magazine Seal of Commendation, recommended by CBS-TV's Captain Kangaroo.
Packed 12 to shipper. Weight 30 lbs.

PD-24: 24 cans, solid color, in color-keyed shipper. Red, Yellow, Blue or White. Weight: 14 lbs.
PD-48: 48 can Rainbow Assortment. 12 each Red, Yellow, Blue and White in "zipper-shipper". Weight: 28 lbs.

FREE DUMP DISPLAY —Eye-catching full color display stand holds 8 dozen cans of PLAY-DOH. Ask how you can get this proven profit-builder without charge!

PD-300: The perfect gift at the most popular gift price! Six cans of PLAY-DOH Modeling Dough with Pilfer-Proof PIXIE FUN KIT. Kit contains plastic molds, roller, trimmer, pipe cleaners and full color 16-page instruction book, for endless hours of safe, clean fun. Display carton with Parents' Magazine Seal. Packed 6 to shipper. Weight 26 lbs.

PD-266: All the fun of mud pies with none of the mess! ½ lb. can of dough-colored PLAY DOH, plus genuine Mirro muffin pan, pie pan, cookie sheet, four cookie cutters, with rolling pin, pastry trimmer and full color 8-page "Cook Book" instructions. All packed in gaily colored oven-range box. Packed 12 to shipper: Weight 12 lbs.

Year-round profit from year-round TV!

RAINBOW CRAFTS, INC.
CINCINNATI 12, OHIO

A NEW LINE FOR '59

Rand McNally WORLD GLOBES

- **RAND McNALLY** has 103 years of experience and a reputation for the highest quality maps and globes.
- **RAND McNALLY** Globes have more place names than any comparable globe and show every country in the world.
- **RAND McNALLY** has many exciting new globe models which will be revealed for the first time at Toy Fair.
- **RAND McNALLY** Globes are more accurate and up-to-date and have many exclusive features such as historical and geographical notes.

RAND McNALLY MEETS THE SPACE AGE with the Exclusive Double Meridian *Satellite Globe*

SEE US AT THE TOY FAIR

ROOM 1004 — NEW YORKER HOTEL
ROOM 306 — 200 FIFTH AVE. BLDG.
(Lawrence R. Schmidt Co.)

RAND McNALLY & COMPANY
NEW YORK · CHICAGO · SAN FRANCISCO

Calendar of Coming Trade Events

May 3-7: Western Toy Show, Shrine Exposition Hall, Los Angeles.

May 6: Regional meeting of the Toy Wholesalers Association, Palmer House, Chicago.

May 17-21: National Toy Show, Morrison Hotel, Chicago.

May 17-22: Annual market of Western Toy, Juvenile and Wheel Goods Association, Western Merchandise Mart, San Francisco.

June 3: Regional meeting of the Toy Wholesalers Association, Somerset Hotel, Boston.

June 14-17: American Booksellers Association convention trade exhibit at the Shoreham Hotel, Washington, D.C.

June 17: Regional meeting of the Toy Wholesalers Association, Hotel New Yorker, New York.

June 29-July 3: Summer Market, Atlantic Merchandise Mart.

July 1-19: Chicago International Fair Exposition, Navy Pier.

July 3-18: Chicago International Trade Fair, Navy Pier.

July 12-14: National Association of Variety Stores merchandise show, Leamington Hotel, Minneapolis.

July 19: Regional meeting of the Toy Wholesalers Association, Biltmore Hotel, Atlanta.

July 19-21: National Association of Variety Stores merchandise show, Baker Hotel, Dallas.

July 19-22: Washington Gift Show, Hotel Willard, Washington, D.C.

July 26-28: National Association of Variety Stores merchandise show, Biltmore Hotel, Atlanta.

Aug. 2-5: National Association of Variety Stores merchandise show, La Salle Hotel, Chicago.

Aug. 2-5: Western Merchandise Mart Show, Western Merchandise Mart, San Francisco.

Aug. 2-13: Chicago Gift Show, La Salle Hotel and Palmer House.

Aug. 23-28: New York Gift Show, Hotel New Yorker and Trade Show Building.

Sept. 5-9: Allied Gift & Jewelry Show, Hotel Adolphus, Dallas, Tex.

Sept. 9: Regional meeting of the Toy Wholesalers Association, Adolphus Hotel, Dallas.

Sept. 13-17: Boston Gift Show, Hotel Statler and First Corps Cadet Armory.

Sept. 20-23: Denver Gift & Jewelry Fall Show, Hotel Albany, Denver, Colo.

Sept. 27-29: Phoenix Gift & Jewelry Show, Westward Ho Hotel, Phoenix, Ariz.

Sept. 27-30: Philadelphia Gift Show, Hotel Benjamin Franklin.

Sept. 30: Regional meeting of the Toy Wholesalers Association, Mark Hopkins Hotel, San Francisco.

For the first time! Now available to YOU the SPECIAL TOY LINE of

Now, one of the greatest names in sporting goods and athletic equipment—Rawlings—is available to you in a low-price, toy line of sports equipment for basketball, baseball, softball, football and tennis—including a special gift-package line. The Rawlings name is recognized everywhere as a symbol of quality and leadership—for over 60 years "The Finest in the Field." And Rawlings offers a big plus of equipment autographed by such famous sport stars as:

Bob Skinner	*Bob Nieman*	*Steve Bilko*
Dale Long	*Bob Avila*	*Terry Brennan*
Gene Green	*Bob Shantz*	*Bobby Layne*
Dick Groat	*Johnny Podres*	*Kyle Rote*
Bob Cerv	*Warren Spahn*	*Buddy Parker*

and many others—all Members of Rawlings Advisory Staff

FOR FULL INFORMATION / contact your Rawlings Distributor or write:

RAWLINGS SPORTING GOODS CO.
Dept. U, 2300 Delmar • St. Louis 3, Mo.

LABORATORY TECHNICIAN'S SET performs tests and analyses in many different scientific fields. For the young scientist the set contains a 750 power electric microscope. $25. Porter Chemical Co., Box 751, Hagerstown, Md.

DIZZY HATS have air tubes which wearer blows into to operate device on top. Models include fireman, policeman, derby, ambulance driver, soldier; each with appropriate top. 39c. Paramount, 511 Lancaster st., Leominster, Mass.

DOUBL-GLO ICICLES are made of Reynolon, wonder plastic developed by Reynolds. They will be promoted by Arlene Francis on TV and in Life during 1959. Paper Novelty, 166 Henry st., Stamford, Conn.

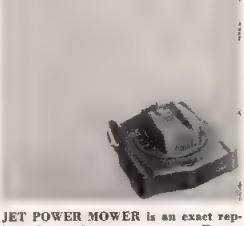
ROLL-O-TOYS include lamb, fire truck, racer and cinnamon bear. They spin and whirl in every direction. No assembly problem. For children one to five. $7.95, $8.95. Lange Plastics, Brunswick Industrial Block, Dubuque, Iowa.

EDUCATION WORD GAME is red plastic case containing dice with letters imprinted on them. Player shakes case, letters tumble down and points are scored by identifying words. $2. Plastics Masters, 430 N. Oakley blvd., Chicago.

TOW TRUCK pulls sedan in wrecked state. Boy does repair job with pre-fit replacement parts. Jack actually works. Tools included. Clever toy concept. $1.98. Plastic Toy & Novelty, 2901 Coney Island ave., Brooklyn, N. Y.

STEVE CANYON AIR FORCE HELMET for jet minded youngsters is a replica of the official Air Force helmet. It has a movable transparent visor and an oxygen mask in styrene plastic. $3. Ideal Toy Corp., 200 Fifth ave., N. Y.

CLOUD CLIMBER is a new idea in flying toys. 3 soft, unbreakable plastic blades lock in open position for flying, fold for carrying. Safe harmless fun. Mounted on counter card. 49c. Multiple Products, 55 W. 13th st., N. Y.



JET POWER MOWER is an exact replica of a modern power mower. Rotary blades and an authentic mowing sound are features of this brightly colored model. $2.00. American Toy & Furniture, 6130 N. Clark st., Chicago, Ill.

REMCO INDUSTRIES, INC. 113 N. 13th STREET — NEWARK 7, N. J.

INTERMEDIATE ELECTRICAL SCIENCE KIT
NO. 404

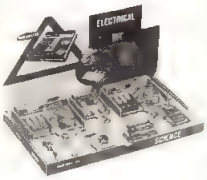
- 2 Attractive plastic operating panels with switches, telegraph keys, wiring areas, electric motor, bell, tool kit, bulbs, wire.
- Instruction book included

$5.98 retail

Standard Pack 6 only
Shipping Weight 14 lbs.

MASTER ELECTRICAL SCIENCE KIT
NO. 403

- 3 large beautiful plastic operating panels with electrical switches, telegraph keys, rheostat
- Electric motor, buzzer, bell, light beacons, electromagnet, tool kit, wire, bulbs and additional components.
- Instruction book included



$9.98 retail

Standard pack 4 only
Shipping Weight 16 lbs

BEGINNER'S ELECTRICAL SCIENCE KIT
NO. 405

- Includes plastic operating panel with switches and telegraph key, buzzer, bulbs, and many other components
- Instruction book included

$2.98 retail

Standard Pack 12 only
Shipping Wt. 16 lbs

MARINE RAIDER OVERNIGHT MANEUVERS
NO. 312

Standard Pack 6 only
Shipping Weight 17 lbs.

$6.49 retail

Rough-and-ready raiders are prepared for everything with this all inclusive set • Includes Sleeping Bag of water-repellent tufted plastic • Helmet with net • Mess kit with knife, fork and spoon • Canteen

CANTEEN
NO. 709

- Water when he needs it! High impact plastic.

$.59 retail, packed in poly bag

Standard Pack 3 dz. bulk
Shipping Weight 7 lbs.

MESS KIT
NO. 708

- Will hold food! Includes spoon, fork, knife!

$.69 retail, packed in poly bag

Standard Pack 3 dz bulk
Shipping Weight 10 lbs

REMCO INDUSTRIES, INC. 113 N. 13th STREET — NEWARK 7, N. J.

MASTER MAGIC SET
NO. 701

$9.98 retail

- Features 11 sensational tricks
- Cut the lady in half
- Mystic Vanishing Box
- Talking Dice
- Magic Flower Pots
- Many others

Standard Pack 4 only. Shipping Wt 12 lbs.

PROFESSIONAL MAGIC SET
NO. 702

- Mystic Vanishing Box
- Cut the lady in half
- Magic Slate
- Talking Dice
- Whispering Colors
- Magic Flower Pots

$6.98 retail

Standard Pack 6 only. Shipping Wt 11 lbs.

BROADWAY MAGIC SET
NO 703

- Magic Flower Pots.
- Cut the lady in half
- Talking Dice
- Magic Ring.
- Hours of Fun Packed Tricks

$2.98 retail

Standard Pack 12 only. Shipping Wt 11 lbs.

GIANT WHEEL PICTURE BINGO
NO. 801

- The youngsters'll clamor for this Remco hit.
- Gay multi-color board is a big 47¾" x 22½"
- Set includes wheel, 48 plastic markers in handy container.

$3.98 retail

Standard Pack 6 only Shipping Weight 23 lbs.

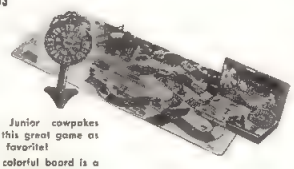
GIANT WHEEL HORSE RACE GAME
NO. 802

- Off to the races (and off Mom's neck).
- Hours of excitement with this terrific steeple-chase game!
- Brilliant colored board is a jumbo 47¾" x 22¼".
- Set contains wheel, 6 plastic jockeys on horses.
- 6 paddock fences, 2 plastic jump fences.

$3.98 retail

Standard Pack 6 only Shipping Weight 23 lbs

GIANT WHEEL COWBOYS-'N-INDIANS
NO. 803



- Watch Junior cowpokes pick this great game as their favorite!
- Giant, colorful board is a full 47¾" x 22½".
- Set contains wheel, 3 plastic cowboys on horses.
- 3 plastic Indians on horses
- 6 plastic corral fences.
- 2 plastic road fences.

$3.98 retail

Standard Pack 6 only Shipping Weight 23 lbs.

A REMCO TOY WITH THAT SPECIAL TV CAMPAIGN

Remco Project "Yankee Doodle" Secret Rocket Test Center is the latest motorized space toy. "Yankee Doodle" is made of high impact plastic, with the Thor, Atlas, and Titan rockets and 3 different types of satellites. Complete measurements 17½" long, 11½" wide, 8" high. Operates on 2 "D" batteries (not included). Style #204 . . . $9.98 retail.

REMCO **Remco Industries, Inc.,** *113 NORTH 13th STREET, NEWARK, NEW JERSEY*

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"GATHER 'ROUND, COOTIES, and wish all our friends a Merry Christmas. You little fellows owe your success to these folks in the toy trade. They believed in you when you were just a gleam in your old man's eye. And they've kept right on believing in you over the years. All together now: 'Merry Christmas!'"

W. H. Schaper

Creator of "Cootie"

P.S. And that goes for every member of the Schaper organization.

HIGHLANDER SALES COMPANY

Division of W. H. Schaper Manufacturing Company • Minneapolis 22, Minn. • JUniper 8-4638

For home or travel!

REMINGTON

REMINGTON "QUIET-RITER" WITH MIRACLE-TAB SET . . . sets and clears tabulator directly from the keyboard—there's no need for stretching or loss of time. This luxury machine is so quiet you can even type at home late at night, without disturbing anyone. Its hushed action promotes efficiency at the office. Locked segment shift allows faster shifting, high speed escapement and accelerated-type bar action let you type faster. Contour keys, visible margin stops, synchronized carriage scales for centering paper, semi-automatic ribbon reverse. Full 88-character keyboard. Simplified ribbon changer, larger cylinder with 3-position bail. Choice of four colors. Case and Touch-Typing Method book included. Wt. 17 lbs.

Color	*Pica type*	*Elite type*	*Retail*
French Gray	**798-256 C11395**	**798-264 C11395**	**$141.99**
Desert Sage	**798-272 C11395**	**798-280 C11395**	**141.99**
Mist Green	**798-298 C11395**	**798-306 C11395**	**141.99**
White Sand	**798-314 C11395**	**798-322 C11395**	**141.99**

Remington "Letter Riter" . . . same as above, without Miracle-Tab Set.
797-399 C9098 Pica type. French Gray only; with case. . . **$114.43**
797-407 C9098 Elite type. French Gray only; with case. . . . **114.43**

REMINGTON "TRAVEL-RITER" . . . LOW-COST FAMILY PORTABLE. The price is rock bottom, but the quality is what you expect from Remington Rand! This latest member of the famous Remington line is designed to give you all the essentials for speedy, accurate typing—minus expensive extras. Lightweight but sturdy . . . it's rugged enough for the whole family to use. Youngsters needn't be told "don't touch" . . . they'll find Travel-Riter comes in handy every day for homework (might even help them to get better grades at report card time). Executives like taking Travel-Riter along on business trips, since it's the lightest, easiest-to-carry of standard portables. There are business symbols too, on its full 42-key, 84-character keyboard. And the woman of the house will enjoy writing letters on such a smooth-running, handsome machine. French Gray finish. With case, weight is 15 lbs 2 oz
797-415 C7074 Pica Type. With case. **$89.74**
797-423 C7074 Elite Type. With case. **89.74**

This is a sample of pica type.
This is a sample of elite type.

REMINGTON and SMITH-CORONA Office Machines

NEW REMINGTON "OFFICE-RITER" . . . only *complete* office typewriter in such a compact size, yet it has king-size 11" carriage and standard 88-character keyboard. Perfect for small business, professional or home use—makes up to 10 clear carbons at one time, and cuts sharp stencils. Large cylinder insures easier typing, gives 10 3/10" writing line. "Super strength" frame reduces noise and vibration. Miracle Tabulator lets you set and clear tab stops from keyboard. Direct-set visible margins, touch regulator. Gray.
798-439 C12350 Pica type. With dust cover **$158.47**
798-447 C12350 Elite type. With dust cover **158.47**
798-454 C1150 Carrying case for Office-Riter **14.50**

SMITH-CORONA "PACEMAKER"—FULL SIZE OFFICE MACHINE. You'd expect to pay much more for a full-size, brand new office machine like this! Its feather-touch and super speed whiz you through any typing job. Set or clear tab stops with flick of single lever above keyboard—no reaching. Half-spacing error control permits neat corrections. 84-character Colorspeed keyboard, interchangeable medium platen Rugged reinforced steel frame in 2-tone Gray finish.
798-215 C14377 With 11" carriage. Pica type **$190.27**
798-223 C14377 With 11" carriage. Elite type. **190.27**
798-231 C15795 With 15" carriage. Pica type. **206.17**
798-249 C15795 With 15" carriage. Elite type. **206.17**

"Golden Touch" Underwood Portables

NEW UNDERWOOD DELUXE "QUIET TAB" . . . ruggedly built portable with famous "golden touch"—operates with super-quiet, big machine efficiency. "Key Set" tabulation lets you set, clear and operate the tabulator from keyboard. Takes 10" paper width, has full 84 character keyboard. Touch Control. Also "See Set" margins; Jam Release Key; Line Gauge; 1-2-3 spacing and "push-in" variable line spacer. Deluxe paper supports. 2-color ribbon; automatic ribbon reverse. Push button top plate. Wt. 24 lbs

797-274 C10850 Pica Type. Driftwood Gray; with case . . **$140.45**
797-282 C10850 Elite Type. Driftwood Gray; with case. . . **140.45**
797-357 C10850 Pica Type Spanish Gold; with case. **140.45**
797-365 C10850 Elite Type. Spanish Gold; with case. **140.45**

UNDERWOOD UNIVERSAL "QUIET TAB" . . . "golden touch" portable with major features of above. Has full character keyboard, 9" writing line, automatic line finder. 2-color ribbon. Wt. 24 lbs.

797-290 C9262 Pica Type. Tan Tone, with case **$121.37**
797-308 C9262 Elite Type. Tan Tone; with case. **121.37**

NEW UNDERWOOD "LEADER" . . . top performer at a moderate price! Attractive, lightweight and well constructed, this "golden touch" portable is the ideal family typewriter . . . perfect for mother's correspondence, Dad's family finance work or the children's school work. Turns out neat papers, clear carbons, too, if needed. Has full 9-inch writing line. And Leader's 84-character keyboard includes arithmetic signs especially useful to the student.

Loaded with features for easy operation: balanced segment shift eliminates carriage bob, finger-formed keys comfortably cradle your fingers, easy-action back spacer. Also right and left shift key, shift lock, adjustable hand margins with right hand bell indicator, overhead bail, coordinated carriage scale. Automatic line finder permits free turning of cylinder for writing between lines—accurate return to original line of writing. Has automatic ribbon reverse, adjustable paper fingers. Single, double and triple spacing.

Built to give years of efficient, dependable service, the Leader is truly an outstanding value at a moderate price! Wt. 22 lbs

797-316 C7020 Pica Type. Banff Blue; with case **$84.67**

Underwood and Victor Adding Machines

UNDERWOOD 10-KEY ELECTRIC "LEADER" . . . all purpose portable with new simplified controls for ease in adding, direct-subtracting, multiplying. Motorized dual purpose keys permit one hand operation. Lists up to 7 columns (capacity 99,999.99); gives totals up to 8 columns (capacity 999,999.99). Has Sub-Total in color and symbol; digit indicator; electric correction; back space key. Non-Add key for listings or inventory. Maintains clear vision print on accessible, adjustable tape. Single and double spacing. 2-color ribbon reverse. AC-DC motor; UL approved. Tan Tone crackle finish

797-332 C26140 Wt. 32 lbs. **$313.40**

VICTOR 10-KEY MODEL. Ideal for small offices and stores, for listing, adding, multiplication. Speeds inventory, computes taxes, lists shipments, adds counter sales. Total, Sub-Total, Repeat and Correction keys. One stroke total . . . no spacing stroke. Feathertouch keys, short "two-finger" handle. Decimal points and commas print automatically. Compact size puts all controls beneath fingertips of one hand. Uses standard size roll. 12x7" base. With dust cover.

797-456 C10695 Lists six columns, totals seven columns. Wt. 12 lbs. **$122.06**
797-464 C12024 Lists eight columns, totals nine columns. Wt. 12 lbs. **$149.24**

VICTOR FULL-FLEXIBLE KEYBOARD . . . automatic ciphers, easy correction of errors; depress two or more keys at one time! Takes up about as much space (12x7") as a telephone. Perfect for stores, shops, homes.

Total, Sub-Total and Repeat keys; total key serves as correction key. Exceedingly light touch! One stroke total, no wasted spacing stroke. Cadmium plated parts; rubber feet. Compact, lightweight . . . easy to carry. Uses standard size roll. With dust cover.

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REMINGTON

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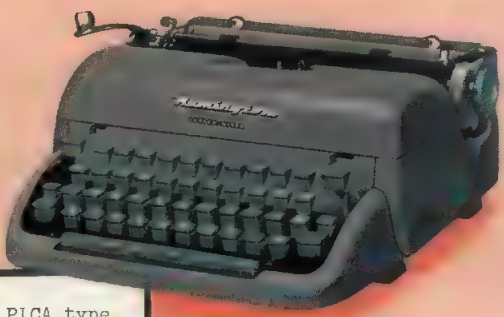
797-480 C12024 Lists eight columns, totals nine columns. Wt. 12 lbs. **$149.24**

REMINGTON

Letter-riter PORTABLE

For home and school use . . . a complete portable typewriter with all these features: simplified ribbon changer; large size sure-grip cylinder—gives clearest printwork and positive feeding of carbon packs, cards and envelopes; visible margins—sets with finger-tip ease, keyboard has 42 keys—84 characters; finger-speed keys; right and left shift keys and locks; super-strength frame construction—adds years of service—keeps every working part in perfect alignment. All controls located as on standard typewriters.

The REMINGTON LETTER-RITER Portable comes complete with handsome, luggage-type Carrying Case and Touch Method Typing Instruction Book. French Gray only—satin-smooth finish. Specify either Pica or Elite type. Shipping Wt. 23 lbs. 3 oz.



this is ELITE type : this is PICA type

72D18X7578 ..... **Retail 113.78**

REMINGTON

Travel-riter PORTABLE

The new REMINGTON TRAVEL-RITER Portable is durable, speedy and produces superb printwork. It has every needed typing feature, including 42-key keyboard and nonglare, speed keys . . . types arithmetic signs, degree marks, exclamation points, business symbols . . . left and right shift keys, back spacer key . . . line finder for typing out of regular spacing . . . single and double line spacing . . . carriage centering and locking device . . . automatic and manual ribbon reverse . . . Instruction Book and Carrying Case included. French Gray only. Specify either Pica or Elite type. Shipping Wt.—18 lbs. 15 oz.

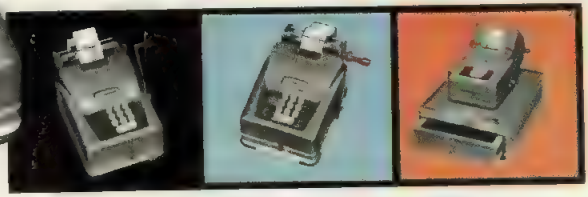
72D20X6811 ..... **Retail 89.74**

REMINGTON RAND

TOP flight ADDING MACHINES and CASH REGISTER

Precision engineered does all your figure work with speed, accuracy, economy . . . printed proof of every entry. Low cost . . . just right for home, farm or business. Complete with total, subtotal, multiply, release and correction keys . . . visible column indicator, clear plastic tear bar, automatic ribbon reverse.

THE TOPflight CASH REGISTER has same features as the famous REMINGTON RAND Adding Machines PLUS: Total-Subtotal Lock . . . Drawer Lock . . . Removable Money Tray . . . Automatic enclosed Tape Rewind . . . single, double spacing . . . Open/Close lever . . . Wide Tape for notations . . . Paid out/charge key . . . 9 designations.



Model 7161
Lists, Totals . . . 9,999.99
73D72X9417
Retail 116.99

Model 7171
Lists, Totals . . . 99,999.99
73D73X10811
Retail 134.32

Model 7190 (with non-add key)
Lists, Totals . . . 9,999,999.99
73D74X13042
Retail 162.03

Model 71CR
Lists, Totals . . . 99,999.99
73D75X17028
Retail 215.00

REMINGTON *Quiet-riter Eleven* Portable

the ONLY portable typewriter on the market with standard features identical in every major respect with the standard office typewriters used in business offices and in school instruction classes.

NO OTHER PORTABLE PROVIDES THESE "FABULOUS FOUR" FEATURES!

1. Standard 11" carriage that accepts full size letterheads and school notebook paper lengthwise gives standard 10.3" writing line

2 Standard Key board, 44 key—88 characters ... identical in every respect with the keyboard on a standard office typewriter.

4. MIRACLE-TAB—the control key that lets you set and clear tabulator stops at the keyboard.

3. Super-Strength Frame—for extra years of dependable service

Desert Sage—one of four handsome colors available.

The *Quiet-riter Eleven*

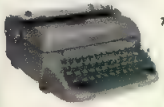
Handsome satin-smooth finish; single, double and triple line space selector; visible margin set; sure-grip cylinder; carriage centering lever; automatic ribbon reverse; shift key and lock, right and left; positive-action back spacer; line locating lever; variable line spacer; synchronized scales for setting margins; positive 2-color ribbon and stencil control, as on office typewriters; margin release key and a personal touch regulator that permits fine adjustment of key action. Specify Pica or Elite type and color. See type samples on back of this page. Shipping Wt. 23 lbs. 15 oz.

IF IT'S NOT A **QUIET-RITER ELEVEN** *PORTABLE, IT'S NOT A STANDARD TYPEWRITER IN PORTABLE SIZE.*

REMINGTON QUIET-RITER ELEVEN Portable Typewriters are sold to dealers for resale to ultimate users only. Minimum Fair Trade Prices in states having Fair Trade laws must be maintained.

72D35X10690 ..... **Retail 145.17**

FREE of extra cost! With the QUIET-RITER ELEVEN Portable you get a handsome luggage-type Carrying Case and a handy cleaning brush PLUS a 10-lesson Touch Method Typing Instruction Booklet



72D36X10690
Retail 145.17
FRENCH GRAY

72D37X10690
Retail 145.17
MIST GREEN

72D38X10690
Retail 145.17
WHITE SAND

REMINGTON *Quiet-riter* PORTABLE

. . . the most famous, most wanted portable typewriter ever made—feature for feature far superior to every competitive portable in its price class. Has exclusive MIRACLE TAB that sets and clears tab so easily, quickly . . . right from the keyboard; sure-grip cylinder that holds paper, even small cards *firmly*. Also has a standard 44-key, 88-character keyboard with educational characters. Available in same four QUIET-RITER ELEVEN decorator colors with soft textured finish. Carrying Case and Instruction Book. Specify either Pica or Elite type (samples on other side). Shipping Wt. 23 lbs. 15 oz.

Available for Limited Time Only. **SPECIFY COLOR.**
French Gray, Mist Green, Desert Sage, White Sand.

72D26X9403 ..... **Retail 141.18**

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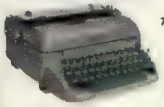

72D36X10690
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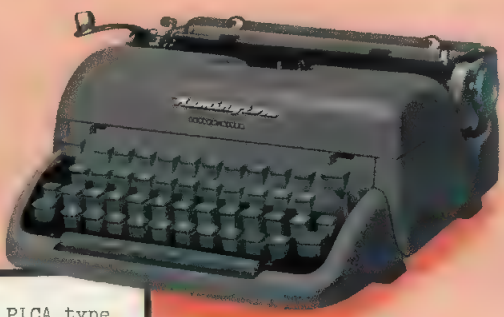
REMINGTON

Letter-riter PORTABLE

For home and school use . . . a complete portable typewriter with all these features: simplified ribbon changer; large size sure-grip cylinder—gives clearest printwork and positive feeding of carbon packs, cards and envelopes; visible margins—sets with finger-tip ease, keyboard has 42 keys—84 characters; finger-speed keys; right and left shift keys and locks; super-strength frame construction—adds years of service—keeps every working part in perfect alignment. All controls located as on standard typewriters.

The REMINGTON LETTER-RITER Portable comes complete with handsome, luggage-type Carrying Case and Touch Method Typing Instruction Book. French Gray only—satin-smooth finish. Specify either Pica or Elite type. Shipping Wt. 23 lbs. 3 oz.



this is ELITE type : this is PICA type

72D18X7578 ..... **Retail 113.78**

REMINGTON

Travel-riter PORTABLE

The new REMINGTON TRAVEL-RITER Portable is durable, speedy and produces superb printwork. It has every needed typing feature, including 42-key keyboard and nonglare, speed keys . . . types arithmetic signs, degree marks, exclamation points, business symbols . . . left and right shift keys, back spacer key . . . line finder for typing out of regular spacing . . . single and double line spacing . . . carriage centering and locking device . . . automatic and manual ribbon reverse . . . Instruction Book and Carrying Case included. French Gray only. Specify either Pica or Elite type. Shipping Wt.—18 lbs. 15 oz.

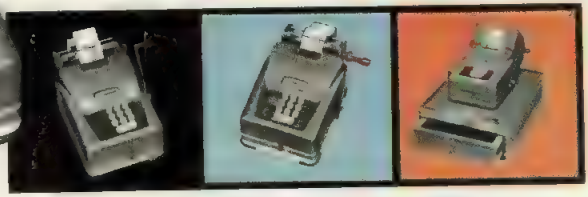
72D20X6811 ..... **Retail 89.74**

REMINGTON RAND

TOP flight ADDING MACHINES and CASH REGISTER

Precision engineered does all your figure work with speed, accuracy, economy . . . printed proof of every entry. Low cost . . . just right for home, farm or business. Complete with total, subtotal, multiply, release and correction keys . . . visible column indicator, clear plastic tear bar, automatic ribbon reverse.

THE TOPflight CASH REGISTER has same features as the famous REMINGTON RAND Adding Machines PLUS: Total-Subtotal Lock . . . Drawer Lock . . . Removable Money Tray . . . Automatic enclosed Tape Rewind . . . single, double spacing . . . Open/Close lever . . . Wide Tape for notations . . . Paid out/charge key . . . 9 designations.



Model 7161
Lists, Totals . . . 9,999.99
73D72X9417
Retail 116.99

Model 7171
Lists, Totals . . . 99,999.99
73D73X10811
Retail 134.32

Model 7190 (with non-add key)
Lists, Totals . . . 9,999,999.99
73D74X13042
Retail 162.03

Model 71CR
Lists, Totals . . . 99,999.99
73D75X17028
Retail 215.00

(5) She knits and rocks 2.99
(6) Accordion playing bear 2.99
(7) Smoking dog 2.69
(8) Sneezing bear 2.99
(4) Bubbling, bucking bull 2.79
(2) Fox with "disappearing" rabbit 3.99
(3) Wagging, barking dog 2.99

(1) 1.99 Bubble Blowing Bear

Key wound Bubble Blowing Bear 1.99

(1) LOVABLE, PLUSH-COVERED WINDUP TOY will amuse both grownups and children. Bear dips wire hoop into plastic dish, brings it up to its mouth and blows bubbles through the hoop like a child. Cycle continues until bear is unwound. With permanently attached key. List 2.49!
35 Y 5365—
Wt. 1 lb. 10 oz. 1.99

REMOTE CONTROL

TALENTED ANIMALS

Battery operated toys shown here for the first time!

(2) FOX MAGICIAN with disappearing rabbit provides many hours of fun for the kids! Fox's head rotates from side to side as he points to magical top hat. Then he makes bunny appear, disappear, and reappear mysteriously. 9½-inches high
35 Y 5382—Ship. wt. 2 lb.....3.99

(3) WONDERFULLY REALISTIC PUPPY walks across floor wagging tail. When standing still he "barks" loudly, shakes head up and down. Controlled by two batteries in "basket." Sturdy metal construction, plush covered. Eyes light as puppy operates. 7-in. lg.
35 Y 5314—Ship. wt. 1 lb. 10 oz..2.99

(4) BUBBLE BLOWING PLUSH-COVERED BULL tries to throw cowboy by bucking. In so doing dips nose rings into bowl. As he comes up, air is ejected through nostrils, causing him to blow bubbles. Metal, colorfully lithographed, with bubble solution
35 Y 5307—Ship. wt. 1 lb. 2 oz...2.79

(5) "MAMA" BEAR rocks back and forth as she knits! Plush covered toy with vinyl face sits in metal rocker. Eyes light up and head nods as she rocks. List 4.00!
35 Y 5361—Ship. wt. 1 lb. 8 oz...2.99

(6) ACCORDION PLAYING BEAR—Plush-covered metal bear swings in rhythm, eyes light up as he plays before mike 10½-in. high. List 4.00!
35 Y 5306—Ship. wt. 1 lb. 6 oz...2.99

(7) AMAZING DOG walks forward, smoking pipe which lights up. 10-in. high. Fluffy, adorable puppy's plush covered. Smoke replenished with drop of 3-in-1 oil
35 Y 5370—Ship. wt. 1 lb. 8 oz...2.69

(8) PLUSH BEAR sits on log. Head moves backward, eyes light up; sneezes with realistic sneezing noise. Raises tissue from miniature "Kleenex" box to wipe nose! He sits 9-in. tall.
35 Y 5371—Ship. wt. 1 lb. 6 oz...2.99

ORDER BATTERIES HERE: "D" Standard flashlight batteries
35 Y 4777—Ship. wt. 1 lb. 2 oz.....4 for 85c

ROLL 'EM AND WATCH THEM GO

[1] **FRICTION POWERED TRUCKS** Metal construction. Japan import! **Tractor-Trailer.** Lg. trailer detachable 35 Y 5310—10½x3—in. high. 12 oz. **98c**
Gasoline Hauler. Realistically made 35 Y 5309—9x3¼-in. high. 14 oz....**98c**
Auto Transport. Complete with 2 cars 35 Y 5311—9½-in. long. Wt. 12 oz. .**88c**
3-PC. TRUCK SET—one of each above. 35 Y 5308—Wt. 2 lb. 6 oz....3-pcs **2.59**

[2] **CLIMBING "SPARKLING" TRACTOR** in modernly designed lithographed steel. Equipped with sure-grip rubber treads with hook at rear and brake. 3-D plastic driver. Heavy-duty clock-spring motor climbs steep grades over obstacles, pulls heavy loads. As tractor moves, harmless sparks shoot from exhaust. 8½x4¼x5¼-in. Mail 35 Y 5337—Ship. wt. 1 lb. 7 oz.....**1.98**

[3] **AUTOMATIC CEMENT MIXER**—15-in. long. Loaded with all the "extras" Mixer rotates while in motion. Push release button—it automatically dumps, making heavy machinery noise. Metal and plastic. 4.00 list.
35 Y 5368—Mail. Wt. 2 lb. 8 oz.... **3.69**

[4] **ROADSTER, BOAT, TRAILER**—3 toys in 1 unit! Rugged enameled metal, authentically detailed to exact scale, strong friction motors. Roadster is 7-in. long, boat-trailer 7¼-in. long. 35 Y 5341 Mail. Wt. 1 lb. 6 oz....**1.69**

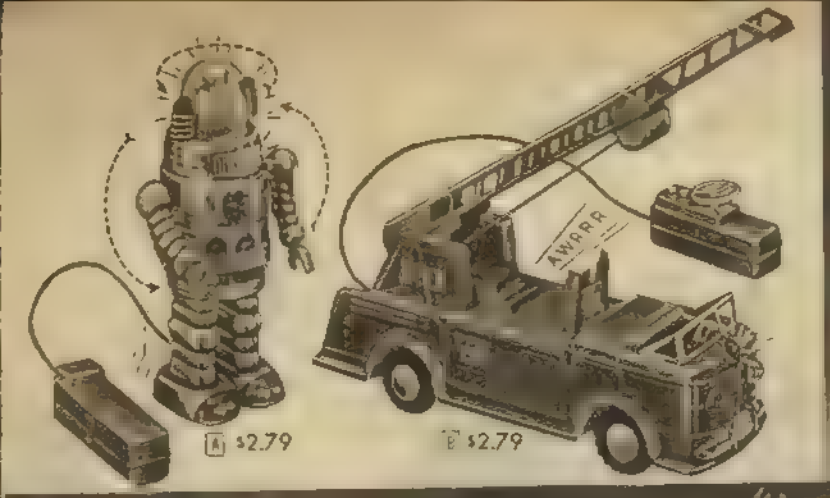
[5] **SAVE 2.07 on 2 CRASH-MOBILES.** Were 1.98 ea. Break apart when they collide—snap back together and lock. Bright, hi-impact plastic. Friction motor. Each 8-in. long. Mail
35 Y 5335—Wt. 14 oz.....**Set of 2, 1.89**

[6] **FLYING HELICOPTER, CONTROL TOWER!** Now every boy and girl can be a land-based flyer! Crank 30-inch long control cable—helicopter takes off, flies, and lands. Sturdy metal. Mail. 35 Y 5364—9½-in. tower. 1 lb. 5 oz. **2.99**

[7] **ROCKET SHOOTING JET PLANE** and runway station. Shoots across floor with siren blaring, harmless sparks flying. Rubber wheels, Navy insignia. Metal construc. 9½x3½x4½-in. wide. 35 Y 5301—Mail. Wt. 1 lb. 2 oz....**1.88**

[8] **FLYING HELICOPTER.** Turn lever and this remote metal helicopter flies! Crank on cable controls the take-off, hovering, landings. List 4.00.
35 Y 5345—Mail 1 lb. 5 oz.....**2.88**
SMALL HELICOPTER—smaller size.
35 Y 5346—Mail. 2.00 list! 12 oz...**1.79**

Shop EARLY on CREDIT . . . NO PAYMENTS 'TIL JANUARY! See page 144



A $2.79

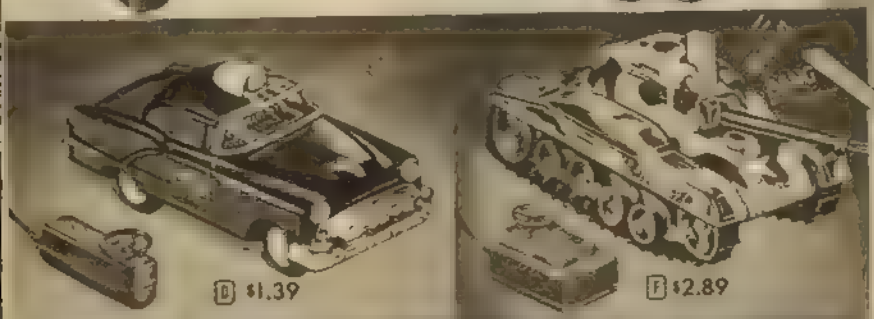
B $2.79

C $6.98

Control wheel 8¼ in. dia.

Recoil action in wing mounts

Lever releases missile



D $1.39

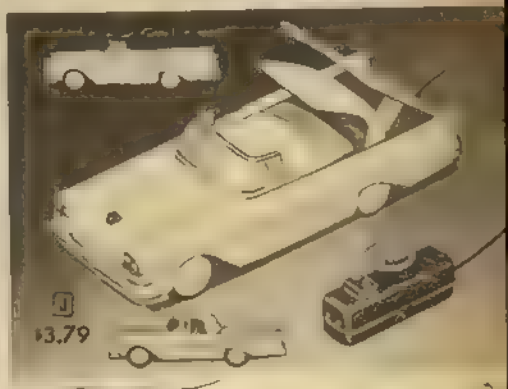
F $2.89

E $1.89

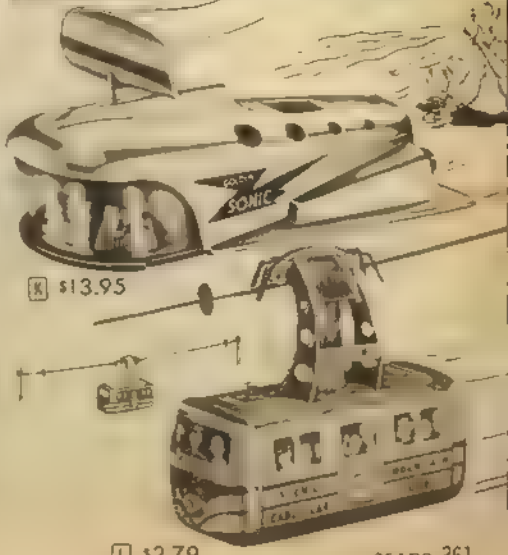
G $2.29

Like Helicopters Police use

H $2.79



J $3.79



K $13.95

L $2.79

Remote Control Toys

Operate from attached battery boxes

A Remote Control Robot. He walks his head revolves his arms move. Operated by remote control unit transparent plastic head Uses 2 flashlight batteries not incl Made in Japan
49 N 4251—Wt 1 lb oz. $2.79
34 N 4650—Batteries Wt 8 oz 2 35c

B Fire Truck. Steers forward or backward . . raise and lower the 15 inch ladders . . all by remote control. Double ladders. Light on front of cab lights up Metal truck is 9 inches operates on 2 standard flashlight batteries (not incl.)
49 N 5719—Wt oz. $2.79
34 N 4650—Batteries Wt 8 oz 2 35c

C Swept Wing Interceptor. Guides from control wheel turn of wheel controls direction. buttons control forward reverse Plastic Missiles by lever launched Uses 3 "D" batteries
49 N 5891 Wt oz $6.98
34 N 4650 Batteries Wt 2 oz 3,35c

D Police Car. Light flashes walks . . goes forward left right Metal, rubber wheels 7 in long Uses 2 batteries (not incl.) From Japan
49 N 5767—Wt. 1 lb. $1.39
34 N 4650 Batteries, Wt 8 oz 2, 35c

E Fighter Plane. Wings fold plane moves by remote control Metal 11½ in Uses 2 flashlight batteries (not incl.) Made in Japan
49 N 4248 Wt 1 lb. 8 oz. $1.89
34 N 4650 Batteries, Wt 8 oz, 2, 35c

F Army Tank. Turns right or left, shoots harmless pellets by remote control Metal 8 in long Uses 3 flashlight batteries (not incl.)
49 N 5717—Wt. 1 lb. 8 oz $2.89
34 N 4650—Batteries, Wt 12 oz 3, 51c

G Armored Car. Guns revolve, are fired by 2 operators siren noise, headlight Steers by remote control Metal Uses 2 batteries (not incl.). 8 in long
49 N 4249—Wt. 1 lb. 8 oz... $2.29
34 N 4650—Batteries, Wt 8 oz 2, 35c

H Helicopter. Turn crank, see it fly . . control direction and elevation . . you can even make it hover. Two plastic roto blades Plastic body is 9 in. long, has pilot in seat No batteries needed
49 N 5762 Wt oz $2.79

J Hard Top Convertible Lower and raise top, steer by remote control. Colorful metal body 8½ in long Uses 2 "D" batteries (not incl.)
49 N 5889 Wt 1 lb. 8 oz $3.79
34 N 4650—Batteries Wt 8 oz 2, 35c

K Golden Sonic . follows commands *without wires*. Control circle with wheel up to 30 feet away 19 in long. Plastic Uses 4 batteries (not incl
49 N 5745—Wt. 4 lbs. $13.95
34 N 4650 Batteries Wt. 1 lb 4, 68c

L Cable Car. Metal cable car goes up and down taut cable (can be shortened). Red, green light indicates direction. Uses 2 batteries (not incl.)
49 N 5857—Wt. 1 lb. $2.79
34 N 4650—Batteries. Wt. 8 oz. 2 ,35c

Use Easy Terms . . only 10% down on orders of $20.00 or more

Action Trucks and Transports..

They Haul and Load . . Build, Dump or Lift

A Hook-and-Ladder Fire Truck. Fire Department red with new La-France design, open-type cab. Mechanical hydraulic action. Main extension ladder swivels full circle. Crank elevates other 2 to height of 60 inches. Has firemen, clanging bell, 6 rubber wheels. Over three feet long.
79 N 05570—Shpg. wt. 12 lbs. $9.49

B New! Sears Van. Add this to his truck collection. Miniature model of Sears own hauler and truck trailer with all-steel construction, authentic detailing. New style cab-over-engine. Trailer has 2 huge doors . . 6 heavy-duty wheels. Over two feet long. Sure to thrill any youngster.
79 N 05563—Shpg. wt. 9 lbs. $4.79

C New! Sportsman Boat and Trailer. Two play-packed favorites make fun together on floor—together or separately—also, of course, boat takes to water! Trailer is steel constructed, couples and uncouples with "click." Motor attaches to plastic boat. Rubber tired. Overall 22¾ in. long.
49 N 5564—Shipping wt. 5 lbs. . . . $5.69

D De luxe 27-inch Auto Transport. Fine quality construction, detail. Hauls 2 die-cast metal cars, 1 truck. Heavy-gauge steel trailer couples to chrome-plated aluminum cab. Ramp extends at rear for loading. 10 heavy duty rubber tires, die-cast wheels. Transport 6x6½ inches high.
79 N 05555—Shpg. wt. 5 lbs. 8 oz. $4.29

E 23-in. Auto Transport. Carries four sturdy plastic sedans 'cross country (and floors!). Ramp attaches to upper or lower deck. Steel cab detaches easily from van. 9 heavy-duty rubber wheels. Four sedans each 5½ inches long. Boys love it!
49 N 5582—Shpg. wt. 3 lbs. 8 oz. . $2.89

F New! Cattle Truck with Animals and Fence. 19 assorted pieces of 3-dimensional livestock ride in high style and solid comfort in newly designed all-steel truck and trailer. Fully detailed and colored scale replica also equipped with large drop tailgate which acts as loading ramp.
49 N 5609—17½ in. long. Wt. 3 lbs. $2.79

G Roy Rogers Hauler, Trailer. Roy and all his gang in 3-dimensional plastic. Side and rear gate ramps load quickly and easily for the big rodeo. Dale Evans with their dog, Bullet and Pat Brady with his jeep, "Nellybelle," are there, too! Sturdy steel hauler and trailer are 15½ in. long.
49 N 5557—Shpg. wt. 2 lbs. $1.97

H GMC Hydraulic Dump Truck. Rugged authentic replica, seen on any big construction site. Loads and dumps sand, gravel, etc. automatically with hydraulic action. Heavy gauge steel. Swinging tailgate, bright plate grille, 4 polyethylene "Non-Mar" tires. 15 inches long.
49 N 5560—Shpg. wt. 4 lbs. 8 oz. . $3.85

J Emergency Wrecker with Electric Flasher. Expertly tows, "services" other toys. Flasher removes to be used as road barricade. All steel construction, bright, plate grille, 5 plastic tires. Flasher uses 3 standard flashlight batteries, not incl. 15½ in. long.
49 N 5553—Shpg. wt. 4 lbs. $3.79
34 N 4650—Batteries. Wt. 12 oz. 3 for 51c

K GMC Dump Truck. Authentic scale model dumps its loads of sand, gravel or cereal by hand-operated lever. Sturdily built of auto-fender steel with baked-enamel finish. Bright, plate grille, 4 "Non-Mar" polyethylene tires. 16x6x10 inches high.
49 N 5545—Shpg. wt. 4 lbs. $2.79

EXCITING NEW SIDEWALK TOYS

Fire Patrol Moto Trike. 12" front wheel. Machine spokes, car-style fender, special frame. Painted ¾" handlebar. 1.75" semi-pneumatic tires. Small chrome hub caps. Ball bearings in front nylon in rear. Red metal saddle. Included are: siren, red handlebar grips and gauntlets, multicolored streamers, carry-all compartment with access door, wood ladders. Colors: fire engine Red frame and fenders with White trim. Black outline. Ship. wt. 38 lbs. F.O.B. Factory, Mich.

D78R86-2233 ..... RETAIL $33.50

Rempel "Lie-Like" Racing Sulky. A Sulky replica drawn by a life-like pony. Guided by reins attached to a steering bar, the pony tosses his head to right or left in response to driver's touch. Baked enamel steel frame with air-cushioned rubber seat. Puncture proof rubber tires. Ball bearing construction. Metal chain guard. Size: 50" long, 27" high, 25" wide. Ship. wt. 32 lbs. F.O.B. Factory, Ohio.

D78R88-3995 ..... RETAIL $60.00

Evans Police Moto Trike. 12" front wheel. Machined spokes, car-style fender, special frame. Painted ¾" handlebar. 1¾" semi-pneumatic tires. small chrome hub caps. Ball bearings in front, nylon in back. Red metal saddle. Equipment includes red handlebar grips, carry-all compartment with access door. Colors: White frame, fork and fenders with Royal Blue trim, Red outline. Ship. wt. 30 lbs. F.O.B. Factory, Mich.

D78R87-1833 ..... RETAIL $27.50

SIT-N-RIDE WRECKER

BY BUDDY-L

Sturdy auto-leader steel construction with two-tone horn. Easy automobile type steering. Removable seat and boom for conversion to hauler. Six heavy-duty rubber tires. New exclusive paint finish—painted and baked twice. Brite-plate grille. Size: 25" long, 8½" wide, 11¼" high. Ship. wt. 8 lbs. Shipped from Chicago stock.

2SN213-567 ..... RETAIL $8.50

• GARTON • EVANS • BUDDY-L • REMPEL

Garton Powerama Tractor. 37" long, 17½" wide, 28" high. All-steel construction, with embossed radiator. Adjustable bucket seat. Ball bearing chain drive with new adjustment feature, completely enclosed for safety. Universal steering joint on front wheel, permitting full 360 degree turn. 8" ball bearing front wheel, 10" ball bearing rear wheels, equipped with 1.25 tractor tread semi-pneumatic tires. Durable baked on enamel Red body, decorated White. Ship. wt. 27 lbs. F.O.B. Factory, Wis.

D78R23-1263 ..... RETAIL $18.95

Super Deluxe Tractor. 39" long, 20" wide, 28" high. Massive new design with embossed grill, motor hood, power battery, simulated spark plugs and ignition system. Rear fenders and step plate one piece heavy gauge steel. Large spring mounted adjustable seat. Tow bar and hitch. Gear shift lever produces motor sound. 9" ball-bearing front wheel with 1.75 semi-pneumatic tire. 10" ball bearing rear wheels with 1.75 heavy tractor tread semi-pneumatic tires. Red and White. Baked on enamel body. Ship. wt. 39 lbs. F.O.B. Factory, Wis.

D78R22-1987 ..... RETAIL $29.95

Backyard Skating Rinks

The utmost in Winter sport convenience. Now the entire family can enjoy healthful outdoor exercise in the complete privacy of their own back yard. Made with aluminum frame and extra heavy gauge polyethylene tank 6" deep —to hold ice, and form a skating pond. May be shortened or shaped to fit irregular areas. Simple assembly and set up in short time.

Plastic tank attached to frame by colorful plastic stripping all around edge—also serves as protection from falls onto edge. Fill with water to desired height and permit to freeze. All sizes F.O.B. Factory, N Y

No.	Diameter	Ship. Wt.	Retail
D76R40-883	12 foot	8 lbs.	$13.00
D76R41-1047	15 foot	10 lbs.	$15.95
D76R42-1833	20 foot	14 lbs.	$24.50
D76R43-2387	24 foot	18 lbs.	$36.00
D76R44-3797	30 foot	23 lbs.	$57.00

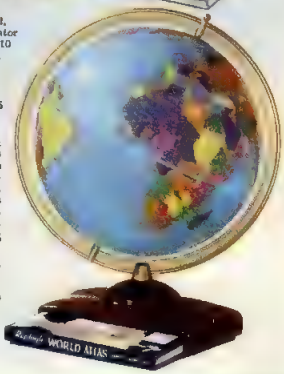
Replogle
WORLD GLOBES

NEW SATELLITE GLOBE

Discover the whole wide world—explore the new wonders of space—enjoy the excitement of travel! Choose a globe for your family or as an important gift! More than a map, a globe is an exact model of the earth itself. Brings new meaning to every world event, makes homework easier for youngsters, wins everyone's admiration for its sparkling beauty. Finely crafted by Replogle, the world's largest globe manufacturer, these accurate, up-to-date globes are exceptionally detailed and readable. Washable maps are beautifully lithographed in ten harmonious, non-fading colors.

The "EXPLORER" Satellite Globe. Track the path of any present or future satellite with this exciting new, large 12-in. globe. Comes with removable orbit ring, miniature satellites and fascinating book "The Story of Earth Satellites," by Dr. Albert Shatzel, director, Chicago's Adler Planetarium. Beautiful new decorator map has soft light-green oceans, vivid land colors; shows 6410 places. *Gyro-Matic* mounting, richly plated in antique brass, swings up and down to bring any area into *instant view.* Deluxe 96-pg. book of globe uses and games also included. Ht. 16¾", wt. 6½ lbs.

103F4P1095 ..... Retail 17.95



The MAGELLAN. A favorite Globe and Atlas set in one handy unit. Big 12-in. globe shows 6,410 places in true relationship. New 200-pg. atlas has detailed U.S. and foreign country maps, gazetteer, populations, valuable world information. Fits in specially designed, walnut wood-grain globe base. Brass-finished full meridian. 32-pg. book of globe uses included. Ht. 17", wt. 7½ lbs.

103F2P1034 ..... Retail 16.95

Same, with beautiful hand crafted *Illuminated* globe, brilliantly legible place names. Wt. 12 lbs.

103F3P1766 ..... Retail 28.95

The COLUMBUS. Large 12-in. globe, highly recommended for school-age children. Washable map shows 6,410 places in large type. Has brass-finished, full meridian for easy location of places. New, modern base has attractive walnut wood-grain finish. Comes with 32-pg. book of globe uses and games. Ht. 16", wt. 6 lbs.

103F1P668 ..... Retail 10.95

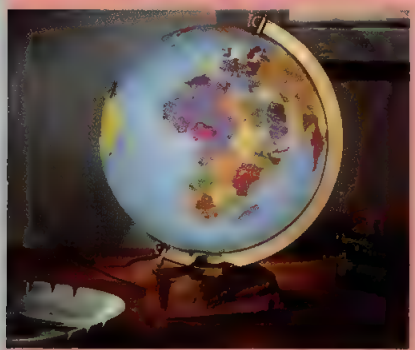
Every Replogle Globe carries the Parents' Seal of Commendation

Beautiful ILLUMINATED GLOBES

MAKE ANY HOME MORE LOVELY

SUPERBLY HAND CRAFTED FOR UTMOST ACCURACY

Every Place Name Stands Out Brilliantly Clear



The WINTHROP. More than a valuable reference, this large 12-in. illuminated globe delights everyone with its jewel-like beauty. Map shows 6,410 place names in large type. Numbered half-meridian is richly brass plated. Newly designed base of lustrous, deep-toned solid walnut is styled with classic simplicity. Includes 32-page book of globe uses. Ht. 16¼", wt. 11 lbs.

103F5P1827 ..... Retail 29.95

Same, with 10-in. illuminated globe, highly detailed map. Ideal size for desk or TV set. Ht. 14¾", wt. 8 lbs.

103F6P1400 ..... Retail 22.95

Operates on AC or DC, 110 volts

The FARRAGUT. Combines a dramatic 12-in. "Starlight" illuminated globe with a wonderfully complete 400-pg. atlas. Oceans in deep blue-black contrast with vivid land colors. Chrome plated meridian. Specially designed black and chrome base holds atlas. A globe of exceptional beauty and quality. Ht. 16¾", wt. 15 lbs.

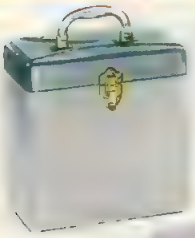
103F7P2234 ..... Retail 36.95

Lyric RECORD CASES AND RACKS

What better way to remember your record collecting friends than with a safe, easy way to file their cherished records! Here in this attractive line by LYRIC, the most famous name in record holders, you'll find a case or rack for every storage need. All-steel constructed for years of use, beautifully finished in handsome decorator colors.

LARGE CAPACITY CARRYING CASE safely stores 75 7 inch records at home or on trips. Strong, light metal construction, deluxe baked wrinkle finish. Red and gray color combination. Fully indexed with embossed dividers for extra record protection, master index card and gummed numbers. Has wide, comfortable plastic handle, brass-plated draw bolt lock. Wt. 4 lbs.

103F20X397..... .....Retail 5.95

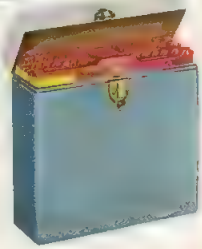


DELUXE CASE FOR 50 10-INCH RECORDS. Of light metal with baked wrinkle finish. Aqua top, gray bottom. Wide plastic handle, brass-plated draw bolt lock. Index includes embossed dividers, index card, gummed numbers. Grand for carrying records along to square dance, parties. Wt. 5 lbs.

103F21X471.....
Retail 7.25

NEW ALL-PURPOSE RACK. Will hold 60 records all sizes and speeds; single, LP's or EP's in jackets. Smartly designed with gleaming brass plating on wire separators; convenient handles, plastic feet. Complete index includes numbering on rack, index card and gummed numbers. Wt. 4 lbs.

103F23X276.. ....Retail 4.25



FOR 12-INCH RECORDS, INCLUDING LP'S IN JACKETS Of strong, light metal construction with handsome baked wrinkle finish. Gray top, aqua bottom. Wide plastic handle, brass-plated draw bolt lock. Indexed for 36 records with master index card, protective embossed dividers, gummed numbers. Keeps valuable LP records dust free; files them in the correct vertical position. Wt. 6¼ lbs.

103F22X497 .....
Retail 7.75

NEW TWO-TIER ALL-PURPOSE RACK. This giant capacity rack will hold 120 records all sizes and speeds; single, LP's or EP's in jackets and in a minimum of space. Handsomely styled in black and brass. Wire separators heavily plated in gleaming brass. Has convenient handles, protective plastic feet. Completes index for instant selection with numbering on each rack, index cards and gummed numbers. Ht. 21", wt. 10 lbs.

103F25X649 .....Retail 9.98

LP AND EP RACK. Holds as many as 60 records in jackets—7, 10 or 12-inch size. Files them safely upright, makes selection quick and easy. Beautifully styled in the contemporary manner. Matte black finish with gleaming brass-plated ends and gold lyre design. Wt. 3 lbs.

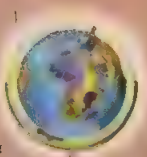
103F24X341 .....Retail 5.25

Replogle HEIRLOOM GLOBES

Beautiful . . luxurious . . and the last word in craftsmanship

The HERITAGE. A proud possession, this greatly detailed, exquisite 12-in. *illuminated* globe rests in a beautiful hand carved and hand rubbed cradle base of rich toned, solid walnut . . . perfectly recreated from an authentic century-old globe mounting. A globe that will win constant admiration for its traditional charm and beauty. With 32-pg. book. Ht. 17", wt. 13 lbs. Ship F.O.B. Ill. Factory

103F9F2025 .....Retail 47.95



The JEFFERSON. Elegant 12-in. *illuminated* globe mounted on a gracefully designed Duncan Phyfe pedestal stand of rich grained, solid walnut; hand carved and hand rubbed. Has brass claw feet. Brass-plated meridian moves in a full circle for easy viewing of any area of the globe. Stands 34¾" high. Lends charm and prestige to any room. Comes with 32-pg. book. Wt. 16 lbs.

103F8F3047.....
Retail 49.95
Shipped F.O.B. Illinois Factory

Maps hand applied for greatest accuracy.

The HAMILTON. Choose this huge 16-in. *illuminated* globe for a lifetime of valuable reference and superb beauty! Over 50-inches around; more than 9000 place names. Rests in a pedestal cradle base of genuine walnut, hand carved and hand rubbed to a warm toned finish. Brass claw feet; movable brass-plated meridian. 32-pg. book included. Ht. 29¾", wt. 38 lbs.

103F10F8540 .....
Retail 140.00
Shipped F.O.B. Illinois Factory

Replogle
WORLD GLOBES

NEW SATELLITE GLOBE

Discover the whole wide world—explore the new wonders of space—enjoy the excitement of travel! Choose a globe for your family or as an important gift! More than a map, a globe is an exact model of the earth itself. Brings new meaning to every world event, makes homework easier for youngsters, wins everyone's admiration for its sparkling beauty. Finely crafted by Replogle, the world's largest globe manufacturer, these accurate, up-to-date globes are exceptionally detailed and readable. Washable maps are beautifully lithographed in ten harmonious, non-fading colors

The COLUMBUS. Large 12-in. globe, highly recommended for school-age children. Washable map shows 6,410 places in large type. Has brass-finished, full meridian for easy location of places. New, modern base has attractive walnut wood grain finish. Comes with 32-pg. book of globe uses and games. Ht. 16", wt. 6 lbs.

549A18-658 Retail **$10.95**

The 'EXPLOREr' Satellite Globe. Track the path of any present or future satellite with this exciting new, large 12-in. globe. Comes with removable orbit ring, miniature satellites and fascinating book "The Story of Earth Satellites," by Dr. Albert Shatzel, director, Chicago's Adler Planetarium. Beautiful new decorator map has soft light-green oceans, vivid land colors; shows 6410 places. *Gyro-Matic* mounting richly plated in antique brass, swings up and down to bring any area into *instant view.* Deluxe 96-pg. book of globe uses and games also included. Ht. 16¼", wt. 6¼ lbs.

549A21-1085 Retail **$17.95**

The MAGELLAN. A favorite Globe and Atlas set in one handy unit. Big 12-in. globe shows 6,410 places in true relationship. New 200-pg. atlas has detailed U.S. and foreign country maps, gazetteer, populations, valuable world information. Fits in specially designed, walnut wood-grain globe base. Brass-finished full meridian. 32-pg. book of globe uses included. Ht. 17", wt. 7½ lbs.

549A19-1034 ..... Retail **$18.95**

Same, with beautiful hand crafted *Illuminated* globe, brilliantly legible place names. Wt. 12 lbs.

549A20-1788 ..... Retail **$28.95**

Every Replogle Globe carries the Parents' Seal of Commendation

The WINTHROP. More than a valuable reference, this large 12-in. illuminated globe delights everyone with its jewel-like beauty. Map shows 6,410 place names in large type. Numbered half-meridian is richly brass plated. Newly designed base of lustrous, deep-toned solid walnut is styled with classic simplicity. Includes 32-page book of globe uses. Ht. 16½", wt. 11 lbs.

549A24-1827 Retail **$29.95**

Same, with 10-in. illuminated globe, highly detailed map. Ideal size for desk or TV set. Ht. 14¼", wt. 8 lbs.

549A23-1480 Retail **$22.95**

Beautiful ILLUMINATED GLOBES

MAKE ANY HOME MORE LOVELY

SUPERBLY HAND CRAFTED FOR UTMOST ACCURACY

Every Place Name Stands Out Brilliantly Clear

Operates on AC or DC, 110 volts

The PARKRIDGE Combines a dramatic 12-in. "Starlight" illuminated globe with a wonderfully complete 400-pg. atlas. Oceans in deep blue-black contrast with vivid land colors. Chrome plated meridian. Specially designed black and chrome base holds atlas. A globe of exceptional beauty and quality. Ht. 16¼", wt. 16 lbs.

549A26-2254 .... Retail **$36.95**

Lyric

RECORD CASES AND RACKS

What better way to remember your record collecting friends than with a safe, easy way to file their cherished records! Here in the attractive line by LYRIC, the most famous name in record holders, you'll find a case or rack for every storage need. All-steel constructed for years of use, beautifully finished in handsome decorator colors

LARGE CAPACITY CARRYING CASE safely stores 75 7-inch records at home or on trips. Strong, light metal construction dulcac baked wrinkle finish. Red and gray color combination. Fully indexed with embossed dividers for extra record protection, master index card and gummed numbers. Has wide, comfortable plastic handle, brass-plated draw bolt lock. Wt. 4 lbs.

549A35-387 .... Retail $5.95

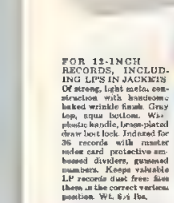
DELUXE CASE FOR 50 12-INCH RECORDS. Of light metal with baked wrinkle finish. Aqua top, gray bottom. With plastic handle, brass-plated draw bolt lock. Index includes embossed dividers, index card, gummed numbers. Grand for carrying records along to square dance parties. Wt. 5 lbs.

549A36 471 . . . .

Retail $7.25

NEW ALL PURPOSE RACK Will hold 60 records all sizes and speeds; single, LP's or EP's in jackets and in a minimum of space. Handsomely styled in black and brass. Has convenient handles, protective plastic feet. Complete index for instant selection with numbering on rack, index cards and gummed numbers. Ht. 21", wt. 10 lbs.

549A34 648 . . . . . Retail $8.98



FOR 12-INCH RECORDS, INCLUDING LP'S IN JACKETS Of strong, light metal construction with handsome baked wrinkle finish. Gray top, aqua bottom. Has plastic handle, brass-plated draw bolt lock. Indexed for 36 records with master index card protective embossed dividers, gummed numbers. Keeps valuable LP records dust free. Keeps them in the correct vertical position. Wt. 6.4 lbs.

549A37 497

Retail $7.75

LP AND EP RACK. Holds as many as 60 records in jackets—7, 10 or 12-inch size. Files them safely upright, makes selection quick and easy. Rests fully on the [illegible] Has [illegible] finish in gold tyre design. Wt. 3 lbs.

549A32 341 Retail $3.25

Replogle

HEIRLOOM GLOBES

Beautiful . . luxurious . . and the last word in craftsmanship

The HERITAGE. A proud possession, this greatly detailed, exquisite 12-in. *Illuminated* globe rests in a beautiful hand carved and hand rubbed cradle base of rich toned, soft [illegible] created from an authentic century-old globe mounting. A globe that will win constant admiration for its traditional charm and beauty. With 8 in. book. Ht. 17", wt. 33 lbs.

549A38-2925. .

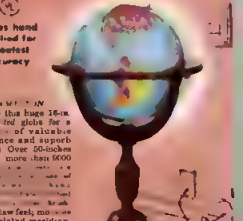
Retail $47.95

The PEERLESS. Elegant 12-in. *Illuminated* globe mounted on a gracefully designed Duncan Phyfe pedestal stand of rich grained, solid walnut; hand carved and hand rubbed. Has brass claw feet. Brass-plated meridian moves in a full circle for easy viewing of any area of the globe. Stands 34½" high lends charm and [illegible] Wt. 16 lbs.

549A27 3047. . .

Retail $49.95

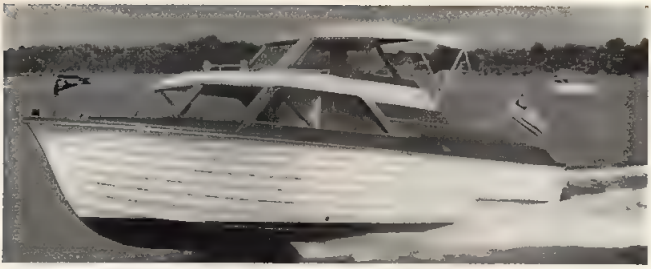
Maps hand applied for greatest accuracy



The [illegible] EDITION Chosen the huge 16-in. [illegible] globe for a life [illegible] of valuable reference and superb beauty. Over 50-inches around more than 9000 [illegible] Brass claw feet; [illegible] brass-plated meridian 32-pg book included Ht. 39½", wt. 36 lbs.

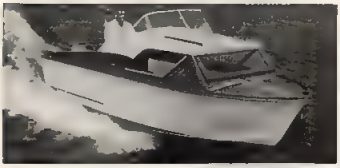
D549A28 8540

Retail $140.00



23' EXPRESS CRUISER: Inboard and outboard. Length 23', Beam 8'. Draft Inboard 24", Outboard 12". Speeds to 35 mph. Standard equipment includes 30-gallon gas tank, 15-gallon water tank, insulated ice box, 2-burner stove, enclosed head with wash basin, interior and navigation lights, two large bunks, boarding ladder, dining table, pilot seat, convertible top, side curtains, cockpit cover and much more.

REVELINE SKIFFS—your best buy in '59

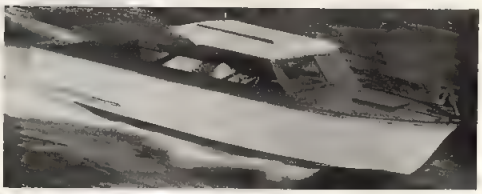


The Reveline string of outboards and inboards are completely new for '59! You will marvel at how far your boating dollar stretches for Reveline Skiffs come completely equipped including all steering gear, interior accessories, etc., plus loads of other equipment usually considered "extra" on other boats.

All hulls have full-length planking made leak-free through the use of a special compound between strakes. Quality workmanship is assured throughout

Don't wait! See your Revel Craft Dealer today!

ABOVE 18' CRUISETTE SKIFF: Outboard Length 18', Beam 81", Draft 16". Equipment includes two bunks cushions, toilet, ice chest, ventilating windshield, pilot seat transom seat, self-draining motor well, all hardware, wrap-around windshield side curtains, cockpit cover. **ALL FOR ONLY $1995.00.** Also available as a convertible utility skiff



RIGHT: 23' HARDTOP SKIFF: Dimensions same as the Express cruiser Included equipment: 30-gal gas tank two bunks with cushions marine toilet, upholstered side panels and pilot and companion seats, side curtains cockpit cover, opening windshield Also available as a convertible skiff

LEFT. 16' CONVERTIBLE: Length 18', Beam 7.' Draft 8", weight 550.# Standard equipment. Wood-framed opening windshield. Deluxe convertible top, Full length windowed side curtains Self bailer, all hardware. **ALL FOR ONLY $695.00.**

See the Reveline Skiffs at the New York Boat Show— Booths D 146-152

DEALERS Our expanded plant facilities and production have enabled us to open new, exclusive territories. Write today for full details on this "sell-out" line

Builders of a complete line of inboard and outboard craft—16' and up.

Revel Craft MANUFACTURING COMPANY P. O. BOX 20, ARNOLD, MARYLAND

23' EXPRESS CRUISER: Inboard and outboard. Length 23', Beam 8', Draft Inboard 24", Outboard 12". Speeds to 35 mph. Standard equipment includes: 30-gallon gas tank, 15-gallon water tank, insulated ice box, 2 burner stove, enclosed head with wash basin, interior and navigation lights, two large bunks, boarding ladder, dining table, pilot seat, convertible top, side curtains, cockpit cover and much more

REVELINE SKIFFS—your best buy in '59

The Reveline string of outboards and inboards are completely new for '59! You will marvel at how far your boating dollar stretches for Reveline Skiffs come completely equipped including all steering gear, interior accessories, etc., plus loads of other equipment usually considered "extra" on other boats.

All hulls have full length planking made leak-free through the use of a special compound between strakes. Quality workmanship is assured throughout.

Don't wait! See your Revel Craft Dealer today!

ABOVE **18 CRUISETTE SKIFF:** Outboard Length 18', Beam 81" Draft 10" Equipment includes two bunks cushions, toilet, ice chest, ventilating windshield, pilot seat transom seat, self-draining motor well, all hardware wrap-around windshield side curtains, cockpit cover . . . **ALL FOR ONLY $1995.00.** Also available as a convertible utility skiff

RIGHT: **23 HARDTOP SKIFF** Dimensions same as the Express cruiser Included equipment: 30-gal gas tank two bunks with cushions marine toilet upholstered side panels and pilot and companion seats, side curtains, cockpit cover, opening windshield Also available as a convertible [illegible]

LEFT **16' CONVERTIBLE:** Length 16', Beam 71" Draft 6", weight 550# Standard equipment Wood-framed opening windshield. Deluxe convertible top, Full length, windowed side curtains Self-bailer all hardware. **ALL FOR ONLY $895.00**

See the Reveline Skiffs at the New York Boat Show— Booths D 148-153

DEALERS: Our expanded plant facilities and production have enabled us to open new, exclusive territories. Write today for full details on this "sell-out" line

Builders of a complete line of inboard and outboard craft—16' and up.

Revel Craft MANUFACTURING COMPANY P. O. BOX 20, ARNOLD, MARYLAND

We're 10½-inch Miniatures..Just Right to Dress

Little Miss **Revlon** $2.82 10½ inch Doll only

Ⓐ Shapely grownup as pretty as the models in fashion magazines. She has jointed legs and turning waist so she can sit alone and pose. It's fun to comb, brush, and set her rooted saran hair. Vinyl plastic head and arms. "Magic touch" body of firm vinyl feels like real skin. Painted fingernails, toenails. *Please state pony tail or bobbed hair style.*

49 N 3076—Doll with bra, panty girdle, shoes, earrings. Shpg. wt. 1 lb. $2.82

Clothing for Miss Revlon. High style, nicely made. Shpg. wt. each 8 oz.

(B) 49 N 3973—2-piece Pajamas. Cotton with lace trim, snap closure. 88c
(C) 49 N 3974 Print Dress. Cotton piqué with bracelet effect. Snaps. 88c
(D) 49 N 3975—Striped Dress. Cotton, full skirt lace-trimmed panties. 1.37
(E) 49 N 3979—Toreador Outfit. Cotton blouse, velvet pants, sash, shoes. 2.29
49 N 3264—Accessories (not shown). 2 pair hose, 2 pair high heel shoes. 88c
(F) 49 N 3978 Ballerina Outfit. Rayon taffeta trimmed with metallic thread and net. Shoes, and flower spray for hair. Snap closure. 1.79
(G) 49 N 3976—Rain Outfit. Water-repellent plastic coat and hood, corduroy lined. Matching handbag and belt. Clear plastic boots. 1.37
(H) 49 N 3977—Evening Coat. Full cut. Fluffy cotton and rayon fleece. 1.79

Glamorous **Toni** Doll $2.82 10½ inch Doll only

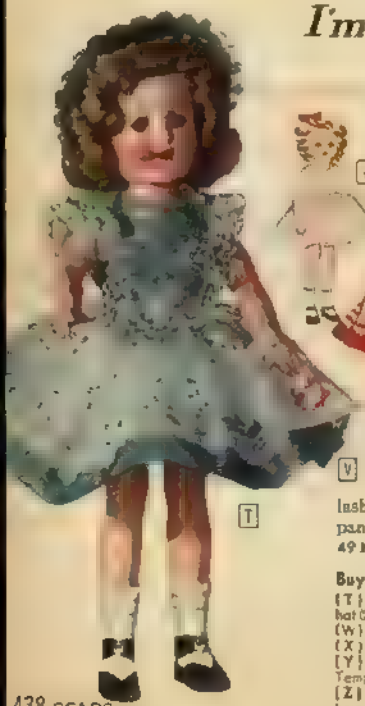
Ⓙ Full figured vinyl doll with soft bisque finish. Jointed arms, legs, turning head. Lashed moving eyes. Rooted saran hair you can comb, brush, set. In fashionable undies, high heel shoes. For play wave set see below.

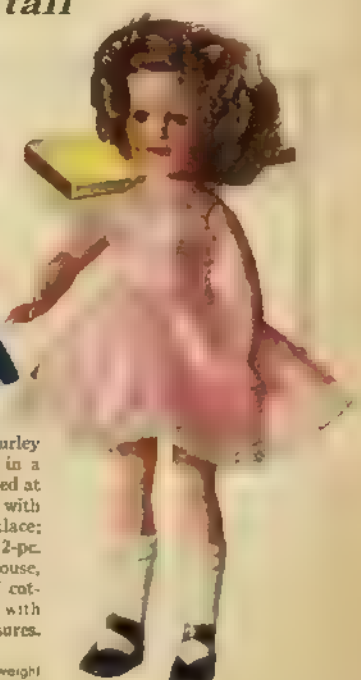
49 N 3912—Shipping weight 1 pound. $2.82
49 N 3913—*Play Wave Kit* (not shown). Includes solution, squeeze bottle, applicator, curlers, comb, brush and make-up cape. Shpg. wt. 8 oz. 89c

Clothing for 10½-inch Toni Doll. Exquisite detail. Shpg. wt. each 8 oz.

(K) 49 N 3958—Tea Time. Rayon taffeta dress, straw hat, long hose, shoes. $1.87
(L) 49 N 3959 Stewardess. Blue cotton tailored suit, matching hat. Hand bag, shoes. 1.87
(M) 49 N 3960 Coat and Hat. Felt coat, straw hat, kerchief, long hose, shoes. .. 2.37
(N) 49 N 3961 High Society. Taffeta bell-shaped harem skirt dress, pearl hair band, long hose, high heel shoes. High style for Toni's partying. 2.37
(P) 49 N 3962 Bon Soir. Glamorous nylon ensemble: sheer nighty, lace trimmed negligee, "jewelled" slippers. 2.83
(R) 49 N 3963—Suburbanite. Plastic car-coat, corduroy hood, slack suit, shoes. 2.83
(S) 49 N 3964—Romance. Satin formal dress in the new chemise style, lined with taffeta. Genuine Ranch Mink stole. Rope of "pearls," long hose, shoes. 3.79

I'm SHIRLEY TEMPLE..12-inches tall





Ⓥ **12-inch Shirley Temple Doll.** All vinyl with jointed arms and legs, turning head, rooted Saran hair and lashed moving eyes. Dressed in rayon taffeta slip, matching panties, socks, patent leather shoes. Hair bow. Wt. 1 lb.

49 N 3938—Doll as described above only. $3.77

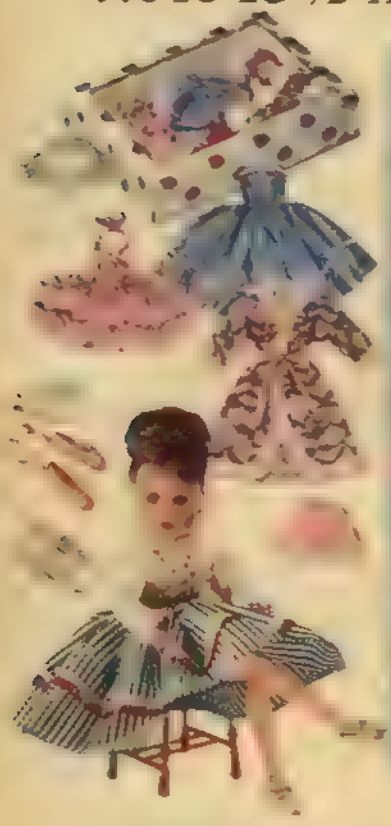
Buy Shirley's wardrobe below. Shipping weight each 8 oz.

(T) 49 N 3969 Nylon Party Dress. Attached slip, panties. "Straw" hat (2 hat plan), pocketbook. Doll not included. See 49N3938 above. $2.87
(W) 49 N 3965 2-piece cotton pajamas, ribbon for hair. 1.37
(X) 49 N 3968—Pedal Pushers, shirt, belt, sunglasses, ribbon. 2.39
(Y) 49 N 3966—Cotton piqué dress. Attached slip, panties. Shirley Temple pocketbook. Matching hair ribbon. $1.79
(Z) 49 N 3967—Jumper Dress, attached cotton blouse, slip, panties, hair ribbon. Shirley Temple pocketbook. $1.79

Complete Outfit.. 12-inch Shirley Temple Doll with 4 outfits in a gift box. Same doll as described at left. Includes: cotton dress with cotton panties, "pearl" necklace; soft fleecy coat, "straw" hat; 2-pc. cotton pajama set; 3-pc. blouse, shorts and skirt ensemble of cotton. All outfits highly styled with careful detailing, snap closures. Buy extra outfits at left.

49 N 3950—Doll outfit. Shipping weight 2 pounds 12 ounces. $9.97

We're 10½-in. Miniature Dolls..All with Wardrobes



10½-in. Doll with Big Wardrobe $5.79

10½-in. Bride with Extra Outfits $4.89

10½-in. Bride with Trousseau and Trunk $7.79

Grown-up Doll of hard plastic with turning soft vinyl head. Fully jointed, turns at waist. Rooted Saran hair, lashed eyes. Wears cotton blouse, rayon taffeta skirt, half slip, panties, high heels. Wardrobe: cotton housecoat, rayon taffeta party dress, rayon satin ballerina costume, vinyl slippers, bra, panties, "straw" picture hat, simulated pearl earrings, necklace, plastic handbag, nylons. Gift boxed.

49 N 3946—Shipping weight 2 lbs. $5.79

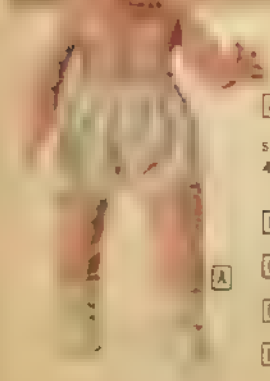
Lovely bride with full formed body. All-vinyl plastic doll has jointed arms and lifelike turning head. Rooted chromspun hair; long lashed moving glassene eyes. Wears puffed-sleeve rayon taffeta wedding gown with metallic sparked net overskirt and lace trim, matching headband has a flowing net veil; high heel shoes, cotton panties. Wardrobe includes lace-trimmed nylon party dress with ribbon, lace-trimmed cotton dress with loop design, 2-piece cotton playsuit has checked [illegible] contrasting slacks. In gift box.

49 N 3944—Shipping weight 1 lb. 6 oz. $4.89

June Bride [illegible] many pretty poses because her all-vinyl body has jointed arms, legs; turns at head and waist. Rooted acetate hair. Long-lashed moving glassene eyes. Lace-trimmed wedding gown of rayon taffeta has full nylon overskirt, lacy bodice. Flowered headband, net veil simulated pearl earrings, panties, high heels, nosegay. Trousseau: iridescent rayon taffeta party dress with nylon collar, rosette; matching "straw" hat; strapless gown has metallic lame-type bodice, a rayon taffeta underskirt topped by metallic sparked nylon; lace-trimmed nylon negligee; rayon ballerina costume, net tutu, vinyl slippers, bra, 4 plastic hangers. Fiberboard trunk, 12⅜x6¹₃₂x6½ has hanging bracket for trousseau; sliding cardboard drawer. Snap latch, metal hinges, plastic carrying handle.

49 N 3275—Bride with trousseau and trunk. Shipping weight [illegible] pounds. $7.79

49 N 3277—Bride in wedding outfit only. Shipping weight [illegible] ounces. 3.79



I'm Fluffy . . 11 inches tall

A Washable vinyl plastic body! Rooted Saran hair! Jointed arms and legs. With panties, socks, shoes. Order clothes separately below.

49 N 3565—11-inch doll only. Shpg. wt. 1 lb. $2.69

Clothing only . . to fit "FLUFFY". Wt. each 8 oz.

B 49 N 3381—2-piece Cotton Sleeper. Elasticized waist, enclosed feet, ducking design on front. 89c

C 49 N 3382—Cotton print Dress and Organdy Pinafore. Bow at back. Matching hat and panties. . . $2.79

D 49 N 3380—Printed Cotton Sunsuit Dress. Rickrack and ribbon trim, matching panties. 89c

E 49 N 3383—Coat, Hat and Muff. Soft pile Rayon plush. Wrist strap on muff, chin strap on hat. $2.79

Happi-Time 7½-inch Collector's Miniatures

Beautiful dolls with exquisite features made of practically unbreakable plastic with nylon hair wigs, jointed arms and head. They all stand alone, dressed in gorgeous finery. Dresses, half slips, panties. 7½ inches tall, lashed glassene eyes that close for sleep. Shipping weight each 12 ounces.

(F) 49N3105—Miss Christmas. Maroon rayon satin gown; hooded cape. Fake fur trim. $1.69

(G) 49N3106—Nun. Rayon taffeta habit. Crucifix, imported Italian Rosary. No hair . . 1.69

H 49 N 3101—Bride. Bouffant white rayon satin gown has lovely lace trim. Flowing net veil. Bedizened bouquet. $1.69

49 N 3102—Bridegroom (not shown). Trousers, tails, high hat. Painted hair. 1.49

49 N 3094—Revolving Swiss Music Box (not shown). For 7½ inch dolls. Plastic 4-inch base. Turntable revolves playing merry tune. Shipping weight 12 ounces. $1.79

TYPICAL BOATS BUILT RECENTLY TO RHODES DESIGNS

"IDLER" CLASS
25'0" x 20'8" x 8'0" x 3'10"

"WONDERBAR"
40'0" x 31'0" x 12'6" x 4'0"

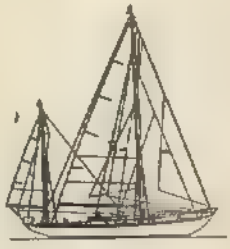
"TRUANT"
30'4" x 24'0" x 8'10" x 4'9"

MARINER CLASS SLOOPS
36'0" x 24'0" x 9'3" x 5'3"

"FIRANDE"
38'6" x 28'6" x 9'10" x 5'9"

SKYWAVE
43'0" x 29'0" x 11'3" x 4'7"

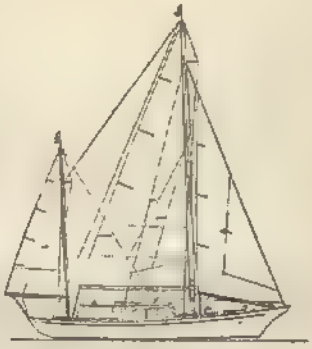
44 FT. OFFSHORE CRUISERS
44'0" x 40'0" x 13'1" x 4'6"



CLED IV
42'3" x 29'0" x 10'6" x 6'0"

"NASTY" SLOOPS
45'0" x 32'0" x 11'9" x 5'0"

"CIBOLA"
60'0" x 42'0" x 15'4½" x 5'6"



"LA BELLE SOLE"
64'0" x 47'6" x 17'4" x 5'6"

BAR-L-RICK
90'0" x 73'0" x 21'6" x 6'0"

"KAMALII"
75'3" x 54'0" x 18'2" x 9'0"

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NAVAL ARCHITECTS MARINE ENGINEERS

STOKES BRAND NEW INBOARD MARINE ENGINES AT SENSATIONAL LOW, LOW PRICES

LOOK at THE LOW, LOW PRICES OF THESE BRAND NEW CONVERSIONS:

75 HP STOKES Lightning WILLYS 6

World renowned Willys engines brand new blocks converted with all new marine parts, starter generator, distributor, coil fuel pump, carburetor, reverse gear etc. For salt or fresh water. Complete—ready to install

Only $395.00

275 HP PACKARD CLIPPER

Brand new Packard V-8 OHV engines—fully marine converted by Stokes with dependable all new parts. Suited for salt or fresh water use. Choice of reverse gears. Complete ready to install.

$895.00

170 HP HUDSON HORNET 6

First offering of this famous American Motors engine for marine use. New blocks and all new, quality marine components and parts and eng. motor at a truly incomparable price. Suited for salt or fresh water use. Complete at only

$595.00

126 HP HUDSON WASP 6

Another proven American Motors engine, quality converted by Stokes. Offers real power, economy, dependability. Brand new block and marine parts complete in every detail. Ready to install—only

$495.00

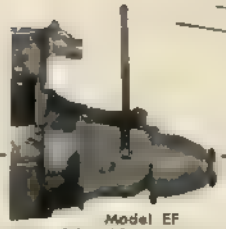
FREE CATALOG— Listing new, used and rebuilt marine engines of all makes, new and used boats, the economical Stokes Conversion Kits and Reverse Gears for nearly popular engines. Send for your Catalog now

STOKES MARINE SUPPLY CO.

Address: DEPT. D COLDWATER, MICHIGAN

FINGERTIP MANEUVERABILITY ... with plenty of

"The CAPITOL"



Model EF

Features full 360° reverse. Easy to shift. Easy to control. 1½ to 1 and 2 to 1 reduction ratios available. The ideal gear for most popular engines.

MODEL 2HE

Reverse and Reduction Gear. Full forward and full reverse for gas engines to 250 H.P. at 4000 R.P.M. and diesel engines to 150 H.P. at 1,000 R.P.M. Available with reduction gears 1½ to 1, 2 to 1, 3 to 1 and 4 to 1

REVERSE AND REDUCTION GEARS let you ENJOY the fun of carefree cruising!

Discover the thrill of greater maneuverability . . . new ease of handling . . . and smoother performance right from the start. Every ride is a luxury ride when you have a dependable "Capitol" Gear on your craft. Choose the gear thousands of others have chosen for greater pleasure and satisfaction.

Write for complete details today!

CAPITOL GEARS

AUTO ENGINE WORKS, Inc.

331 NO. HAMLINE AVENUE

ST. PAUL 4, MINNESOTA

PENN YAN SMALL BOATS

The 16′ Penn Yan Baltic model, powered by Mercury.

A squadron of five new clinker-built models is presented by Penn Yan Boats, Inc., Penn Yan, N. Y. The Coquette 14 is 13′ 2″ long with a 68″ beam. Finished with ice-blue topsides and bronze bottom, this boat will handle 40-hp motors. The Niagara is 16′ 2″ long with a 70″ beam and has a 50 hp rating. The Baltic 16 is 16′ 6″ in length with a 74″ beam. It has a bronze bottom finish and green topsides. Power rating is 65 hp. All three are available in a Hi-Style series featuring clipper bows, mahogany plywood decks, and molded toe-rails.

The Magellan is 18′ long and has a beam of 80″. It offers mahogany rails, ventilating wood frame windshield, V-bottom, and lifting rings. Power rating is 80 hp; construction includes Vulcanile bonded planks. The Allseas flagship model is 20′ long, 95″ in beam, and is rated for 100 hp. Standard equipment includes wood frame ventilating windshield, and walk-thru bow seat and backs. This model has a bronze bottom finish and white topsides with a mahogany bow deck. An Allseas equipped with shelter cabin, bunks, and marine toilet forward is also available.

Continuing models include the Cartop boats in 12′ and 14′ sizes; the 14′ Trailboats and 8′, 9′, and 10′ Yachtsman dinghies of heavy Plaston construction; and the 7′, 8′, and 9′ Aerodinghies in light Plaston. In addition, canoes ranging from 14′ to 18′ are offered in heavy Plaston and oak, as well as a line of plywood boats featuring bronze fastenings with Vulcanile bonding, available in 12′, 14′, and 16′ styles.

☆ ☆ ☆

ESSINGTON YACHT YARD

The Essington Yacht Yard, Essington, Pa., starts its 50th year of service. Capable of handling all craft from outboards to large yachts, the Essington Yard features new covered sheds, with individual berths. The marine store offers a variety of paints, hardware, and accessories, including RCA radios, Chrysler marine engines, Suburban Gas, Gulf products, and Johnson outboards.

The sales and brokerage division introduces this year the new Playmate series of 31′, 34′, and 40′ boats. Regularly handled by this division are Wheelers, outboard and inboard Trojans, and Penn Yan boats.

FLORIDA WATERFRONT HOMESITES

Waterfront homesites in Golden Isles, situated midway between Fort Lauderdale and Miami Beach, are offered by Layne Inc., of Florida, 410 E. Beach Blvd., Hallandale, Fla. Each lot in the community has its own footage on a canal, and is accessible from the Intracoastal Waterway or the Atlantic Ocean. Canals 120′ wide accommodate ocean-going yachts, and uniform seawalls protect each island where utilities and paved streets are already installed.

AIR FORCE SURPLUS SEXTANTS

The Esse Radio Company, 42 W. South Street, Indianapolis, Ind., offers surplus Air Force bubble type sextants for yachtsmen. Compass checks and exact positions are readily available with this instrument. Weight is eleven pounds. Prepaid shipment will be made.

The Pipe Tools with FAST Turnover!

RIDGID's

...the line that's

Pre-Sold

by Millions of Advertisements this Year!

Your customers are seeing RIDGID Pipe Tool color ads in leading farm papers, Popular Mechanics and scores of the trade papers they read. Stock and display these 8 popular RIDGID's and you cash in on this wide-spread pre-selling!

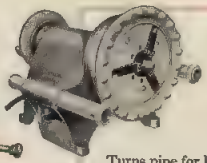
Your Wholesaler has them . . . order your stock today.

Earn More Profits from your Custom Pipe Service with an extra-efficient RIDGID Pipe Machine or Power Drive

RIDGID 535 Pipe and Bolt Threading Machine

Cuts, threads, reams fast and easy. Turns your pipe scrap into threaded nipples. New Speed Chuck, other exclusive features.

½" to 2". Complete package $460.00



RIDGID 300 Power Drive

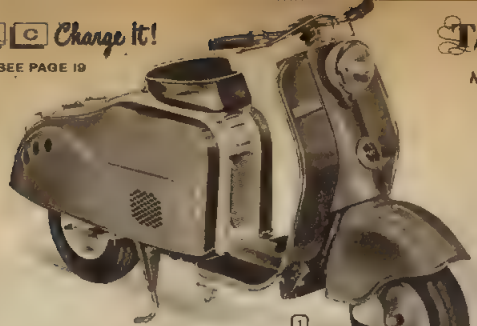
Turns pipe for hand cutters, threaders, reamers—saves time and work in your pipe service department. Speed Chuck, other efficient advantages . . . all for a new low price.

The Ridge Tool Company, Elyria, Ohio, U.S.A.

Mention Hardware Age When Writing

W R C Charge It!

SEE PAGE 19



The Waikiki

MERRIEST GIFT OF ALL

- ★ **Jet-Age Styling** Designed for today
- ★ **Automatic Transmission** No gear shifting
- ★ **Exclusive Coil Suspension** Comfortable Ride
- ★ **Up to 110 Miles Per Gallon** 4-cycle, 4.9 HP Engine

License Information
Many States issue special scooter licenses; others require auto driver's license. Check local laws before ordering.

See "The Nassau"—Riverside's Best, in Wards Fall General Catalog . . . the ONLY motor scooter built with an overhead valve engine just like modern cars.

1

$15 Mo.
Cash $329.95

The Family Gift... A motor scooter!

1 **The Waikiki—Merriest Gift Of All.** Year 'round motor scooter fun for the entire family. Drive to work, to school, to the store—it's just like having a second car! A perfect combination of styling, performance and safety . . . the ideal family gift. Easy to drive, fun to own, economical to use—great in city or country.

Jet-Age Styling . . . gets admiring glances wherever you go. Beautiful Red and White enamel finish with Chromed handle bars. Precision-built, **4.9 HP, 4-cycle engine** for extra long life—mile upon mile of trouble-free, dependable service. Powerful engine easily **Maintains Speeds Up To 45 MPH.** Amazing economy, costs just pennies per trip to operate—**Up to 110 Miles on Every Gallon of Gas.** Fully automatic transmission selects correct driving speed-ratio at all speeds . . . **Never any Shifting,** takes the work out of driving and lets you keep your eyes on the road all the time for greater safety.

Specifications: L-Head engine; excellent acceleration. Automatic transmission. Front and rear suspension. Ignition lock. Sealed beam headlamp. Combination tail-and-stop lamp. Air filter. Front and rear wheel brakes. Electric horn. 4-ply 4.00x8 tires. Shipping weight 350 lbs.
61 W 14014 R—$33 Down on Terms.....or Cash $329.95

Windshield for Waikiki. Clamps on handlebars. Protects against wind and rain. Clear plastic with tinted apron.
61 W 14028—Instructions incl. Ship. wt. 3 lbs.....$13.95

Luggage Box for Waikiki. Mounts on rear. Doubles as a buddy seat. Holds tools, books, lunch, etc.
61 W 14064—Ship. wt. 15 lbs..... $18.95

$12 Mo.
Cash $174.50

2

Riverside Mo-Ped . . . Proven Best By Test

2 **Built In France by one of the World's Best-known Mo-Ped Manufacturers.** It's the lowest cost fully motorized transportation available. Rated TOPS in performance, economy, riding comfort, operating ease. Deluxe foot shields for safety, comfort, styling.

Automatic Transmission with variable clutch is safer in traffic. Never any complex shifting to distract driver.

Up to 150 Miles Per Gallon of gasoline . . . costs just pennies per trip. 2-HP, 2-cycle air-cooled engine gives speeds to 30 MPH.

Look At All These Deluxe Features! Front and rear shock absorbers. Front and rear expanding auto-type brakes. 5-inch 2-beam headlamp. Speedometer. Stop-Tail lamp. Large electric horn. Heavy-duty flywheel magneto. Luggage rack. Chrome exhaust pipe. 2 gasoline filters. Handle bar lock. Tool kit and steel tool box. License bracket. Vinyl saddle. Rich gray enamel finish. 2.00x23-in. balloon cushion tires. Wards stocks all repair parts; list available upon request. Ship. wt. 125 lbs.
61 W 14007 R—Only $17.50 Down on Terms....or Cash $174.50

Riverside Junior Fun Car

3

For Boys and Girls 7 to 70

3 **America's Newest Sport Sensation**—Gives all the thrills and excitement of "big car" driving. A real family hobby . . . Designed for all the excitement for young and old.

Completely Assembled Ready to Drive. Equipped with the world famous Clinton 4 cycle 2½ HP gas engine with recoil starter. Foot operated gas pedal. Foot pedal to operate positive stopping disc-type brake.

Fully Automatic—Centrifugal clutch engages just like the automatic transmission on regular automobiles. Easy for even the youngest drivers to operate—always smooth starts; never any complex gear shifting.

All Welded One-Piece Frame. Puncture proof tires. Ball bearing wheels. Hidden control-setting lets parents limit speed. Guard on drive mechanism. Comfortable seat.

Note: Not for use on public streets or highways.
61 W 13300R—Ship. wt. 124 lbs. $18.00 Dn. or Cash $177.00

Use Your Credit For Gift Giving—See Page 269.

25' EXPRESS with sleek one-piece top. Twin engines to 370 hp. Sleeps 4.

35' EXPRESS with new wider 12' beam. Twin engines to 550 hp. Sleeps 6.

52' MOTOR YACHT with huge main salon, 3 staterooms and galley. Sleeps 10.

everything's new
25' to 52'

ROAMER STEEL BOATS

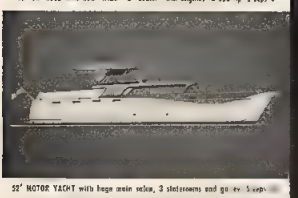
Roamer's '59 fleet just docked at your dealer's with its finest, most complete line and a host of "new's". New pace-setting styling that's the talk of the marinas. New hull designs offer more speed and even greater riding qualities. Wider beams add amazing roominess topside and below, interiors are newly color-styled. More news — Roamer is the first line of cruisers completely protected from corrosion by the new CAPAC Automatic Corrosion Eliminator. And always, Roamer's matchless steel hull — rugged, smooth-riding and safe!

ROAMER STEEL BOATS
215 Lakewood Blvd. Holland, Michigan
DIVISION OF CHRIS-CRAFT CORPORATION

SEND FOR THE '59 ROAMER FOLDER
It's packed with information on exciting new models.

25' EXPRESS with sleek one-piece top. Twin engines to 370 hp. Sleeps 4

35' EXPRESS with new wide 12' beam. Twin engines to 300 hp. Sleeps 6



52' MOTOR YACHT with huge main salon, 3 staterooms and galley. Sleeps

everything's new
25' to 52'

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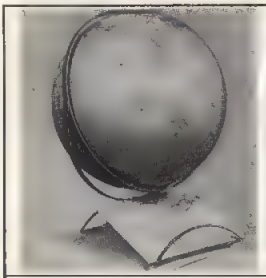


DATE	ON HAND	ORDER
	1	
TOTAL		
LAY AWAY		

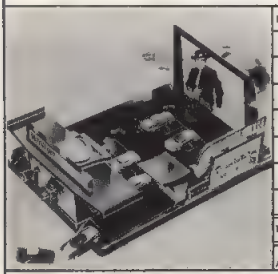
☐ **No. 1213 RAND McNALLY GLOBE (1) $10.00**

12 inch globe which combines accuracy and beauty. On brass plated wire base with globe revolving within a marked meridian scale. Complete with large 52x34 inch 6-color wall map.

DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

☐ **No. 602 ROBERTA DOLL CO.**
18 INCH INFANT BABY IN BLANKET (24). . . $5.00

All vinyl infant baby with new-born character head, moving eyes, and lashes, Coo Voice. Bendy wire in legs. Dressed in Pink receiving blanket bound with satin ribbon, flannel kimona and rayon booties. Individually boxed.



DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

☐ **No. 303 REMCO INDUSTRIES**
MOVIE-LAND DRIVE-IN THEATRE (6) $6.00

Made of high-impact plastic. Parking lot holds 6 cars (included), projection booth contains battery-operated projector. Giant screen, marquee, ticket window. Measure 13⅞ x 9½ x 6¼ inches. 2 "D" Batteries-not included. Individually boxed.

DATE	ON HAND	ORDER
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LAY AWAY		

☐ **No. 1211 ROBERTA DOLL CO.**
14 INCH DRINK 'N WET DOLL (24) $4.00

Fully jointed, 5-piece body with vinyl head, moving glassine eyes and lashes. With nursing bottle. Dressed in knitted 3-piece sweater, panty and hat ensemble with booties. All ribbon tied. Colors Pink and White, Blue and White. Individually boxed.

DATE	ON HAND	ORDER
	1	
TOTAL		
LAY AWAY		

☐ ★ **No. 707 REMCO INDUSTRIES**
ELECTRONIC FALCON (12) $3.00

A real flying airplane that loops, dives and does figure 8's. Attached to battery case by cable. 3 "D" batteries not included.

DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

☐ ★ **No. 5931 RUSHTON 4-CHARACTER**
ASSORTMENT (12) $3.00

Assortment consisting of 4 adorable characters "Hoo-o-ty" the Owl; "Stinky" the Skunk; "Chippy" the Chipmunk and "Cheesy" the mouse. With vinyl faces. Rayon plush, cotton stuffed.

DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

☐ **No. 2206 PRESSMAN TOY**
SEW-JI WALL PANEL SET (12) $2.00

Silk oriental wall panel printed in 10 colors, size 16 x 24. Complete with wood scrolls and silken cord. 2 subjects per box. Includes all embroidery accessories. In cellophane window box.

DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

☐ **No. 18 RADIO STEEL FLYER WAGON (1)**

Seminole Red Body, size 36 x 17½ x 4½ inches with broad roll-under flange. Double disc wheels 10 x 1.75 inches, semi-pneumatic and puncture proof tires. Graphite bearings that never need oiling. Packed in 3 color self-service carton.

DATE	ON HAND	ORDER
	3	
TOTAL		
LAY AWAY		

☐ **★ No. 2253 PRESSMAN TOY**
CHINESE CHECKERS IN METAL CASE (12) . . $2.00

An all-metal carrying case; Chinese Checkers on one side, checkers on other. Complete with 60 colored marbles and checkers in plastic compartment. Size 16 x 16 x 1½ inches.

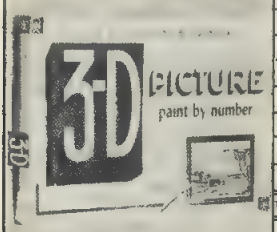
DATE	ON HAND	ORDER
	3	
TOTAL		
LAY AWAY		

☐ **No. PD 259 RAINBOW CRAFTS**
PLAY-DOH FOUR PAK (12) $1.00

Four cans of modeling dough in Red, Yellow, Blue and White. Non toxic, won't stain furniture, clothing or hands.

☐ **★ No. W656 WOOD-DOH MODELING COMPOUND (12) $1.00**

Brand new modeling compound, lots of fun.



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TOTAL		
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☐ **No. 3303 PRESSMAN TOY**
3-D PAINT BY NUMBER SET (6) $3.00

Three clear pieces of plastic, numbered for "paint by number", placed each behind the other in plastic framed shadow box give 3 dimensional effect. Size 18 x 12 x 2 inches. Three subjects per carton. All essentials included.

DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

☐ **No. MJ 100 RAINBOW CRAFTS**
MAGNAJECTOR (6) $8.00

A lightweight, portable projector capable of enlarging small illustrations to large blow-ups of 4 feet. Equipped with 6-ft. cord, 60 watt bulb and can be used on any 110 or 115 volt outlet. In attractive display box.

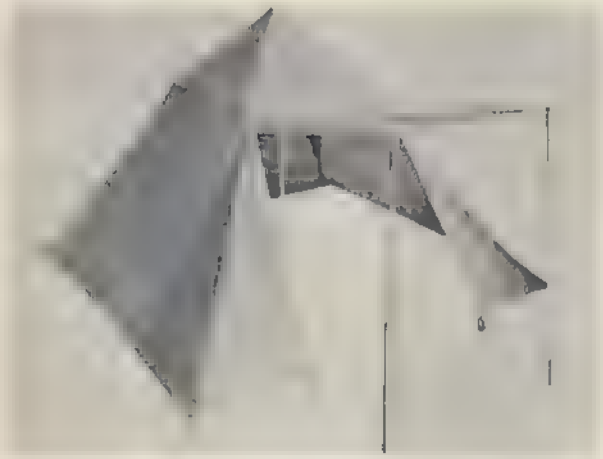
Kiddies' Sand Boxes

Ⓐ **Sunshine Sand Box.** Smoothly finished wood with braced steel bottom. Brightly painted and stenciled with gay designs. Adjustable 26x40" canopy. Can be lowered to form cover. Height 39". Sand box size 29x36". Ship. wt. 30 lbs. Shipped KD from Chicago stock.

P25N260—797.....RETAIL **$12.95**

Ⓑ **Amsco "Sand-E-Wade" with canopy.** An all steel [illegible] sandbox [illegible], with steel [illegible] and vinyl canopy. One-piece [illegible] 22 gauge steel [illegible], complete with drain and plug. Baked enamel finish in white and turquoise. Two wooden seats attached to box. Canopy is striped white and turquoise—made of embossed vinyl. Complete with pegs for attaching canopy to ground to make combination sandbox and tent. Assembled size: 41¾" high, 39" wide, 41" long. Ship. wt. 38 lbs. From Chicago Stock.

P25N261-1235.....RETAIL **$17.95**



Model 3100 Carnival Junior Umbrella Play Tent. Large and roomy, base size is 7'x7'x5' [illegible] plenty of room for four or five children to play. 4 [illegible] with [illegible] in green [illegible] Sturdy, [illegible] for long wear. Supported by center pole and inside metal tubing at the eaves. Front canopy can be lowered and tied at the door. All ropes, stakes, and poles are included in mailable carton. Ship. wt. 10 lbs.

P25N262-895.....RETAIL **$12.85**

Dickie Bird Snack Bar

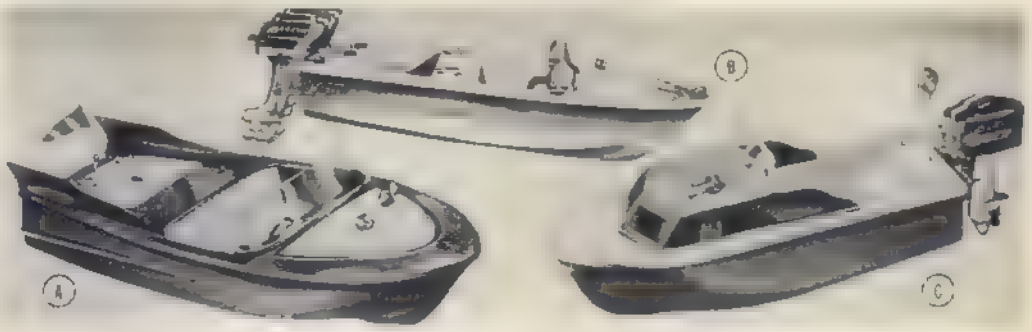
- **Plastic Station**
- **Bird Caller Record**
- **Birdseed Mixture**
- **Identification Cards**

Fun and a fascinating pastime for young and old alike. Learn about our native birds: recognize their calls, know their habits. The snack bar hangs from tree limb or fits standard broom handle for lawn use. Made of weather-[illegible] high impact polystyrene. Clear view seed hopper fills easily from top. Rustic thatched roof shelters birds and feed. Non-skid edges prevent [illegible] for slipping [illegible] Snack [illegible]" wide, 8½" [illegible] complete with 9" 78 RPM record of 30 authentic bird calls, set of 24 test cards and supply of birdseed mixture. Ship. wt. 3 lbs.

25N264-285.....RETAIL **$4.00**

Toy Power Mower for both boys and girls. Simulated pull cord. Authentic lawnmower sound. Brightly colored modern design. Size: 30" high, 11" wide. Ship. wt. 3 lbs. Mailable.

25N263-210.....RETAIL **$3.00**



Junior Skipper's Styrene Boats

Ⓐ **"Rocket" Inboard Sports Runabout.** Unsinkable [illegible] for warp-proof hull of injection molded high impact styrene. Powerful, electric motor operates on [illegible] batteries (not included). 14" long. Has [illegible] Mercury outboard motors which operate on flashlight batteries (not included). Warp-proof hull, non-peel paints. Ship. wt. 2 lbs.

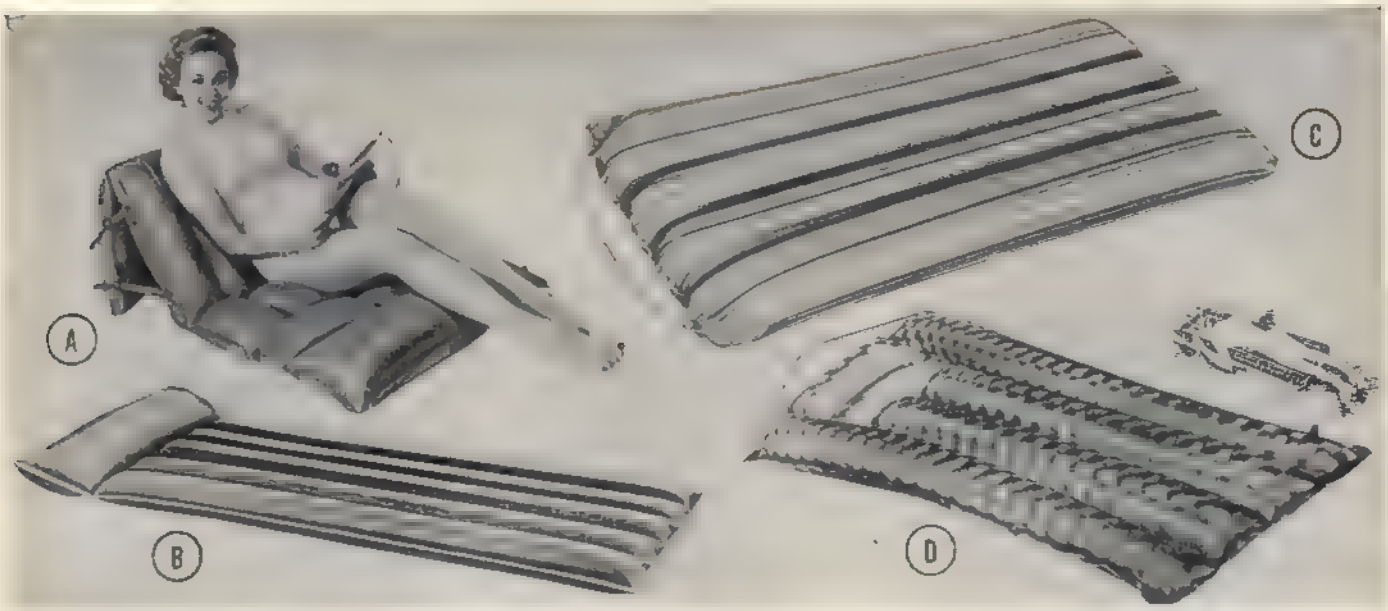
25N266-335.....RETAIL **$5.00**

Ⓑ **"Wix Twin" Outboard Sports Runabout.** Unsinkable 14" long. Has 2 twin scale model Mercury outboard motors which operate on flashlight batteries (not included). Warp-proof hull, non-peel paints. Ship. wt. 2 lbs.

2SN267-459.....RETAIL **$7.00**

Ⓒ **"Viking" Outboard Cruiser.** Unsinkable 12" long with detailed Sea Devil outboard motor which operates on flashlight batteries (not included). Has warp-proof hull, non-peel paints. Ship. wt. 2 lbs.

25N265-195.....RETAIL **$3.00**

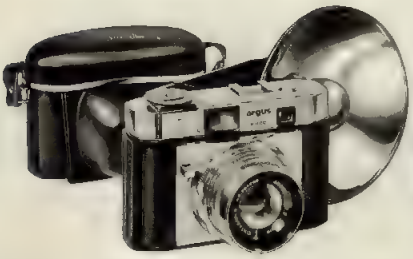


Inflatable Mattresses for Surf and Sand

Ⓐ **Inflatable Chaise-Lounger Beach Mattress.** Extremely comfortable and versatile. Can be used as reclining sunbathing mattress, or swimming raft. Heavy gauge embossed Sea-Breeze Krene with 3 separate air-tight chambers. Two valves. Size makes it adjustable to different positions from lounging to upright seat. Flat size 84x32". Attractive two-tone color. Ship. wt. 3 lbs.

22R90-397.. .. .. .

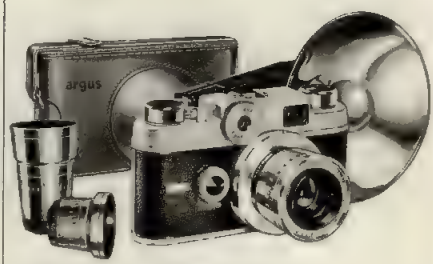
feature-for-feature, the tops in 35mm cameras!



NEW ARGUS V100 35mm CAMERA

- *Brand new model by the world's leading 35mm camera-maker*
- *With f/2.8 lens, multi-speed shutter, built-in precision*

Perhaps you've graduated from the ranks of 35mm beginners and joined the society of more advanced photographers. If so, the new Argus V100 is *the camera for you!* To begin with, this newly designed camera encourages your artistic (or commercial) best with such outstanding components as a super-sharp f/2.8 Cintar II lens and Synchro-Compur shutter with speeds from one full second to 1/500th. And, with Single-Stroke rapid wind and pop-up rewind, it doesn't require mechanical aptitude between shots. Furthermore, the new Argus V100 offers you more than its share of *built-in* features . . . built-in exposure meter, built-in exposure counter, built-in self timer, built-in double exposure prevention, built-in flash synchronization. After all's said and done, the slides that result speak best for the features of the V100! Colors sparkle with reality . . . flesh tones, sky blues, shaded areas. Details breathe life . . . textured material, water reflections, faces in crowds. Shoot with confidence, with the V100!
217-091 A10495 Argus V100 35mm Camera, Case and Flash. **$131.15**



ARGUS C44 35mm CAMERA

- *All the features you need to shoot and shine!*
- *Color-matic Controls for easy, error-proof settings*

You'll never know how much talent you have for color-slide photography until you team up with the Argus C44. To begin with, its lightning-fast Cintagon f/2.8 lens brings out the best in you and your subject. Telephoto and wide angle lenses mount bayonet-style, permit a creative approach to the shot. For surest shooting of average subjects under normal conditions, Color-matic settings "dial in" the correct shutter, lens aperture and distance adjustments. All other C44 features combine to do justice to your photographic aptitude . . . single-window rangefinder and viewfinder coupled to lens, gear-controlled speeds from 1/10 to 1/300 second, built-in lens hood, coupled film transport and shutter wind to prevent double exposures. Economical, too . . . only 5¢ more per slide than a black-and-white print.
217-117 A9650 Argus C44 Camera, Eveready Case and Flash **$120.70**
217-125 A5145 100mm f/3.5 "Click" Stop Telephoto Lens. . . **64.45**
217-133 A4915 35mm f/3.5 "Click" Stop Wide Angle Lens. . **61.45**
217-158 A1150 Variable Power Viewfinder for all Argus lenses. **14.50**

ROLLEI, world's most widely used reflex cameras!

(E)

(F)

This merchandise is supplied only to stores qualified as retailers to consumers.

(G)

(H)

(E) **ROLLEICORD Va. . .** the *one* Camera that takes *five* picture sizes with *one* film! Schneider Xenar f/3.5 lens turns out whatever you see through ground glass viewer. Plus: depth-of-field scale, f/stops down to f/22, shutter speeds to 1/500 second with light value scale and self-timer, full flash synchronization, 12-exposure counter.
217-347 A9750 Rolleicord Va Reflex Camera with Case. . . **$114.00**

(F) **ROLLEIFLASH for Late Model Rollei Cameras . . .** mounts on lens, without brackets. 5½-inch reflector, vibration-free coil spring, extra-long cord for off-camera use, test light, bulb ejector. Has connector for "slave" unit. Capacitor type; uses 22½ volt battery (not included).
217-596 A1995 Type 1 for Rolleis with f/3.5 lens. **$24.95**
217-554 A1995 Type 2 for all f/3.5 models with meter. **24.95**
217-562 A1995 Type 3 for all f/2.8 models with meter. **24.95**

(G) **ROLLEIFLEX f/2.8E . . .** unquestionably, the finest! Built-in exposure meter shows two scales for accurate readings of dimmest to brightest. Automatic indicator gives exact depth-of-field at all distances. Diaphragm-coupled shutter with automatic cocking, f/2.8 Zeiss Planar lens, ground glass viewer.
217-570 A26295 Rolleiflex f/2.8E Reflex Camera with case. . **$327.95**

(H) **ROLLEIFLEX AUTOMAT f/3.5.** Depth-of-field scale shows only zone covered, eliminates confusion. Exposure problem disappears with linear-coupled shutter (table on camera's back guides you to lens and shutter setting). With f/3.5 Schneider Xenotar lens, ground glass screen, Light Value Scale, flash "synch," 12 exposures, 2¼x2¼" (print size 3½x3½"), on a roll of 120 film. Eveready case.
217-588 A20150 Rolleiflex Automat f/3.5 Reflex Camera. . . **$251.95**

ARGUS

Argus "75" Camera and Accessories
• Includes camera, portrait lens, flashgun, roll of 620 film, carrying case, snapshot album.

Simply load the Argus "75", sight and get perfect pictures every time! Has fixed focus lens, Red-i-Dot double exposure protection. Portrait lens (included) fits on regular lens so you can take pictures at only 3 feet away. Flashgun plugs into camera without brackets or wires. Uses long-life batteries, midget bulbs. Carrying case has shoulder strap. You get a roll of 620 film, flashbulbs, batteries, handsome snapshot album

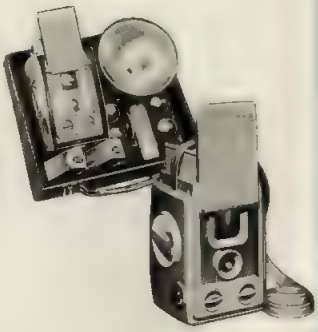
217-059 A1875 Argus "75" Outfit. **$23.50**

ARGUS

Argus Super "75" Outfit
• Includes the famous Argus Super "75" camera, flash outfit, 620 film and carrying case.

Argus Super "75" camera has color-corrected Argus Lumar f/8 lens with focusing from 3½ ft. to infinity. Optic viewing lens and over-size finder. Color-matic settings coordinate lens settings and focusing for natural or artificial light. Film advance cocks shutter, prevents double exposure. Flashgun plugs into camera. Outfit also includes batteries and flashbulbs, roll of 620 film and a carrying case with strap.

217-067 A2550 Super "75" Outfit **$31.95**



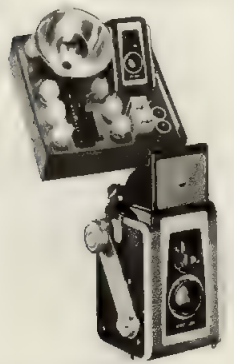
ANSCO

Anscoflex II Reflex Outfit
• Includes everything you need: camera, case, flash and bulbs, 2 rolls film, travel case

Anscoflex II reflex camera lets you preview each shot through gigantic finder. Two-element lens with built-in yellow filter that comes in at the twist of a dial. Focus for distance from 4-ft. to infinity. Built-in flash synchronization. Handy flash unit with bulbs and batteries. Includes 2 rolls of 620 film, handy Tan travel case with carrying strap that holds all accessories. Your fun begins when this is delivered.

218-123 A2295 Anscoflex Outfit. **$28.95**

Complete Outfits . . . nothing else to buy!



KODAK

Kodak Duaflex IV Camera Outfit
• You get the famous Kodak Duaflex IV, flash, batteries, 8 bulbs and 2 rolls 620 film

Kodak Duaflex IV is an easy-to-use reflex-type camera with big, brilliant, hooded finder. Factory adjusted, universal focus lens. Double exposure prevention and film advance signal. Synchronized for flash. Has adjustable neck strap, metal body. Takes 12 pictures on 620 film (2 rolls included). Comes with flash holder, 2 long-life batteries and eight No. 5 flashbulbs. It's an outfit that's loaded with fun for you

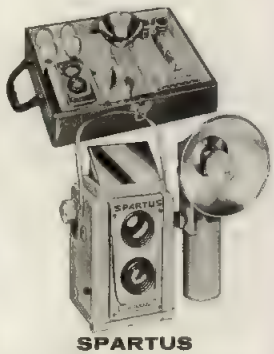
218-735 A2025 Duaflex Outfit **$25.25**

KODAK

New! Brownie Starflex Outfit
• Complete outfit includes camera with neck-strap, midget flashholder, batteries, bulbs and film

Brownie Starflex features an extra-large, hooded reflex finder. Speedy fixed focus lens with adjustable openings. Makes 12 exposures on 127 film, color or black-and-white. Comes with neckstrap so your hands are free until the moment you want pictures. Gift packaged outfit includes: Kodalite midget flash holder with 2 batteries and 6 M2 flashbulbs, two rolls of VP 127 film (24 shots). You're ready to shoot right away!

218-727 A1320 Starflex Outfit..... **$16.50**

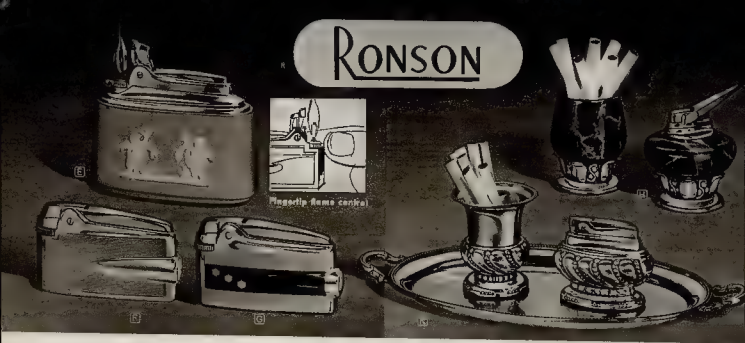


SPARTUS

Spartus 620 Reflex Outfit
• It's a complete outfit: camera, plug-in flash, batteries, bulbs, how-to-do-it books and case

The Spartus 620 Reflex is fool-proof. Yields topnotch pictures even if you've never snapped one before. Extra-large finder takes the guesswork out of composition. Lens focus is precision-set at factory. Synchronized for flash. And just look what comes with it. flashgun that plugs right into camera, 2 batteries, 4 flashbulbs, 2 how-to-do-it books on photography and handsome travel case with shoulder strap.

218-941 A995 620 Reflex Outfit.. **$14.95**



New! Ronson Varaflame

Adjustable Flame! Fueled in Seconds!

Ronson's new Varaflame, the world's first rocket power lighter! Here, truly, is an entirely new concept in lighter fueling, economy and styling. Just fill Varaflame and forget it. Lights for months on one Butron fueling. Ronson's patented Butron injection system adds fuel in seconds without disassembling the lighter. (Refill cylinder with one year's Butron supply listed separately below.) Flame adjusts with a flick of your finger to give tall or short lights suitable for pipe, cigarette or cigar. Uses no wick.

Table lighter comes in distinctive "Four Seasons" design . . . lovely cherub motif is applied on the classic beauty of blue Wedgwood china. Graceful pocket lighters are fashioned of gleaming chrome with engraved design . . . one has smart blue enamel accent. In handsome gift presentation cases.

E **171-124 A1650** "Four Seasons" Table Lighter, 2¾" tall. . **$27.50**
F **171-132 A897** Chrome Pocket Lighter. **14.95**
G **171-140 A1110** Chrome Pocket Lighter, blue enamel trim. **16.50**

Butron Fuel . . . one year's fuel supply for Varaflame lighters.
171-157 A45 Refill Cylinder, Ronson Butron Fuel. **0.75**

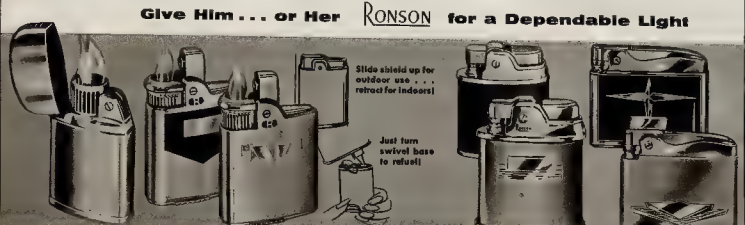
Ronson Gift Sets

World-famous for beauty and performance

H **"NORDIC" MARBLE LIGHTER SET.** Dramatic duo of black and gold marble, especially selected for its beautiful grained look . . . make highly attractive accessories for cocktail table or desk! Fitments and sculptured Danish motif bases are bright chrome. Famous Ronson easy-action lighter is 2⅝x3½" tall . . . the matching urn 3" high. A gift that any hostess will more than welcome.
171-058 A1500 Nordic 2-pc. Set. **$25.00**
171-322 A1110 Nordic Lighter only. **18.50**

K **"CROWN" TABLE TRIO** . . . handsome hospitality tray for guests who smoke and a lasting tribute to the good taste of their hostess! Set consists of graceful lighter (2¾" high), cigarette urn (3" high) and a charming oval shape tray (with handles) that can serve candies and tea cakes, too. All regally executed by Ronson in exquisite silverplate, lacquered for lasting luster. Dramatic Danish motif lends a lovely touch to any setting. A splendid gift for any occasion.
+171-009 A1950 Crown 3-pc. Set. **$32.50**
+171-017 A870 Crown Lighter only. **14.50**

Give Him . . . or Her RONSON for a Dependable Light



RONSON "WINDLITE" . . . flares up, even in a gale! Long a favorite of sportsmen, this revolutionary lighter has a slotted collar to ward off wind, removable base to make refueling easy. Lifetime fiberglass wick. Satin chrome finish. 2½x1½" wide.
171-090 A237 Windlite. . . **$3.95**

"IMPERIAL WHIRLWIND" . . . 2-in-1 pocket lighter with famed Ronson press-and-release action. Has big fuel capacity, swivel base. Smart tortoise enamel finish or satin finished chrome plate with engraved design. 2" tall.
171-108 A657 Tortoise. . . **$10.95**
171-397 A570 Chrome. . . **9.50**

RONSON SPORT LITER . . . slim and compact for pocket or purse. Has Ronson's "press, it's lit . . . release, it's out" action. Choose rich brown leatherette with chrome trim or all chrome with engraved design. 1¾" tall.
171-306 A357 Leatherette. **$5.95**
171-298 A390 Chrome. . . . **6.50**

"ADONIS" . . . Ronson's sleek, modern lighter that is a favorite with both men and women alike. Choice of tortoise enamel with chrome trim and engraved motif; or all chrome with engraved design. 1⅝" high.
171-066 A657 Tortoise. . **$10.95**
171-264 A600 Chrome. . . **9.95**

+Federal Excise Tax must be added to these prices

ROYAL DART

Compare at $79.00

PRICE INCLUDES FEDERAL EXCISE TAX

Featherweight! . . . Sharp! . . . Arrow-swift!

- Full-size Keyboard
- 9½-in. Writing Line
- ½-1-1½-2-Line Spacing
- Touchset Margins
- Paper Bail
- Card Guide
- Margin Locks
- Extension Rod

Dart Hits the Bulls Eye! Carry the glove small that easy-to-use Dart offers extraordinary typing convenience wherever you go! Enough big-machine features for efficiency, all other features geared to portable use. PLUS classic styling, Royal craftsmanship and dependable smooth performance! All incorporate ... only 11-lb. weight, 3-in. height. *Only at Wards by Mail.* Charcoal Gray Crackle finish. Off-white keys. Has ... Brown, Navy, Gray ... Carry-case. Ship. Exp. ... wt. 13 lbs.

53 W 2411R Pica-type only. With Trade-in ... Cash **44.99**
Without a Trade-in $5 Down $5 M... Cash **54.99**

$44.99
With $10 Trade-in
$5 DOWN

Royal's New Futura - $111.50

With 14 Royal Features

(1) Keyboard Slope
(2) 44-Key Keyboard
(3) Finger-flow Keys
(4) Magic Margin
(5) Magic Column
(6) Twin-Pak

★

$5 Down
on Easy Terms
See Details Page 269

Price includes Federal Excise Tax.

Pica type
Elite type

Futura—with All the Standard Office Machine Features. See how easy (1) Royal's own comfortable keyboard slope makes typing. Enjoy (2) 44-Key Standard Keyboard and (3) Finger-flow Keys. Touch (4) Magic Margin Butt... to set margins; press (5) Magic Column Set K... to tabulate. Change ribbons by dropping (6) smudgeless Twin-Pak into place.

Add (7) Automatic Line Finder, (8) Space Scales, (9) 1-2-3-Line Spacing, (10) Segment Shift, (11) Stencil Cutter, (12) Royal's rugged build PLUS Futura's own (13) Line Meter and (14) Touch Control Lever for brilliant typing you'd never expect from any portable. Two-tone Gray and Gray; Gray and Blue; or Gray and Cocoa. Ship. Frt., Trk. or Exp. Ship. wt. 22 lbs. 36 Mo.

53T2623R Pica *Statecolor*.Cash **111.50**
53T2424R Elite *Statecolor*.Cash **111.50**

ALSO IN THESE COLORS

Give a Gift that Lasts....

Remington.

New Travel-Riter

- Superlative good looks . . . sleek design . . . two-tone gray finish
- Weighs just 15 lbs. . . . really Portable

A Travel-Riter. Speedy action backed by famous Remington quality. Full-size keyboard includes symbols +, —, ÷, °, =. Segment Shift allows quiet, easy typing. Adjustable Margins; 1-2-Line Spacing; Line Finder helps you return to original line after typing between lines. Ribbon, case incl. Price includes Fed. Ex. Tax. Ship Freight, Truck, Exp. Ship. wt. 18 lbs. Only $5 Down.

53 W 2450 R–Pica With Trade-in.Cash **52.99**
Without Trade-in. $5 Month. . . . .Cash **62.99**
53 W 2451R–Elite. With Trade-in.Cash **52.99**
Without Trade-in $5 Month Cash **62.99**

Letter-Riter Deluxe

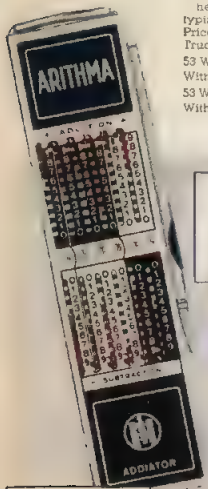
- Super-strength frame, gray finish
- Handset tabulator plus many other big-machine features

B Letter-Riter Deluxe—right at home in the office handles "homework" with the satisfaction of a big office machine. Standard-size keyboard; Automatic Line Finder; Longer Carriage Return Lever; 1-2-3-Line Spacing; Easy Ribbon Change; Stencil Cutter. Ribbon, case Wt. in case. 19 lbs. Ship. wt. 24 lbs. Freight, Truck, Exp. Price includes Fed eral Excise Tax. $5 Down.

53 W 2438 R–Pica With Trade-in.Cash **74.88**
Without a Trade-in. $5 Month. Cash **84.88**
53 W 2439 R–Elite With Trade-in.Cash **74.88**
Without a Trade-in $5 Month. Cash **84.88**

Math Symbols Add Versatility

○ = ÷ − +



lica type size

Elite type size

FREE!
5 Ball Point Pens: Write Gold, Red, Blue, Green, Black 15 Refills

C

ONLY **$3.98**

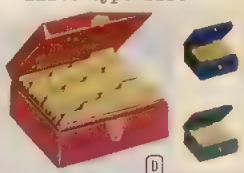
Smallest

PRECISION ADDING MACHINE

- Purse or Pocket Size . . . It's only 6 in. long!
- It's Featherweight . . . Weighs just 3 ounces
- Amazingly Low Priced . . . Costs a tiny $3.98
- Versatile, Handy . . . Performs many "chores"
- Subtracts, too . . . Adds, subtracts to 1,000,000!

C "Arithma Addiator". Amazing little machine will help balance checkbooks, total gas mileage, check bills, keep sports scores. Sturdy aluminum. Stylus included.

53 W 2506—Wt. 6 oz. **3.98**



D

Check File $1.79

D You Won't Wonder Where The Money Went! File up to 3-years' [illegible] this compact case. Sturdy enough for permanent storage. Artificial leather over binder's board; permanent guides, luggage latch, metal hinges. Gold-color gummed year and alphabet labels included. 9¼x9⅛ in. State color: Red, Navy, Green.

53 T 2115—3⅞ in. high Ship wt. 1 lb. 8 oz. **1.79**

Exclusively Wards-only $5 down

LOOK! . . . PORTABILITY PLUS 12 BIG MACHINE FEATURES

SAVE $10
With Christmas Trade-in

See How To Trade In Page 543

The Heritage with 12 Big-Machine Convenience Features! You get effort-saving with (1) Royal's own contoured Keyboard Slope, satisfaction with (2) 44 key, Standard Keyboard and smooth typing with (3) Finger-flow Keys. Just flick the (4) Magic Margin button to set margins automatically. (5) Magic Column key tabulates figures. Change positions in seconds with snug-fit-ess prepacked (6) Twin Pak Type between Jim's, then return to original Line of type with (7) Automatic Line Finder.

Add to all this (8) Space Measurement Scales, (9) 1 2 3 Line Spacing, (10) Segment Shift (11) Stencil Cutter, (12) Royal's rugged build and you have a portable that meets the challenge of any typing job.

Gray Crackle finish, off-white keys. Weighs 19 lbs. in Luggage Case. Ribbon Incl. Ship. Freight, Truck, Express. Ship. wt 22 lbs. Only $5 Monthly.

53 W 2418 R Pica type. With Trade-in Cash **76.88**
Without a Trade-in $5 Down, $5 Mo. . . Cash **88.88**

53 W 2419 R Elite type. With Trade-in Cash **78.88**
Without a Trade-in $5 Down, $5 Mo. . . Cash **88.88**

(1) Keyboard Slope

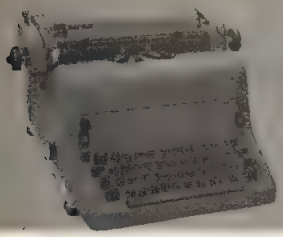
(4 Magic Margin

(2) 44-Key Keyboard

(5) Magic Column

(3) Finger-flow Keys

(6) Twin-Pak

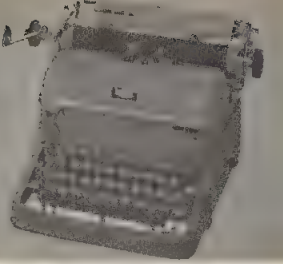


ROYAL ELECTRIC OFFICE TYPEWRITER. Electrically powered keyboard, with electric carriage return. "Magic Margin" control sets margins with the flick of a finger Features include keyset tabulation, touch control, automatic ribbon reverse, back spacer and standard keyboard Completely reconditioned, with 1 yr. service contract for parts and labor. Grey crackle finish Specify Elite or Pica type. Wt. 50 lbs Specify for AC or DC use

67D17F18950 Retail **259.50**

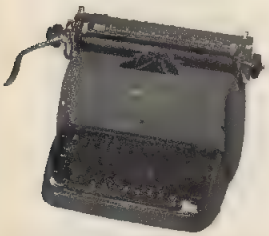
ROYAL KMM STANDARD OFFICE TYPEWRITER. Completely reconditioned Has popular "Magic Margin" control—just set margins automatically with the flick of a finger Standard office keyboard, with keyset tabulator back spacer, 2-color ribbon device, 11" carriage Complete with dust cover, instruction book and Van Sant Touch Typing Manual Finished in light gray baked enamel crackle finish 14x11x9" high Wt. 40 lbs.

67D16F8540 Retail **129.95**



ROYAL KMG STANDARD OFFICE TYPEWRITER. With "Magic Margin" control for setting margins automatically and instantly Universal standard keyboard, keyset tabulator automatic ribbon reverse and variable line spacer New finger comfort keys in addition to all standard equipment Completely reconditioned Comes with dust proof cover and book of typing lessons. Refinished in grey crackle baked enamel. 11x14x9" high Wt 40 lbs.

67D19F11590 Retail **179.50**

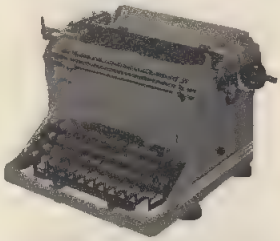


REMINGTON SUPER-RITER. Standard office keyboard, with eye-saving green plastic keys. Keyset tabulator, touch control, automatic ribbon reverse, tabulator bar Completely reconditioned Supplied with dust proof cover and book of typing lessons Reconditioned grey crackle baked enamel finish. Up-to-date in appearance, with all the features of the standard office typewriter 14x11x9" high Wt. 40 lbs

67D20F9760 Retail **149.95**

SMITH-CORONA STANDARD OFFICE TYPEWRITER. With easy front-set margin stops Key tabulator with bar operation Newly designed variable line spacer, exclusive "page gage" Modern plastic keys in standard office keyboard arrangement Smooth action, dependable operation make it ideal for office use Completely reconditioned, in sparkling original grey crackle baked enamel finish With dust proof cover, instruction book 15x12x9" high Wt. 40 lbs.

67D21F9455 Retail **139.50**

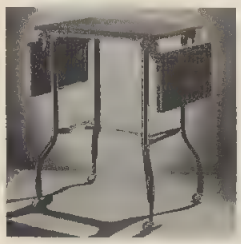


UNDERWOOD 5S STANDARD OFFICE TYPEWRITER. Has popular basket shift segment. Takes paper 11" wide and has a writing line of 2⅛" wide. Contains the universal standard keyboard, keyset tabulator, overhead paper bail, stencil cutter, 2 color ribbon device, back spacer and automatic ribbon reverse With dust proof cover and Van Sant book of lessons. Reconditioned, in Grey crackle baked enamel finish 12x12x9" high Wt. 40 lbs.

67D22F7680 Retail **124.50**

STEEL TYPEWRITER TABLE. Full ring of heavy gauge steel rigidly links top and legs for maximum strength. Snag-proof legs. Rolls easily on soft rubber casters (2 locking) Leaves have continuous piano hinge and spring loaded support arm Top size 14½x18", leaf size 14½x8½"; overall size 14½x35x27" high Wt. 18 lbs Chip-proof baked enamel finish Specify color: gray or mist green.

292F6P8890 Grey Retail **14.80**
292F7P8890 Mist Green
Retail **14.80**



TYPEWRITER STAND. For home of office All steel construction, with non-snag rounded edges and corners. Ruggedly constructed to support over 150 lbs. Self-locking wings give 3¼ sq. ft. of work service. Rolls conveniently on 1" casters Shelf size 18x14", leaf size. 8x14", overall size 34x14x27½" high. The ideal low priced stand for office use or handy home use. Durable enamel finish Wt. 15 lbs. Grey only.

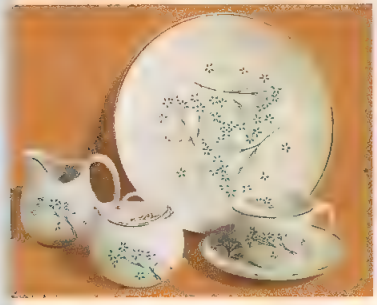
313F10P535 Retail **7.95**

STEEL TYPEWRITER TABLE WITH DRAWER. Rounded, snag-proof corners and legs Heavy gauge steel ring rigidly links top and legs for maximum strength Rolls easily on soft rubber casters (2 locking). Stand has strong, one-piece letter size drawer Leaves have continuous piano hinge and spring loaded support arm. Top size: 14½x18"; leaf size 14½x8½"; overall size: 14½x35x27" high Wt. 20 lbs Specify Grey or Green

292F8P1000 Grey Retail **16.80**
292F9P1000 Green Retail **16.80**

Modern Beauty by ROYAL

Contemporary shapes blended with deft touches of color quality semi-vitreous ware



SORRENTO—A Royal example of the richness of restraint . . . flower freshness and simple elegance feature this colorful platinum-edged dinnerware. Shape and decoration harmonize beautifully.

D44G230-1192	32 Pc. Set, serves 6	Retail $18.65
D44G231-2122	53 Pc. Set serves 8	Retail $33.25
D44G232-3656	93 Pc. Set, serves 12	Retail $57.35

FESTIVE A smart magenta floret sparked by delicate blue buds and flattered by soft gray leaves on a Royal shape that bespeaks modern cleanness.

D44G284-1192	32 Pc. Set, serves 6	Retail $18.65
D44G285-2122	53 Pc. Set, serves 8	Retail $33.25
D44G286-3656	93 Pc. Set, serves 12	Retail $57.35

QUEEN'S ROSE—A delicate pink rose bouquet blended with Baby's Breath on a white background with a rich platinum edge. Here is a set that harmonizes in many surroundings and makes a lovely table.

D44G233-1192	32 Pc. Set serves 6	Retail $18.65
D44G234-2059	53 Pc. Set, serves 8	Retail $32.20
D44G235-3594	93 Pc. Set, serves 12	Retail $56.25

EXOTIC A modern floral motif with the clean freshness of simple beauty, flawlessly produced. Pattern and form are a lovely entity in this adaptable Royal masterpiece.

D44G227-1192	32 Pc. Set serves 6	Retail $18.65
D44G228-2122	53 Pc. Set, serves 8	Retail $33.25
D44G229-3656	93 Pc. Set, serves 12	Retail $57.35

32-PIECE SET—SERVICE FOR SIX
Shipping Weight 21 lbs.

6 Cups	6 Bread & Butter Plates
6 Saucers	1 Medium Vegetable Dish
6 Fruit Dishes	1 Meat Platter 11½"
6 Dinner Plates	

53-PIECE SET—SERVICE FOR EIGHT
Shipping Weight 36 lbs.

8 Cups	8 Dinner Plates
8 Saucers	1 Medium Vegetable Dish
8 Fruit Dishes	1 Meat Platter 13"
8 Bread & Butter Plates	1 Covered Sugar
6 Lug Soup Dishes	1 Creamer

93-PIECE SET—SERVICE FOR TWELVE
Shipping Weight 57 lbs.

12 Cups	12 Dinner Plates	1 Gravy Boat
12 Saucers	12 Lug Soup Dishes	1 Boat Tray
12 Fruit Dishes	1 Medium Veg. Dish	1 Covered Sugar
12 Bread & Butter Plates	1 Deep Veg. Dish	1 Creamer
	1 Meat Platter 13½"	
12 Salad Plates	1 Oval Platter 13"	

IMPORTANT NOTICE: All Compositions include Full Size Dinner Plates. Allow two weeks for Delivery from factory in Sebring, Ohio.

ROYAL Offers Everyday Elegance

by America's Finest Craftsmen

FAIR OAKS—A warm remembrance of a well-loved period, this authentic 19th century decoration will be cherished wherever tradition is revered

D44G287-1133	32 Pc. Set, serves 6	Retail $17.95
D44G288-2030	53 Pc. Set, serves 8	Retail $31.95
D44G289-3470	93 Pc. Set, serves 12	Retail $54.95

CELESTE New and different and truly exciting Terraza background with sprightly Turquoise decorating accents. This is truly sensational for casual living.

D44G245-1003	32 Pc. Set, serves 6	Retail $15.75
D44G246-1712	53 Pc. Set, serves 8	Retail $26.75
D44G247-2954	93 Pc. Set serves 12	Retail $46.15

GOOD MORNING—Cheerfully vigorous and warmly inviting . . . this Royal Special reflects the perfect blend of informal charm, gay style and color for the smartest settings. This should be yours.

D44G236-1052	32 Pc. Set, serves 6	Retail $16.45
D44G237-1882	53 Pc. Set, serves 8	Retail $28.45
D44G238-3236	93 Pc. Set, serves 12	Retail $50.55

32-PIECE SET—SERVICE FOR SIX
Shipping Weight 21 lbs.

- 6 Cups
- 6 Saucers
- 6 Fruit Dishes
- 6 Dinner Plates
- 6 Bread & Butter Plates
- 1 Medium Vegetable Dish
- 1 Meat Platter 11½"

53-PIECE SET—SERVICE FOR EIGHT
Shipping Weight 36 lbs.

- 8 Cups
- 8 Saucers
- 8 Fruit Dishes
- 8 Bread & Butter Plates
- 8 Lug Soup Dishes
- 8 Dinner Plates
- 1 Medium Vegetable Dish
- 1 Meat Platter 13"
- 1 Covered Sugar
- 1 Creamer

BLUE WILLOW—Who does not have warmly fond memories of this ageless Chinese pattern which has served in cottages and mansions for generations. Here it is now on a modern Royal shape.

D44G239-1003	32 Pc. Set serves 6	Retail $15.75
D44G240-1757	53 Pc. Set. serves 8	Retail $27.45
D44G241-3024	93 Pc. Set serves 12	Retail $47.25

93-PIECE SET—SERVICE FOR TWELVE
Shipping Weight 67 lbs.

- 12 Cups
- 12 Saucers
- 12 Fruit Dishes
- 12 Bread & Butter Plates
- 12 Salad Plates
- 12 Dinner Plates
- 12 Lug Soup Dishes
- 1 Medium Veg. Dish
- 1 Deep Veg. Dish
- 1 Meat Platter 11½"
- 1 Ova Platter 13"
- 1 Gravy Boat
- 1 Boat Tray
- 1 Covered Sugar
- 1 Creamer

IMPORTANT NOTICE: All Compositions Include Full Size Dinner Plates. Allow two weeks for Delivery from factory in Sebring, Ohio.

top selling western brand

year after year after year

FEATURE ITEMS OF THE MONTH! New Roy Rogers Club House Play Tent . . . 42" x 42" with 39" walls made of special, sturdy tent cloth. Secret door at rear of tent. Suggested retail: $12.98. Made by **HETTRICK MFG. CO., TOLEDO.** Single gun and holster set by **CLASSY PRODUCTS, LONG ISLAND, N. Y.** Suggested retail: $4.95.

Roy Rogers Frontiers Inc.

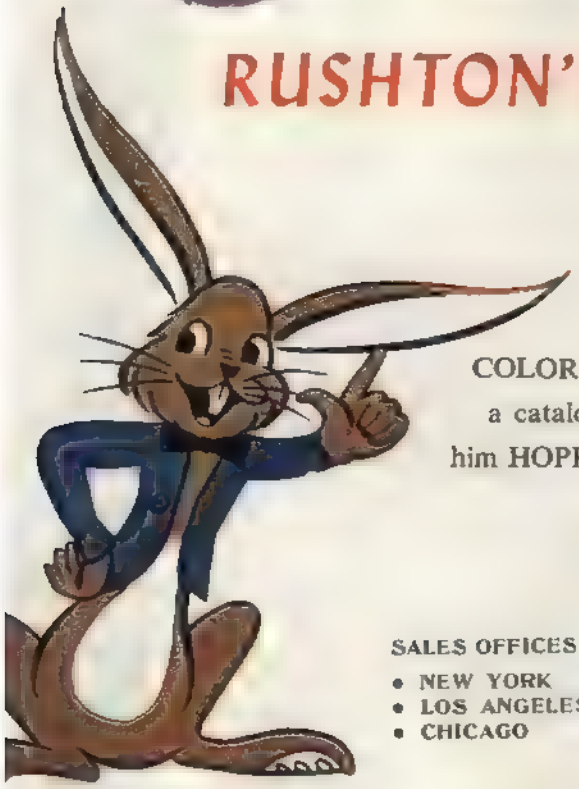
Empire State Building, New York City
357 North Canon Drive, Beverly Hills

RUSHTON'S NEWEST CREATION

SONNY BUNNY . . . He is a HONEY!

LOTS of size and NOT much MONEY.

Made of very long pile lustrous plush in vivid EASTER COLORS . . . Soft and cuddly . . . light as a feather . . . Write for a catalogue with full description of this new sensation and watch him HOPPING down the PROFIT trail to greater SPRING SALES.



SALES OFFICES:

- NEW YORK
- LOS ANGELES
- CHICAGO

The RUSHTON COMPANY
and ATLANTA PLAYTHINGS CO.
1275 Ellsworth Drive, N.W. Atlanta 18, Ga.

*Cuddly Valentines with a New Cupid-Appeal!

RUSHTON now presents an attractive new line of stuffed toys characterizing all the sentimental charm of Valentine. There are Dolls, Poodles, Puppies, Kitties, Bears, Ducklings, Owls, even Chipmunks, Skunks, and a Donkey. All beautifully fashioned in lustrous plush with hand painted vinyl faces, Valentine ribbons, flowers and felt hearts. In sizes to Retail from $2 to $15. Send today for full color catalogue showing complete assortment of Valentine Novelties.

The RUSHTON COMPANY

1275 Ellsworth Drive, N.W. Atlanta 18, Ga.

SALES OFFICES: New York, Chicago, Los Angeles

* © 1959 TERRYTOONS. A division of CBS Films, Inc.
MIGHTY MOUSE
Now RUSHTON And TERRYTOONS*
CREATE a TERRIFIC NEW APPEAL in- TOYS
"OH BOY! WAIT TILL THEY SEE WHAT WE'VE COOKED-UP FOR THE TOY FAIR"
What could be *more* TERRIFIC than having America's most popular cartoon characters . . . beautifully fashioned into cuddly toys, with that irresistible appeal—of a RUSHTON Creation. Now, for the first time, the combined talents of the nation's most renowned creators . . . bring the toy trade such favorites as: Mighty Mouse, Heckle and Jeckle, Farmer Al Falfa and other TERRYTOON headliners. All idolized by millions who live with them—via TV, movies and comic books. Don't miss RUSHTON'S exciting Premiere of these toys at the Toy Fair.
The RUSHTON COMPANY
and ATLANTA PLAYTHINGS CO.
1275 Ellsworth Drive, N.W. Atlanta 18, Ga.

Skin Diver's Page

Features new "Dial-A-Breath"

DACOR DIVING LUNGS

U.S. Navy Approved

The phenomenally improved Dacor lung is now 54% easier breathing. You can dial the type of breathing you prefer—effortless average or harder. Exclusive "Dial-A-Breath" and "Balanced Breathing" are made possible only by the new Dacor double diaphragm two-stage regulator construction. Non-return valves are standard equipment. One hose mouthpiece to serve as water trap and eliminate interference with face mask. "Balanced Breathing" allows the same breathing effort on each phase of exhale at any depth and varying tank pressures.

Single tank unit with "Dial-A-Breath" regulator. 70 cubic foot capacity tank. Harness of "fade free" yarn, wide for strength and comfort. Tested to 220 feet in actual dives. Ship. wt. 38 lbs. F.O.B. Factory, Illinois Chicago ships.
D13R86-9915.....RETAIL **$144.50**

As above: Single tank unit with air reserve valve
D13R87-11000.....RETAIL **$159.50**

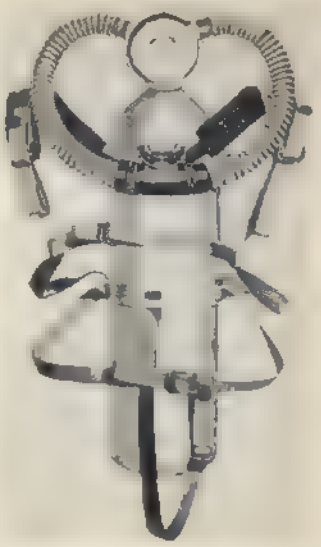
Double tank unit with air reserve valve
D13R88-15500.....RETAIL **$224.50**

Dacor Dial-A-Breath regulator only.
D13R89-5560.....RETAIL **$79.50**

VOIT DIVING LUNGS

with "50 Fathom" Regulator

Built to deliver proven, safe, competent operation. Component parts—regulators, tank and valve assemblies are designed with the beginner or experienced diver in mind. Lungs feature the famous "Cousteau-Gagnan" principle. Two stage ten regulator gives easy breathing at any depth. Non-return valves in pearl gray hoses. Smaller, more comfortable mouthpiece. Improved comfortable harness nylon stitched, no rivets. Safety reserve (at set 300 psi) DOT approved safety tank, drawn steel gray with white ends. All Voit units shipped from factory warehouse, Chicago.



Complete single tank unit with "50 Fathom" regulator. Coaxial reserve valve and harness. Ship. wt. 42 lbs.
D13R91-10725.....RETAIL **$160.00**

"50 Fathom" regulator only. (Hoses and mouthpiece included.) Ship. wt. 5 lbs.
D13R92-5025.....RETAIL **$75.00**

Voit "Sportsman" complete single tank unit with Voit Sportsman regulator, [illegible] reserve valve, [illegible] breathing effort. Lightweight Aqua-Lung [illegible] valve safety tank and harness. Ship. wt. 42 lbs.
D13R93-8190.....RETAIL **$122.00**

Riviera SWIM EQUIPMENT in WHITE

Riviera Swimming Accessories. Designed and endorsed by the world's [illegible] skin divers. Manufactured by the largest maker of rubber swim [illegible]. All [illegible] listed are of latest design soft **white** rubber. In actual swimming, fins add 50% more speed. Goggles and masks open a new world and allow free and undistorted view of underwater scenes.

Ⓐ **Riviera "Lido" Super Goggles.** Finest quality white rubber. Safe [illegible] amber [illegible]. Water tite, non-slip vacuum. Adjustable [illegible] for water-tight fit. Ship. wt. 1 lb.
22R53-59.....RETAIL **$1.00**

Ⓑ **Riviera "Casino" Style Pyramid Swim Mask.** For all age groups. Full eye and nose protection. Vinylite unbreakable amber colored lens. Fully adjustable head strap for water-tight fit. Soft white rubber body. Meets all pool regulations. Ship. wt. 2 lbs.
22R62-59.....RETAIL **$1.00**

Ⓒ **Riviera "Monaco" Oval Professional Style Mask.** Modern design in style preferred by professionals. Fits contours of face perfectly. Oval long amber shatterproof vinylite. Meets all standards of professional use. White rubber body. Adjustable head strap for water-tight fit. Metal [illegible] around lens. Complies with all pool regulations. Ship. wt. 1 lb.
22R51-155.....RETAIL **$2.50**

Ⓓ **Riviera Snorkel.** Extra-long 29" white plastic tube. Soft rubber mouthpiece and cage. Quality ball stopper for breathing at greater depth. Adjustable rubber head strap. Ship. wt. 2 lbs.
22R52-55.....RETAIL **$1.00**

Ⓔ **Riviera "Bosque" Swim Fins.** Modern water-flo speed design. Perfected and designed by professional swimmers. Large size flipper, adjustable rubber heel straps. Attractively styled in white rubber.
Medium size—for shoe sizes 3 to 8. Ship. wt. 4 lbs.
22R55-155.....RETAIL **$2.50**

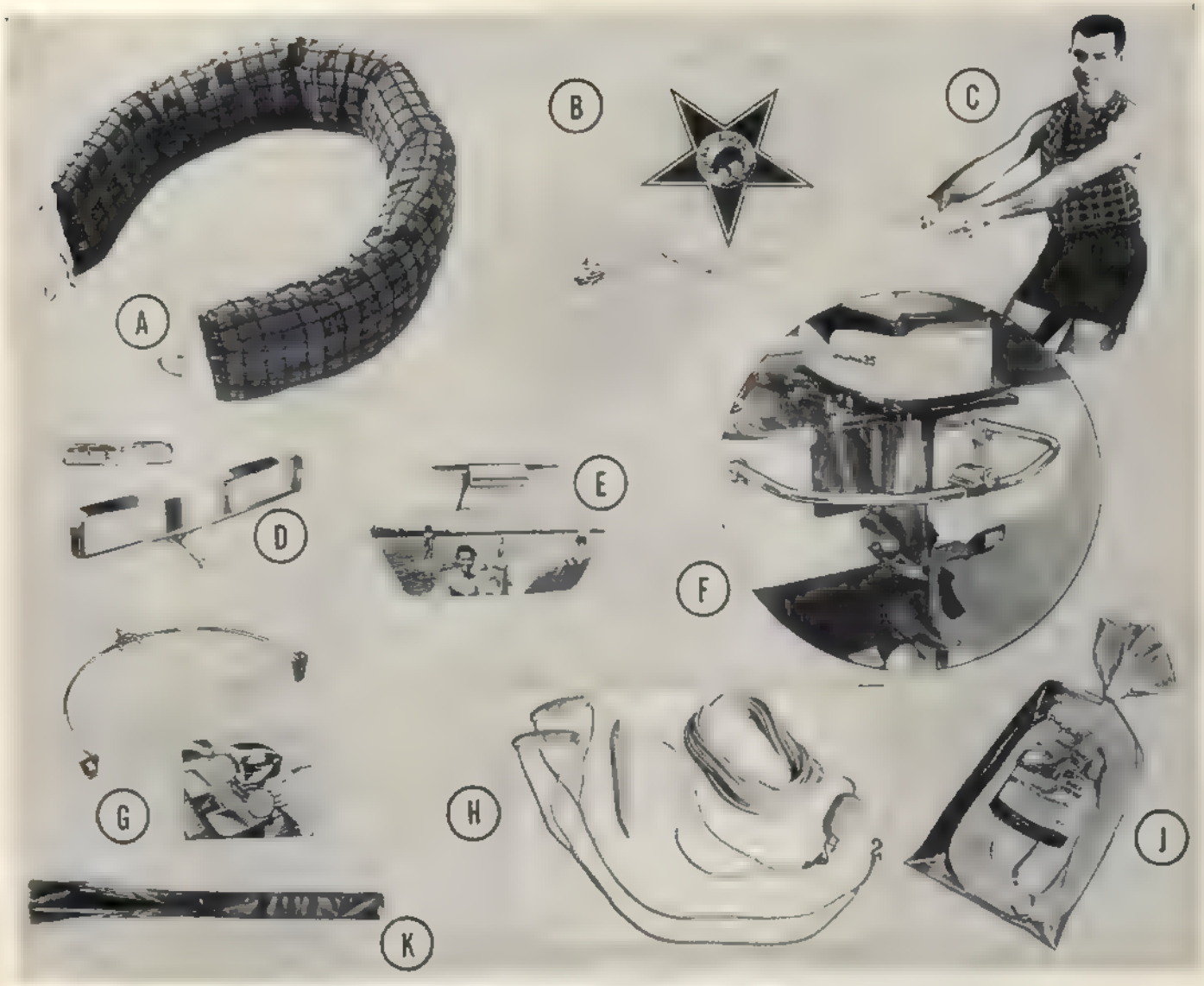
Large size—for shoe sizes 9 to 13. Ship. wt. 5 lbs.
22R56-170.....RETAIL **$2.75**

Ⓕ **Riviera "Monte Carlo" Professional Style Fins.** Continental, in styling with new power design for serious skin divers. Complete heel covering ends in fit and safety. Ship. wt. per pair 6 lbs.
Medium size [illegible] size up to 10.
22R57-365.....RETAIL **$5.95**

Large size for shoe sizes 10 to 13.
22R58-385.....RETAIL **$5.95**

Ⓖ **Riviera Complete Swim Set.** Masks are [illegible] amber lenses [illegible], white rubber. Fins are [illegible] rubber [illegible] heels. Mask model mask, Monte Carlo model fins, and professional quality 9" snorkel. Ship. wt. 5 lbs.
Medium size set for shoe sizes up to 10.
22R59-575.....RETAIL **$9.45**

Large size for shoe sizes over 10.
22R60-575.....RETAIL **$9.45**



Water Skiing Accessories

Ⓐ **New Lighter Than Ever Ski Belts.** Lightweight, soft and comfortable Aqua-Float ski belts contour the body, allow complete freedom of action. Trouble free, they are styled in exclusive quick drying Aqua-Float fabric with new soft light flexible unicellar vinyl-foam that can never absorb water, even when cut or punctured. 300-lb. test web strap with sure-hold double D-ring closure, quick, foolproof. (Not U.S.C.G. approved.) Ship. wt. 2 lbs.

22R86-275—Small—22 to 30" waist.....RETAIL **$4.50**
22R87-275—Medium—31 to 38" waist.....RETAIL **$4.50**
22R88-275—Large—39 to 46" waist.....RETAIL **$4.50**

Ⓑ **Molded Fly-N-Saucer.** A circus to ride, lots of thrills. Excellent for cut-board motors of 7½ to 15 HP. Molded dish shape, far superior to plain flat disk. 36" diameter. Ship. wt. 16 lbs. F.O.B. Factory, Minn.

D13R104-1995.....RETAIL **$29.95**

Ⓒ **Zippered Ski and Boating Vest.** Plaid with snag-proof brass zipper. Tailored for greater comfort and freedom, has under-arm and waist adjustments to fit 38 to 50". Prime java Kapok in electronically sealed vapor proof cells assures buoyancy equal to U.S.C.G. adult jackets. Ship. wt. 3 lbs. Not U.S.C.G. approved.

22R66-425.....RETAIL **$6.95**

Ⓓ **Giant Boat & Ski Mirror.** 12" wide mirror can be focused for clear vision. Assembly is attached through a ball, stud and socket joint that harmonizes with dock hardware design. Safe, panoramic vision of convex construction eliminates distortion. Hooded, non-glare, silver-gray hammertone finish. Ship. wt. 1 lb.

19R139-515.....RETAIL **$8.50**

Ⓔ **New Clip-On Windshield Mirror.** Safe and unbreakable. Gives clear rear vision. Fits windshields up to ¼" thick. Ships on and off quickly and easily. No screwdriver adjustments. Mounts on thin metal, plastic or fiberglass windshields. Two clips supplied, one for thick and one for thin. Resists corrosion. Fully guaranteed. Ship. wt. 1 lb.

19R140-390.....RETAIL **$5.95**

Ⓕ **New Automatic Ski-Eye Ski Tow.** A specially designed electrical contact inside the Ski Eye remains disengaged as long as there is sufficient pull on the tow rope. As soon as skier releases rope, spring-loaded switch engages to warn operator. Same response occurs when rope is picked up again until switch is turned off. Plated two bar brackets permit tow bar to raise with the motor and adjust to hold bar level with water. Operates on 6 or 12 volt electrical system or 6 volt dry cell battery. All items needed for installation included, except battery. Ship. wt. 7 lbs.

19R141-1850.....RETAIL **$29.95**

Ⓖ **Ski-Rite Double Pulley Tow Bar.** Made of chrome plated steel and aluminum. Tilts with motor, easily or vice versa keeps skier in center of boat—prevents capsizing. Makes boat handling easier, does away with propeller fouling and rope from propeller. Installs mounting bracket screws, tow bar and special double wheel ski pulley. Ship. wt. 5 lbs.

19R142-795.....RETAIL **$11.95**

Ⓗ **Puritan Water Ski Tow Rope Sets.** Smooth braid polyethylene rope—hollow self-splicing. Over 1000 lbs. breaking strength. Each set is assembled with "Olympic" molded polyethylene floats ready to use. Included 52-page booklet and molded plastic rewind reel.

Royal Combination Set: 70' of rope with styrene float and plastic 6 hook, one 12x1" molded poly tow bar with knotless bridle; two 6x1" poly slalom tow bars. Ship. wt. 3 lbs.

22R112-597.....RETAIL **$9.95**

Flyer Set: 75' rope with float and one 12x1" poly tow bar. Ship. wt. 3 lbs.

22R113-380.....RETAIL **$5.95**

Flyer Slalom Set. 85' rope with float and two 6x1" molded poly tow bars. Ship. wt. 2 lbs.

22R114-419.....RETAIL **$6.95**

Ⓙ **Bulldog Poly-Braid Professional Ski Tow Set.** Made with 75 feet of ¼" diameter new hollow self-splicing braided polyethylene. Speeded and steadied with knotless bridle. Has a heavy duty swivel snap for easy removal. Also 14" grab rope and two molded polyethylene floats. Handles 2 skiers at once. Meets requirements of American Water Ski Association. Ship. wt. 3 lbs.

22R111-297.....RETAIL **$4.95**

Ⓚ **LAFAYETTE SKI POUCH.** Designed to hold skis up to 8'2" long and up to 7" wide. Includes ski socks which are placed on the tip of each ski. Prevents marring of skis and makes them easy to carry. Skis are put in pouch with tips reversed and harness turned in, thus providing storage space between skis for ski tow, ski belt, towel, etc. Made of heavy vinyl coated brown material. Ship. wt. 3 lbs.

22R63-597.....RETAIL **$9.95**

The TRADEMARK of FAMOUS Tools

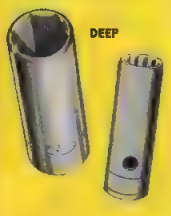
STEVENS

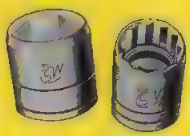
SW

WALDEN INC.

PRECISION BROACHED SOCKET WRENCHES

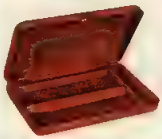
DEEP

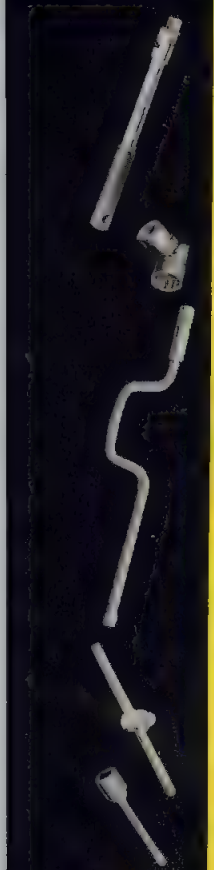




FORGED SOCKET WRENCHES

SOCKET WRENCH SETS





SOCKET WRENCH ATTACHMENTS

RATCHET WRENCHES

STEVENS WALDEN INC.

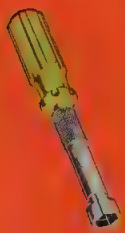
462 SHREWSBURY STREET
WORCESTER, MASS.

STEVENS

The TRADEMARK of FAMOUS Tools

WALDEN INC. Worcester, Mass.

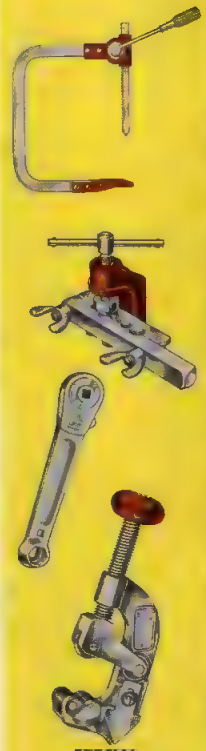
SPINTITE® WRENCHES



GRIP SPINTITE® WRENCHES

in-a-grip WRENCHES

BOX, OPEN, COMBINATION AND ADJUSTABLE WRENCHES



SPECIAL AUTOMOTIVE AND REFRIGERATION TOOLS

TOMAHAWK® WRENCHES

STEVENS WALDEN INC.

462 SHREWSBURY STREET
WORCESTER, MASS.

Engine-Powered Airplanes

Ready-to-Fly Models for Fun, Thrills

A COX SUPER SABER F-100 WITH MOTOR

Exciting replica of the Air Force plane that broke the sound barrier! Sleek lightning Super Saber F-100 is ready to-fly—with easy starting PEE WEE .020 engine. Unbreakable spring starter. Highly detailed, streamlined, swept-wing authenticity—complete in official Air Force insignia. 10¾-in wing span. Order flight control on opposite page.

81-0978 A 487—Shpg. wt 1½ lbs—Retail **$7.00**

B COMET'S NEW STARFIGHTER WITH MOTOR

Original design—inspired by the modern supersonic Starfighter jet. Fast-starting Herkimer .049S gasoline engine with 'auto-recoil'—starts in a flash. New-design double-wheel nose gear, cushion-rubber main wheels. Designed of high-impact plastic. 16-in wing span plane measures over 19 in long! Ready-to-fly—needs no building. Fully equipped with U-control flight handle and control lines.

81-0986 A 897—Shpg. wt. 2½ lbs...Retail **$14.95**

C COMET'S REGULUS SSM MISSILE MOTOR

Authentically designed to look like the real guided missiles of the United States armed forces! Smart, streamlined styling, cushion-rubber tires, tricycle landing gear. Made of high-impact plastic in color-ful decals on the wings. 14-in wing span. Model is ready to fly—with .049A Cub engine. Complete with twist-cord starter, control handle, lines.

81-2214 A 797—Shpg. wt. 2½ lbs..Retail **$11.95**

D COMET'S SNARK ICBM WITH MOTOR

Authentic scale model of the USAF intercontinental missile for thrilling and dramatic control flights! Giant missile of high-impact plastic 13½ in. wing span. Comes complete with its own mobile 6-wheeled launcher just like its big brother! Ready-to-fly—.049B Cub engine with auto-recoil starter. Equipped with U-control flight handle and control lines.

81-1206 A 997—Shpg. wt. 2½ lbs..Retail **$14.95**

E COMET'S MUSTANG F51 WITH MOTOR

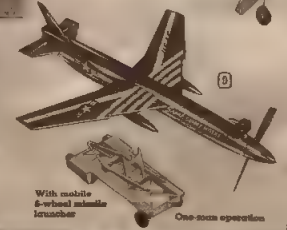
New, big, responds to controls instantly. Scale model of the plane that made history in America's air battles! Model of the Mustang F51 made of high-impact plastic. Herkimer .049B gas engine with auto-recoil starter—no finger flipping. No building—it's ready to fly! 16-in. wing span. Complete with U-control flight handle and control lines.

81-0584 A 863—Shpg. wt 2½ lbs. Retail **$12.95**

COX P-40 FLYING TIGER

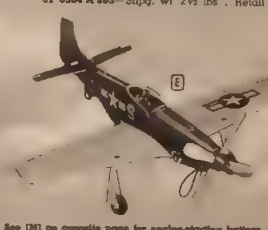
Authentic replica of the most famous plane ever made! A fighter that's a thrill to own and operate! Special SuperBee engine. Plane does loops, wingovers, and other maneuvers. Flies in but lands easily at the verge of a stall, makes normal 3-point landings—like its real life counterpart! 20-in. wing span. High-impact styrene body. Unbreakable sprung starter. Shark decorations, official insignia. Order flight control on opposite page.

81-2180 A 867—2½ lbs **$10.00**

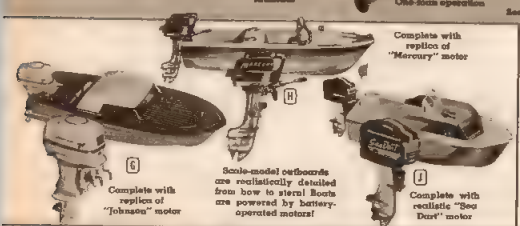


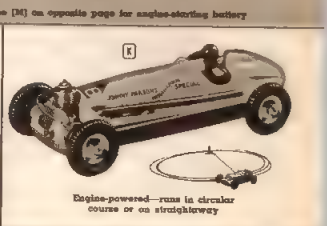
With mobile 6-wheel missile launcher

One-man operation



See [M] on opposite page for engine-starting battery


Complete with replica of "Mercury" motor
Complete with replica of "Johnson" motor
Scale-model outboards are realistically detailed from bow to steel. Boats are powered by battery-operated motors!
Complete with realistic "Sea Dart" motor



G to J OPERATING SCALE-MODEL OUTBOARDS WITH BATTERY-POWERED MOTORS

Precision detailing—and realism in design. Each boat is authentically scaled from the fittings to battery-powered motor! Molded of high-impact polystyrene plastic in striking color combinations. 'Capri,' powered by replica of the Johnson 35 Sea Horse motor. The 'Wizard,' powered by replica of Mercury 28A outboard motor. 'Viking,' powered by sky-blue Sea Dart scale-model motor. Each runs on two "C" batteries—not included.

[G] Capri. Outboard sports cruiser in white and aqua. Measures 13 in. long.

87-3802 A 588—Wt. 1½ lbs. ..Retail **$8.98**

[H] Wizard. Outboard sports runabout in aqua and white. Measures 14 in. long.

87-8330 A 332—Wt 1½ lbs. Retail **$4.98**

[I] Viking. Outboard cabin cruiser in burnt orange and white. Measures 12 in. long.

87-8314 A 200—Wt 1 lb. Retail **$3.00**

K JOHNNY PARSONS INDIANAPOLIS RACER

Endorsed by Johnny Parsons, a champion of the 500-mile classic. Automatic reproduction of the Speedway's hand-crafted racer by Wen-Mac. New Cycomatic clutch starter provides longer-action starts. Powered by .049 "pan cake" engine. Turns over at least 17 500 rpm. Pre-run, pre-tested engine. Speeds to 35 mph in circular pattern or on straightaway. Fully assembled and ready to race! Has sure-grip tires. Cockpit driver, chromed exhaust stack. Pacing bridle, pivot post and line. 8½ in. long.

81-0945 A 932—Shipping wt. 1½ lbs....Retail **$13.98**

All merchandise in this catalog is available unless otherwise indicated

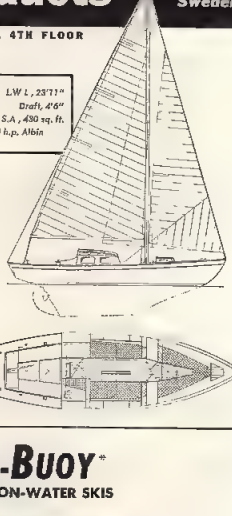
Three Great Products from Sweden

SEE OUR DISPLAY AT THE BOAT SHOW: SPACE D-3, 4TH FLOOR

SCANDIAN 30*

SAILING AUXILIARY CRUISER

L.O.A., 30 ft. L.W.L., 23'11"
Beam, 9'2" Draft, 4'6"
Min. F.B., 2'9" S.A., 430 sq. ft.
Power, 10 h.p. Albin



Designed by Gjerdrum, renowned also for his famous Scandinavian "Duckling", the SCANDIAN 30' boasts luxuries in cabin space and conveniences seldom found in a sloop of her size. Headroom in the doghouse is an amazing six-foot-three. The comforts of two separate cabins are enhanced by unusually spacious lockers and a large fully enclosed head also with plentiful headroom.

Staunchly built in the Swedish tradition of quality, with finest materials precision fitted and carefully finished. Mahogany planking, white oak ribs, iron keel. Fully equipped and ready to sail, including 10 h.p. Albin auxiliary, sink, ice-box, stainless tanks, mattresses, jib sheet winches, Dacron main and jib.

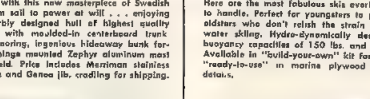
$8,300 complete, f.o.b. Sweden

NOTE: Internal layout changes to suit customer's individual preferences may be made at very slight additional cost. Also available with fiberglass hull

SKI-BREEZE*

OUTBOARD MOTOR-SAILER

The long-sought two-in-one boat is finally here! Converts instantly from a fast, soft-riding runabout into a trim and efficient racing sailboat without removing motor or controls.



Double your boating fun with this new masterpiece of Swedish craftmanship. Switch from sail to power at will . . . enjoying either of its best! Superbly designed hull of highest quality fiberglass (18'6" x 6') with moulded-in centerboard trunk. Mahogany seating and flooring, ingenious hideaway bunk forward, teak stereo-tiller, hinge mounted Zephyr aluminum mast (stows inboard), windshield. Price includes Merriman stainless steel rigging, Dacron main and Genoa jib, cradling for shipping.

$1,650 complete, f.o.b. Sweden

Speeds of 15 to 25 m.p.h. with 18 to 35 h.p. motors

SKI-BUOY*

WALK-ON-WATER SKIS

Imagine the fun of skis so buoyant you can either walk alone over the water, skim leisurely behind sail, or zoom swiftly in the wake of high speed power!

Here are the most fabulous skis ever! Safely buoyant and easy to handle. Perfect for youngsters to play around on. Great for oldsters who don't relish the strain and dunkings of ordinary water skiing. Hydro-dynamically designed in two sizes with buoyancy capacities of 150 lbs. and 250 lbs. patents pending. Available in "build-your-own" kit form, or factory-finished and "ready-to-use" in marine plywood or fiberglass. Write for details.

SKI-LIFEBUOY, a special adaptation of Ski-Buoy for rescue work. Is available with life lines, plastic flotation and ice runners.

With Safety for information on freight and duty costs, and on dealer locations.

SCANDIA MARINE

Junoprodukter A/B
Uddevalla, Sweden

*Trademark

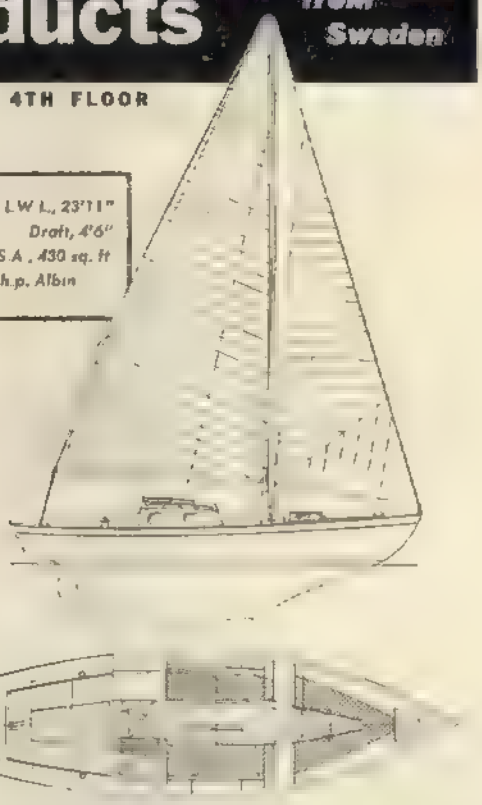
Three Great Products from Sweden

SEE OUR DISPLAY AT THE BOAT SHOW: SPACE D-3, 4TH FLOOR

SCANDIAN 30*

SAILING AUXILIARY CRUISER

L.O.A., 30 ft. L.W.L., 23'11"
Beam, 9'2" Draft, 4'6"
Min. F.B., 2'9" S.A., 430 sq. ft
Power, 10 h.p. Albin



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$1,650 complete, f.o.b. Sweden

Speeds of 15 to 25 m.p.h. with 18 to 35 h.p. motors.

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WALK-ON-WATER SKIS

Imagine the fun of skis so buoyant you can either walk along over the water, skim leisurely behind sail, or zoom swiftly in the wake of high speed power!

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SKI-LIFEBUOY, a special adaptation of Ski-Buoy for rescue work, is available with life lines, plastic flotation and ice runners.

SCANDIA MARINE
Junoprodukter A/B
Uddevalla, Sweden

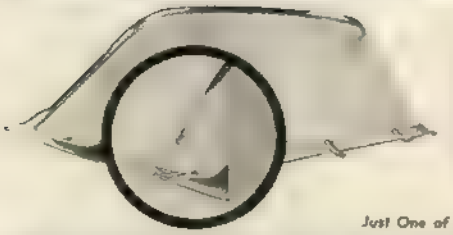
Write today for information on freight and duty costs, and on dealer locations.

"CAPRI"
CONVERTIBLE TOP

Beautiful styling, ample head room, easy to install, four rib structural rigidity, yet simple and compact folding are the main features of this really new convertible top. Available in 6 widths, two colors, to fit Aqua-Flite shields.

Just One of a Complete Line

VENT-AIRE
WINDSHIELD



Brand new for '59 with the finest of automotive styling reflected in the rigors of marine use. This elegant new shield affords pilot section style and comfort as the vent ap-pane swings out for no draft or oil the way around for full all season cooling

Just One of a Complete Line

CANVAS PRODUCTS CO.
10411 CAPITAL • DETROIT 37, MICH.

Enjoy extra cruising range with safety...
buy ALLCRAFT
Seafarer
FUEL & WATER TANKS

LEAK PROOF
RUST PROOF
SOLID MONEL

- For inboard or outboard, rectangular or cylindrical, 9 to 82 gallon capacities — special sizes available to order
- Solid monel tank AND FITTINGS — can't chip flake or crack
- Fuel is always clean and rust free
- Meets requirements of U.S. Coast Guard and Yacht Safety Bureau.

SEE US AT NEW YORK BOAT SHOW – BOOTH C15
BOSTON BOAT SHOW – BOOTH 204

ALLCRAFT
MANUFACTURING COMPANY, INC.
27 Hayward Street, Cambridge, Mass.

storm and assisted in replacing lines, securing boats found adrift and pumping those in danger of foundering. These efforts were greatly appreciated by those whose boats were saved from appreciable damage or loss.

Dave Foutz, public instruction officer at Long Beach, advises that 25 public instruction courses are in session in the 11th District, with over 1400 novice boatmen enrolled.

Three Boston Citations

At an awards dinner, attended by 300 members in the First District, three Auxiliarists were cited for their aid to fellow boatmen: Eugene Daly, of Lynn Flotilla, for the rescue of a man stranded on the mudflats of Lynn Harbor, and endangered by the rising tide; Charles Schultz, of Gurnet Flotilla, for bringing to port a badly holed yacht, and Harold Cushing for his night-time rescue of four persons from a burning boat in Casco Bay, and his prompt action in saving at least two of them from drowning.

The Gurnet Flotilla won the R. Foster Reynolds Trophy for placing first in the flotilla competition for 1958.

New York District Commodore Lloyd Albin, chairman of the National Auxiliary Conference to convene at the Hotel Astor, New York, in May, announced the following committee chairmanships under Committee Coordinator Charles Levitan: James Williamson, Everett Drew, William Darrow, Barbara Corbett, Melville Levi, Robert Specht, Maximillian Lobley, Malcolm Miller, Henry Rosenblatt, Joseph Kelly, Lindsey Metzger, Louise Albin, Vera Levitan, Helen Woodward, Evelyn Williamson, Hans Becker and Emil Krauss.

The Winter Haven Flotilla, under Commander Gerald Emry, played an important part in making the Kissimmee River Boat-a-Cade cruise of more than 136 miles of winding shallow waterway an operational success. Auxiliary craft were stationed along the route to guide the group and assist those in difficulty.

National Vice Commodore Bliss Woodward reports that the next meeting of the National Safe Boating Week Committee will be held January 19 at the National Motor Boat Show in New York. Representatives of national boating groups, the industry and related interested parties will be invited to attend. Early coordinated planning will assure the fullest promotion and effectiveness of the observance June 27-July 5, 1959.

Members of Division II, Washington, D. C., were complimented on the readiness with which they furnished assistance to the Motion Picture Unit, Coast Guard Headquarters, in the production of training and promotional films.

District Vice Commodore Robert E. Evans, Third District, Southern Area, advises that fifteen eight-lesson courses are being conducted in various parts of the district, with all divisions participating. Instruction seminars were held in the early Fall under the supervision of Public Instruction Officer Al Ziegler. Advanced planning and advice on conducting the educational program proved most effective in gaining greater sustained participation by the public.

☆ ☆ ☆

CATALINA MOBILE HOUSEBOAT

The 32' Catalina, made by Catalina Amphibious Homes, Inc., 303 S. Howland Ave., Elkhart, Ind., can be towed to launching site where it is backed into water. Then, with wheels retracted, hitch removed, the outboard motor can be started and you're off on a cruise in a fully equipped boat.

in the finest American Tradition

Schoenhut

MARK WELL THE NAME

Made In America . . .

By Americans . . .

To America's Highest Standards

In recent years, the American market has been flooded with inferior foreign products whose only claim to fame is low price. Not taken into consideration by the buyers of this 'cut price' merchandise is the great amount of customer ill-will created for the store, the high percentage of profit-losing returns and the uncertain deliveries. Poor materials, unskilled labor and slip-shod methods of production all contribute to the general bad impression which dealers in this type of merchandise can expect.

We at Schoenhut believe that the American consumer demands and has a right to expect . . . QUALITY! It is this factor that has established the O. Schoenhut Co. as leaders in the world of toy pianos for over 87 years. Behind our product stands the pride of four generations of family ownership plus highly-trained American labor and know-how, pre-tested and researched to assure you and your customers of top grade product at competitive prices.

Learn More About the Importance of American-Made Merchandise To You

SEE US AT THE TOY FAIR

200 Fifth Avenue, Room 315

IT'S QUALITY THAT MAKES THE DIFFERENCE

O. SCHOENHUT, INC.

1046 E. CASTOR AVE., PHILA. 34, PA

MOSELEY & ABRAHAMS

200 FIFTH AVE., NEW YORK 10, N. Y.

For the 87th consecutive Christmas it is our privilege to extend

GREETINGS

After 87 years of helping St. Nick make children happy the world over, this young company looks forward to a future of even greater achievement

Your favors and loyalty have made us the leader in the industry . . a position for which we gratefully thank you

To you . to the children of the world (and to old St Nick himself, of course) . . . we pledge continued development and sincerity of purpose.

Schoenhut®
MARK WELL THE NAME

2046 Castor Ave., Phila. 34, Pa.
MOSELEY & ABRAHAMS
200 Fifth Ave., New York 10, N. Y.

TOY PIANOS FOR FOUR GENERATIONS

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TOY PIANOS FOR FOUR GENERATIONS

BEAR CUB

SELF ALIGNING SCOPES

Tubes are constructed of featherlight aluminum as tough as case hardened steel. Exclusive non-glare finish. New self-aligning optics. The image of the reticule appears to be constantly centered in the field of view throughout the full range of reticule adjustment. Fog and weather proofed by an exclusive process. Brighter, wider field of view. Micro-accurate internal adjustments.

BEAR CUB 2¾X

NEW EXTRA WIDE FIELD, terrific target-image brilliance, wire sharp definition. The perfect "woods scope." This featherlight Bear Cub will delight the most exacting shooter.

1U1075	2¾X	Cross Hair	List	$54.50	436356 Ea.
1U1076	2¾X	Post & Cross Hair	List	54.50	436356 Ea.

BEAR CUB 4X

NEW LARGER OBJECTIVE . . . more light, faster shooting than ever before. The finest all-around scope . . . often copied but never equalled. For large or small targets at close or long range. Ideal at dawn or dusk in poor light.

1U1077	4X	Cross Hair	List	$64.50	543005 Ea.
1U1078	4X	Post & Cross Hair	List	64.50	543005 Ea.

BEAR CUB 6X

Ideal for long range open country big game hunting. Compare this with scopes of any power for brilliance, wide field and all-around shooting ability. The perfect varmint scope.

1U1079	6X	Cross Hair	List	$82.50	655004 Ea.

All Bear Cub Scopes contain internal adjustments for windage and elevation. Kollmorgen does NOT manufacture mounts. Bear Cubs fit all standard mounts split or solid—just specify 26 mm rings.

LYMAN All-American

SOLD FOR RESALE ONLY
HUNTING SCOPES

Full power finest Lyman lenses, coated and needle sharp. Wide, clear field of view. Protected throughout for all-weather hunting. Entire scope is rugged, cushion mounted lenses, accurate ½ minute click adjustments are recoil proof. Lightweight alloy tube standard for popular mounts 1" in diameter. Cross hair, and cross hair and post reticules.

LYMAN 2½ POWER

Extra wide, clear field of vision. Lenses coated and needle sharp. Protected for all weather hunting.

1U1200	2½X	Cross Hair	List	$45.50	431856★
1U1201	2½X	Cross Hair & Post	List	45.50	431856★

LYMAN 3 POWER

Wide field of vision. Protected throughout for all-weather hunting.

1U1202	3X	Cross Hair	List	$47.50	433256★
1U1203	3X	Cross Hair & Post	List	47.50	433256★

LYMAN 4 POWER

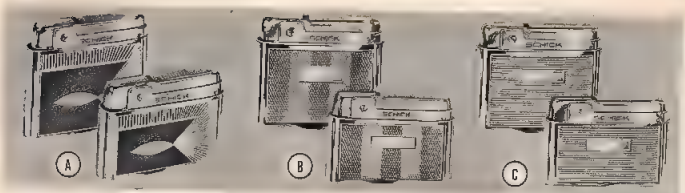
All-around scope. For large or small targets at close or long range.

1U1204	4X	Cross Hair	List	$49.50	434656★
1U1205	4X	Cross Hair & Post	List	49.50	434656★

LYMAN 6 POWER

Ideal for long range hunting in open country. Clear brilliant images.

1U1206	6X	Cross Hair	List	$59.50	541655★



Schick
BUTANE LIGHTERS
with
throw-away fuel tank

Replaceable butane fuel tank, with automatic valve and adjustable flame, lasts for months. To refuel: just throw away the old tank and drop in the new. No more messy fluid, no cotton, wick, screws or odor. Fuel tanks last on the average of 3 to 4 months.

(A) Chrome with handsome blue enamel engraved design. Large size.
18J41-857..RET. $10.95

As above: small size.
18J42-857 .RET $10.95

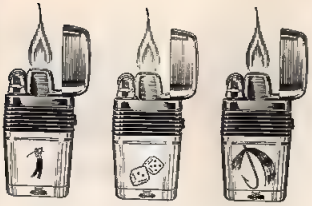
(B) Chrome finished, Shaded Barley design. Large size.
18J32-537 ..RET. $8.95

As above: small size.
18J40-537...RET $8.95

(C) Chrome plated horizontal rubbed design and space for engraving
18J37-537...RET. $8.95

As above: small size.
18J38-537.. RET $8.95

Butane Replacement tank.
18J13-45 ... RETAIL 75c



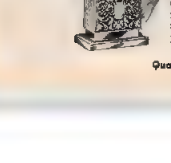
Scripto Windguard Vu-Lighters

Transparent crystal reservoir for fuel supply. Requires only one filling in four weeks. Colorful center sections. Unconditionally guaranteed. Shown ½ actual size.

Scripto's striking golfer or bowler in transparent reservoir
18J488-231.. .... RETAIL $3.95

Scripto's real dice float in crystal reservoir
18J38-231. - .....RETAIL $3.95

Scripto's real fish fly in transparent reservoir
18J498-231.....RETAIL $3.95



"PICK-ME-UP" AUTOMATIC TABLE LIGHTER

Made in Germany, this sensational lighter will excel with tremendous interest as a conversational piece. **Automatically lights up when lifted. Flame is extinguished when the casing is pressed downward slightly in putting lighter down on table.** Available in engine turned style and embossed design. (Choice subject to styles in stock) **Size of base:** 3x1⅝x2½". Chrome finish.
18J334-595.....RETAIL $8.95

Evans KING and QUEEN

DECORATOR STYLED TABLE LIGHTERS

Evans stately King and Queen lighters that will add distinctive beauty to the home or office, regardless of the decor. Executed in fine chrome with golden jewelers bronze trim. Patterned after the most hand-carved chess figures. Has extra large size reservoirs, will operate a full year on one refill using Evans Red Seal fuel control prevents evaporation. Height 9½" overall. Available in Black or White—specify

18J430-882—**King Lighter** . . . . . RETAIL $15.00
18J429-882—**Queen Lighter** . . . . . RETAIL $15.00

Dealer's Special

CUFF LINKS and TIE SLIDE ASSORTMENT

A special value cuff link and tie slide set. Six popular styles in attractive engine-turned designs. Short model tie slide with alligator grip back. Non tarnishable Rhodium finish, in attractive display-gift box showing all six styles.
22J324-150T Sample .. ..PAIR $2.75
22J324-750T—Carton of 6 pair.....$16.50

Ⓐ

EVANS

Evans skilled artisans have produced the leading fashion accessories for home and personal use over the past half century.

Ⓑ

Ⓒ

Ⓓ

NEW REDUCED PRICES

Ⓐ **"Bouquet."** [illegible] fruit in repousse on Florentine green background. [illegible] in hubbed Evans enamel and trimmed with hand-[illegible] bronze. Lighter and small [illegible] convenience at the bridge table. 3¾" [illegible] le box. New [illegible]

19J409-1720—Lighter, 4 trays and cig. box . . . . RETAIL $32.50
19J410-1320—Lighter, cigarette box. . . . . RETAIL $25.00
19J411-1060—Bridge set: lighter and 4 trays. . . . . RETAIL $20.00
19J412-660—Lighter only. . . . . RETAIL $12.50

Ⓑ **"Harvest."** [illegible] fruit in repousse on Florentine green background. [illegible] in hubbed Evans enamel and trimmed with hand-[illegible] bronze. Lighter and small [illegible] convenience at the bridge table. 3¾" [illegible] le box. New [illegible]

19J414-1720—Lighter, 4 ashtrays and cig. box. . . . RETAIL $32.50
19J415-1320—Lighter and cigarette box. . . . . RETAIL $25.00
19J416-1060—Bridge set: Lighter and 4 ashtrays. . . . RETAIL $20.00
19J417-660—Lighter only. . . . . RETAIL $12.50

Ⓒ **"Tally-Ho."** All the excitement of the hunt is symbolized in this set of Evans fine china in black or brown [illegible]fully detailed 7" nding boot lighter, urn and 5½" ashtray. Reduced prices. Specify choice of [illegible]

19J401-1055—3-Piece set . . . . . RETAIL $20.00
19J402-792—Lighter only . . . . . RETAIL $15.00

Ⓓ **"The Horseman."** [illegible] and [illegible] attractively fash-[illegible] with [illegible] bronze trim. Avail[illegible] brown [illegible] Specify color.

19J404-265. . . . . RETAIL $5.00

Scripto VIEW LIGHTERS

Note: Either table or pocket lighters can be ordered with name of Country Club, Business or Organization in lots of 100 pieces at no extra cost.

New Table Lighter. [illegible] special reservoir. [illegible] 4¼" long, [illegible] boxed

19J431-478 . . . . . RETAIL $7.95

Windguard Pocket Vu Lighters. Crystal [illegible] enameled band. Requires only one filling [illegible] quaranteed. Shown ½ actual size. Heat fash fly in reservoir.

18J499-231. . . . . RETAIL $3.95

As above, with quilted or bowser in reservoir.

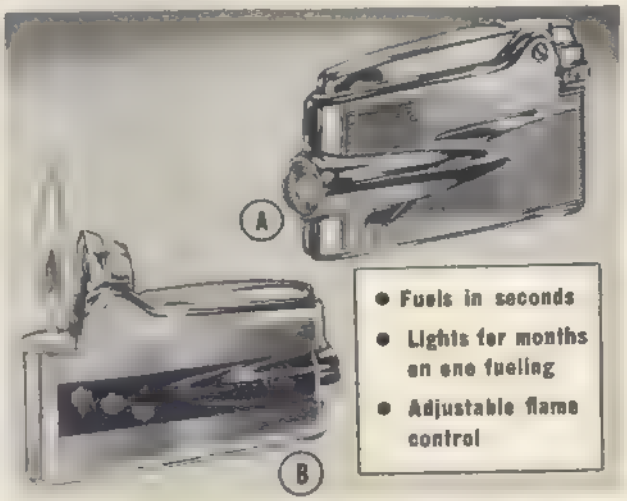
18J498-231 . . . . . RETAIL $3.95

RONSON CLASSIC TABLE LIGHTERS

Specially Priced

The fabulous Ronson Crown and Queen Anne table lighters available at special prices for a limited time only. The rich, lustrous classically appropriate appearance of silver plate blends beautifully with the most elegant surroundings.

(A) 19J432T-675—Crown Table Lighter. . . . . RETAIL $14.50
(B) 19J421T-675—Queen Anne Table Lighter . . . RETAIL $14.50



Ronson Varaflame Lighters

New Ronson Varaflame pocket lighters. The most popular selling lighter on the market today. Fuels in seconds, lights for months on one fueling. Fingertip flame control lets you adjust height of flame. New styling that appeals to men and women. Attractively gift packaged.

Ⓐ **Ronson Varaflame lighter.** Chrome [illegible] finish, with attractive en-[illegible]

18J34-887 . . . . . RETAIL $14.95

Ⓑ **Ronson Varaflame lighter.** Chrome plated, engraved design with blue enamel trim.

18J35-1110 . . . . . RETAIL $18.50

MASTERPIECE charm and dignity highlighting a new concept in time for the most discriminating **8 DAY, 7 JEWEL DESK/BOUDOIR ALARM**. A significant "Wedding" of glamour and fashion. Unusual gilt case. Raised gilt figures, hour indicators; luminous hands, hour dots. 7-½x8-¾".
38W672-1590 . . . . . Retail $ 25.50

WINSOME-THREESOME experience a new thrill the time, the date, the weather up-to-the-minute. **30-HOUR DESK ALARM WITH BAROMETER, FLIP-DATE CALENDAR**. Gilt case, adjustable tilt swivel unit. Raised gilt figures, hour indicators. Luminous hands, hour dots. 7-½x8-¾".
38W673-1530 . . . . . Retail $ 24.50

for happier hours

semca

(SS) PACE SETTER rely on this noteworthy time. for enjoyment beyond your expectation **8 DAY DESK/TRAVEL ALARM**. Genuine leather case. Easy to read fol luminous figures hands, 3-½x4-¾". Specify color pig, brown alligator red, blue, green
38W82-700 Retail $ 10.95

(TT) CELEBRITY acclaimed far and wide preferred for smartness for service, for reliability **8-DAY, 7 JEWEL DESK/TRAVEL ALARM**. Rich genuine leather case. raised gilt figures faceted hour indicators. Luminous hands, hour dots 3-½x3-½". Specify color brown alligator pig blue, red green
38W79-1000 Retail $ 15.95

(UU) TIME 'N WEATHER every day anywhere, the ideal portable "Weather Station" **30-HOUR DESK/TRAVEL ALARM, BAROMETER THERMOMETER**. Compact leather case, gilt trim. Raised luminous figures gilt and colors luminous hands, dots. Also fluminous figure dia. 5x2-¾". Specify color pig brown alligator, red, blue
38W170-1335 Retail $ 21.50

(WW) PARK AVENUE leader in quality best in the long-run superbly accurate. **8 DAY 15 JEWEL DESK TRAVEL ALARM**. Sleek genuine leather case. Raised gilt hour indicators, luminous hands hour dots 3-¼x3½". Specify color pig ed brown alligator, blue
38W159-1400 Retail $ 22.50

Prices subject to 10 % federal excise tax

Copyright 1958

(AA) PREMIER here's more than meets the eye. Introducing the "Smart-Look!" in travel. **30-HOUR 7 JEWEL DESK/TRAVEL ALARM**. Trim components novel genuine leather case, scalloped mold bezel, raised gilt figures, hour indicators. Luminous hands, hour dots 3-½×2-½. Specify color pig, red, brown or ginger blue.
38W755-700 ..... Retail **$ 10.95**

(BB) COLLEGIAN you, too, will 'cheer about' this remarkable value — excellent to give, to own! **30-HOUR DESK/TRAVEL ALARM.** Neat genuine leather case with gleaming gilt trim. Raised gilt figures, hour indicators. Luminous hands, hour dots. 3×2-½". Specify color: red brown, alligator, tan, blue.
38W130-500 ..... Retail **$ 7.95**

(CC) WEE-MITE first choice — first class in every respect. Petite **30-HOUR 7 JEWEL DESK/TRAVEL ALARM**. Smart compact genuine leather case with gilt trim. Raised luminous figures, hour indicators, luminous hands, hour dots. Also available with full luminous figures 2-½×2-½". Specify leather finish: blue, tan, red, brown, also tan pig.
38W64-685 .. Retail **$10.95**
38W756-610 (not shown) Retail **$9.95**
7 jewels 3¼×2¾" pig, brown, red, blue.

semca

for more precious hours

(FF) GOOD SCOUT give yourself a "real treat" or one for the exceptional recipient at a modest price. **30-HOUR DESK/TRAVEL ALARM.** Handsome "W de...Look" genuine leather case with gilt trim. Full luminous figures and hands. 3-½×3". Specify color: red, brown, blue, pig, tan, green.
38W12-430 ..... Retail **$ 6.95**

(GG) BUDDY a trustworthy companion with gift appeal! That's sure to please. **30-HOUR DESK/TRAVEL ALARM** Smart genuine leather case with gilt trim. Full luminous figures and hands. 2-½×2-½". Specify color: pig, red, tan, brown, blue, green.
38W11-430 ..... Retail **$ 6.95**

popular favorites

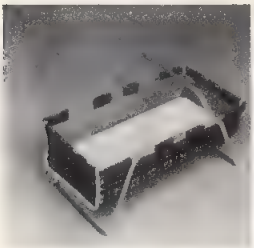
to strike your fancy

HERITAGE soft, rich, mellow bell tones strike a cheery note day & day out! **8-DAY, 4 JEWEL STRIKE CLOCK.** Beautifully styled for office or home. For bedroom. Hour and half hour strike, with shut-off feature. Satin finish gilt case, handle trim. Raised gilt figures, spear-point hour indicators, distinctive hands. 9×7-½".
38W787-3090 Retail **$ 49.50**

SOCIALITE you'll be elated with this timely beauty — a cherished keepsake forever! **8-DAY, 7 JEWEL DESK/BOUDOIR ALARM.** Excellent for office, home. Dial: polished gilt case. Raised gilt hour indicators; dots. Luminous hands, hour dots. 4¼×3-½".
38W783-1248 ..... Retail **$ 19.95**

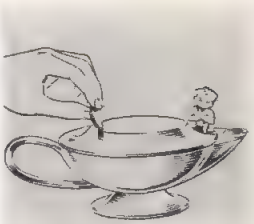
Prices subject to 10% federal excise tax.

Copyright 1968

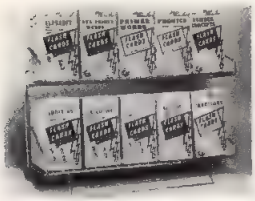


Bunny Bear doll car-bed has steel frame and hook-over arms for use on car seat. It folds flat. It comes in red or green rubberized plaid. Styling is authentic. $3.98 Bunny Bear, Nursery lane, Everett, Mass.

My Merry Bubble Horn is made of washable red and white styrene plastic. As bubbles are blown, musical notes are sounded. Bubble solution is included. $1. Merry Manufacturing Co., 952 Gest, Cincinnati, O.



Aladdin's Lamp bank has illuminated genie which pops up when coin is deposited. The bank has interesting design and handsome silver finish. It holds up to $15 in coins. Product Miniature Co., Pewaukee, Wis.

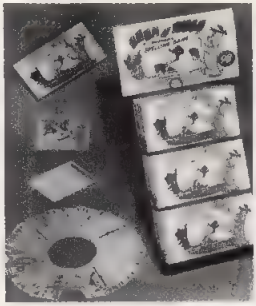


Flash Cards enable parents to help child with home work and master subjects that he finds difficult. New cards feature arithmetic and reading. Approved by schools. Gelles Widmer, 8988 Manchester ave., St. Louis.

Powder Puff Poodle is dainty and attractive stuffed toy which is available in pink, white or black. It is made of plush. Ribbons are used to enhance dog's looks. $2.98. Elka Toys, 200 Fifth ave., New York.

T-Bird is powered by a Briggs & Stratton two horsepower, four cycle engine with recoil starter. It operates with one lever and has steering and foot accelerator. $198. Sensation Mower, Inc., Ralston, Neb.

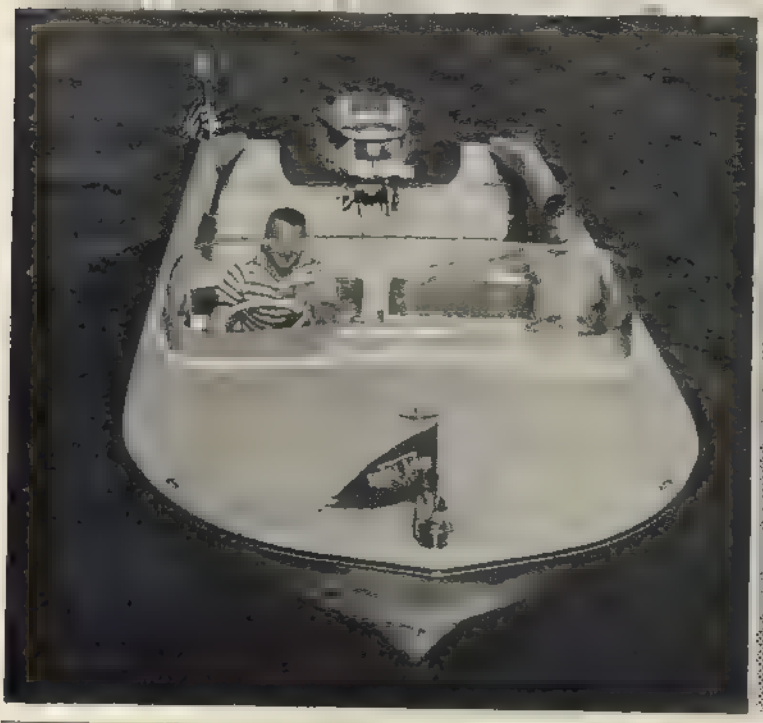
Plaid playball has a brilliant, high gloss finish. It is available in four, five and six inch sizes. The design is entirely new. Toy has perennial appeal. 59¢, 79¢ and 98¢. Eagle Rubber Co., Ashland, Ohio.



Ruff and Reddy is three games in one. Child may use it for spelling game or for rummy and scramble. Score card and instructions. Game is featured on NBC. 98¢. Exclusive Playing Card, 1139 S. Wabash, Chicago.

Outdoor ladder is for use in getting in and out of backyard swimming pool. It is made of aluminum and has redwood platform. Three models. $34.75, $37.75 and $43.50. Outdoor Products, College Point, N. Y.

DEALERS' CHOICE!



IN FINE BOATS
FOR OVER 55 YEARS

You bet — You're in the game with the SHELL LAKE line for '59 Sixteen models to choose from with plenty of go, and all Shelglas® construction, too! Franchise available. Write today for franchise information on this fast-moving line of boats

SHELL LAKE BOAT
Shell Lake
BOAT COMPANY
SHELL LAKE, WISCONSIN

WESTLAWN SCHOOL OF YACHT DESIGN

Entering its 29th year of teaching professional yacht design by home study, Westlawn School of Yacht Design occupies its own office building on the corner of Change Bridge and Passaic Valley Roads, Montville, N. J. The location places the institution within easy reach of boating activities in the New York area, the New Jersey coastal waters, and lakeland section of Northern New Jersey.

As the only school teaching yacht design as a specialty apart from the creation of large ocean-going ships, the success of the school's program has been outstanding. In a recent tabulation of designs published in leading boating magazines during 1958, it was found that well over two-thirds of the work had been prepared by men who were either graduates or students at Westlawn. The course does not cover only small boats: two of the largest diesel-powered yachts launched during 1958 were designed by Westlawn graduates.

The school recently issued a new catalog (free on request) describing the course and different ways of paying the tuition. The administrative and technical work of the school is approved by the New Jersey State Board of Education.

DELAWARE CRUISING CLUB

A nation-wide credit plan is offered yachtsmen by the Delaware Cruising Club, Inc., 3235 Wakefield Ave., Camden, New Jersey. Services and goods designed for cruising boatmen are covered by the club plan, including dockage, repairs, restaurants, hotels, and car rentals. An annual membership fee of $5 entitles members to DCC national credit card.

A PORTABLE VOICE GUN

The Holmin Voice Gun, Model A-10, is a self-contained portable sound system with a two-stage amplifier, introduced by Wm. A. Holmin Corp., 1212 Eleventh Street, Rockford, Ill. This voice gun weighs 3¼ pounds with batteries, and features transistors instead of tubes, a controlled magnetic waterproofed microphone, and a spun aluminum horn.

BLIVEN REPORTS YACHT SALES

Sales for 1958 by Charles W. Bliven & Co., 900 S.E. 17th St., Ft. Lauderdale, Fla., and 271 North Ave., New Rochelle, N. Y., included a 55′ Chris-Craft shipped to Portland, Ore., and a 46′ Chris-Craft shipped to Seattle, Wash. The company's Florida offices lately concluded the sale of the 85′ motor sailer, Bonnie. It was a most active season in both New York and in Florida, where the office is managed by James L. Danehy.

Charles W. Bliven & Co. offers the boat-buying public complete coverage of boats for sale and charter along the eastern seaboard through its New York and Florida offices. The organization is staffed by men who are qualified in buying, selling, and insurance.

NEW FIBERGLASS DAY SAILER

A new conception in fast, safe and comfortable sailing or outboarding is offered in the 16′ Kalua twin-hulled day sailer now available from the Marine Products Division, Dolphin Laminates, Inc., P.O. Box 4694, Miami Beach, Fla.

Designed by Robert B. Harris of Great Neck, L. I., Kaluas feature slim twin hulls which provide speed and stability. At the same time this design permits roomy cockpit and deck areas, so important for fishing, water skiing, skin diving or just plain comfort. Its hollow aluminum aerodynamic mast can be quickly and easily removed for outboarding.

Primarily a family boat convertible to an overnight cruiser, safety and ease of maintenance are stressed. Sturdy netting is stretched between the forward ends of the twin hulls.

Light in weight and with an overall beam of 7′ 9″, Kaluas can be transported by trailer.

Principal specifications are as follows: length overall 16′; length waterline 14′ 7″; beam overall 7′ 9″; beam, hull, w.l. 1′ 4½″; beam, hull, max. 1′ 9″; draft, hull 0′ 7⅝″; and sail area 160 sq. ft.

Inquiries may be directed to M. (Pete) Reynolds, 651 Clark St., Westfield, N. J.

Protect your boat with mooring lines of Du Pont nylon for maximum security

When storm flags are whipping in a rising gale, it's wonderfully reassuring to know your boat is protected by nylon mooring lines. Tough nylon lines have up to five times the shock absorbency of ordinary ropes. Size for size, they're twice as strong as lines made with conventional fibers, take stress and strain that would quickly snap less durable lines

Nylon mooring lines have other important advantages, too. They stay light and flexible—are easier to handle—wet or dry. They stubbornly resist wear and weakening from rot and mildew—outlast conventional lines many times over. Ask for nylon the next time you buy anchor and mooring lines for your boat

NEW . . . sails and running rigging of DACRON

Du Pont "Dacron"* polyester fiber has *unusual stretch resistance*—combined with strength, "just-right" flexibility and resistance to rot and abrasion. That's why it's preferred for running rigging and sails that mustn't "give"—even in heaviest weather.

WRITE FOR FREE COPY of "The Ten Most-Asked Questions About Yachting Lines of Nylon and 'Dacron'." E. I. du Pont de Nemours & Co. (Inc.), 5518 Nemours Bldg., Wilmington 98, Delaware.

*"Dacron" is Du Pont's registered trademark for its polyester fiber. Du Pont makes fibers, not yachting lines or sails.

DU PONT

REG. U.S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING THROUGH CHEMISTRY

NYLON LINE—twice as strong as ordinary-fiber line...not weakened by rot or mildew...easier to handle

15 inch Ballerina
[A] $3.98
(without music box

[B] 19-inch Ballerina with wardrobe $6.97

[C] 19-inch with wardrobe and built-in Swiss music box $10.98

Dance, Ballerina, Dance,

[A] Walking Ballerina . . All vinyl, jointed arms, legs. Rooted hair in pony tail style. Lashed, moving glassene eyes. Wears net tutu, panties, ballet hose and slippers.

49 N 3204 15-in. Ballerina only. Shpg. wt. 1 lb. 10 oz. $3.98
49 N 3206—19-in. Ballerina, Swiss Music Box inside. Shpg. wt. 2 lbs. 8 oz. .$6.97

[B] 19-in. Walking Ballerina with wardrobe. Jointed arms, legs, waist, knees and ankles . . hard plastic body, vinyl arms, soft vinyl turning head. Rooted hair, lashed, moving eyes. Wears tutu, panties, hose, ballet slippers. Includes ray on taffeta dress, high heel shoes, extra slippers, knit leotard, nylon hose.

49 N 3207 Ballerina, Wardrobe. Wt. 3 lbs. .$6.97

[C] 19-in. Walking Ballerina with wardrobe and case. Fully jointed . . arms, legs, waist, knees, ankles. Hard plastic with vinyl head, arms. Rooted pony-tail hair, lashed, moving glassene eyes. Wears ballerina costume, hose, ballet slippers, flower spray. Wardrobe includes: party dress, afternoon dress and hat, two pairs of shoes, anklets, hand bag, necklace, ring. Packed in "double-door" gift case with practice "handrail."

49 N 3208—Outfit as above. Shipping weight 4 pounds. $8.97
49 N 3209—Same, plus music box in doll. Shpg. wt. 4 lbs. 8 oz. . . .10.98

Shirley Temple and other Big, Beautifully Dressed Dolls

[D] Shirley Temple. "Magic-touch" vinyl plastic. Jointed arms, legs. Rooted hair, lashed, moving eyes. Wears dress, panties, undershirt, socks, shoes. Vinyl pocketbook.

49 N 3693 . . . Shpg. wt. 2 lbs. $7.97
49 N 3692—17-inch. Shpg. wt. 3 lbs. .10.77

[E] 16-inch Walking Doll. Hard plastic with soft vinyl arms and head. Rooted hair. Lashed, moving eyes. Head turns as she walks. Wears cordel cotton dress, corduroy coat and hat, lace-trimmed panties, socks, shoes.

49 N 3202—Shpg. wt. 2 lbs. . . . $5.37

[F] Big 23-inch Walking Toddler. Hard plastic body, vinyl head. Jointed arms, legs, knees. Rooted hair. In cotton dress, coat and bonnet, panties, half slip, socks, shoes.

79 N 03247 Shpg. wt. 5 lbs. $9.87
79 N 03248—In dress only. Wt. 4 lbs. 7.89

[G] Family of 4 vinyl Dolls. 18-in. "Mom" has turning waist, all have jointed arms, legs, moving head with moving eyes (except brother with painted eyes). Mom's daughter have rooter. Sara's hair, others molded hair.

79 N 03795—Doll family. Wt. 5 lbs. $15.98

[D] Shirley Temple $7.97 18-inch

[E] 16-inch Toddler $5.37

[F] 23-inch Toddler with dress, coat and hat $9.87

same doll in dress only $7.89

[G] Family of four $15.98

Top Fashion Glamour Dolls

by famous Designers

The six glamorous, grown-up models (A to F) on these 2 pages have lifelike vinyl bodies. Jointed arms, legs, waist and turning head . . so easy to dress and pose naturally. High-style coiffures of rooted Saran hair such fun to comb and set. Lashed moving eyes painted fingernails. Each one dressed in the height of fashion in exquisite fabrics. Order extra outfits at bottom of these two pages.

Happi-Time Modiste

[A] The most smartly dressed "observer" at the fashion show. Fur-effect plush coat, hat. Metallic thread trims rayon blouse. Pleated cotton skirt. Lace trimmed panties. High-heel shoes, long hose. Imitation pearl earrings. 20 inches tall.

49 N 3665—Shpg. wt. 4 lbs. $9.69

Famous *Revlon* Fashion Dolls . . as shown on TV

[B] **"Queen of Diamonds"** . . luxuriously dressed for the evening in dress with lamé bodice, lined velvet coat and lamé scarf. Lace-trimmed sewn in slip, panties. Long nylon hose, high-heel shoes. Simulated rhinestone earrings, necklace and ring.

79 N 03678—20-inch. Shpg. wt. 4 lbs $17.79
49 N 3675—18-inch. Shpg. wt. 3 lbs . 13.79

[C] **"Kissing Pink"** print dress with net and ruffled crinoline . . bodice has imitation rhinestone buttons. Lace-trimmed panties, nylon hose, high-heel shoes. Simulated pearl necklace and earrings.

79 N 03668—20-inch. Shpg. wt. 4 lbs $13.89
49 N 3667 18-inch. Shpg. wt. 3 lbs. 9.79
49 N 3666—15-inch. Shpg. wt. 2 lbs. . 6.97

[D] **"5th Avenue"** has jointed knees, other features above. She walks gracefully . . poses as any fashion model. You see her seated in her casual lounging ensemble of cotton blouse, slacks and high-heel shoes . . with earrings and flower spray. Standing, she wears her jacket of soft cotton fleece.

79 N 03686—20-inch. Shpg. wt. 4 lbs $12.98

Clothing for slender, grown-up Dolls

[K] **Ballerina Costume.** Nylon, layered tutu, bodice, panties, hose, slippers. Wt. 8 oz.

49 N 3464—14-15 inches . $1.79
49 N 3465—18-19 inches.. 2.39
49 N 3466 20-21 inches.. 2.49

[L] **Fleece Coat and Hat** of cotton and rayon . . fully flared coat, beanie hat. Wt. 1 lb.

49 N 3351—14-15 inches . $2.45
49 N 3352—18-19 inches.. 2.98
49 N 3353—20-21 inches 3.29

[M] **Leather Coat, Hat.** Rayon taffeta lined, matching beret. Shpg. wt. 1 lb.

49 N 3360—14-15 inches.. $2.89
49 N 3361—18-19 inches.. 3.29
49 N 3362 20-21 inches.. 3.59

[N] **Rayon taffeta Sheath Dress. Brooch, belt.** Wt. 8 oz.

49 N 3307 14-15 inches 98c
49 N 3312 16-18 inches $1.19
49 N 3314 20-21 inches.. 1.29

[P] **Calypso Lounger.** Handsome 2-piece leopard print taffeta. Ring tie. Wt. 8 oz.

49 N 3317—14-15 inches . 79c
49 N 3319—18-19 inches.... 89c
49 N 3321—20-21 inches .. 98c

[R] **Knitted Ensemble,** Orlon vestee and skirt. Jacquard-weave jacket. Shpg. wt. 8 oz.

49 N 3324—14-15 inches.. $1.98
49 N 3325—18-19 inches.. 2.39
49 N 3326—20-21 inches . 2.59

[S] **Coat, Hat and Muff.** Soft imitation fur set makes lovely addition to dolly's wardrobe. Rayon lined. Wt. 14 oz.

49 N 3363 14-15 inches $2.29
49 N 3364—18-19 inches. 2.59
49 N 3365—20-21 inches. 2.98

Add dolls' clothing to your order—build your order to $20.00 or more and use Sears convenient Easy Terms

PLAYTIME WATER COLORS

BINNEY & SMITH

Made especially for young children. Set includes assorted water colors and a paint brush.

No.	Description	Pkd	Retail
525	8 half pans of paint	24	$0.39
550	16 half pans of paint	24	.69

MICKEY MOUSE PAINT BOX

TRANSOGRAM

10 Assorted colored round paints on decorated card with paint brush. In hinged metal box, 5⅜ x 4½ inches. Lithographed with "Mickey Mouse Club" characters. Colors are safe and non-toxic.

Pkd. 36, wt. 11 lbs.

No.	Retail
1470	$0.30

COLORING BOOK ASSORTMENT

SAALFIELD

A very popular assortment of Coloring Books. Page size 10¾ x 14 inches. Varnished board covers.

Pkd. 12, wt. 21 lbs.

No.	Retail
7900	$1.00

THICK COLORING BOOK ASSORTMENT

SAALFIELD

With display carton. Each assortment contains 2 dozen of assorted titles. Varnished board covers. Page size 8⅝ x 11 inches.

Pkd. 24, wt. 10 lbs.

No.	Retail
4898	$0.30

LARGE COLORING BOOK ASSORTMENT

SAALFIELD

An assortment of twelve each of three popular coloring book. Each size 10¾x14 inches.

Pkd. 36, wt. 34 lbs.

No.	Retail
5401	$0.50

LARGE COLORING BOOK ASSORTMENT

SAALFIELD

Assortment contains 6 each of 12 assorted titles. Page size 10⅞ x 14 inches. 20 pages per book. Heavy paper covers. In display carton.

Pkd. 72, wt. 10½ lbs.

No.	Retail
1004	$0.10

SHIRLEY TEMPLE PLAY KIT DOLL BOOKS

SAALFIELD

Contains doll board with 2 dolls, box of non-toxic crayons, 5 rayon cords, coloring book, and 12 page section of costumes. Varnished heavy board covers.

Pkd. 24, wt. 30 lbs.

No.	Retail
9859	$1.00

PAPER DOLL ASSORTMENT

SAALFIELD

Heavy paper covers. Paper Doll book size 10¾ x 12⅝ inches. One dozen each of titles in each assortment.

Pkd. 144, wt. 15 lbs.

No.	Retail
1701	$0.10

SHIRLEY TEMPLE SNAP-ON DOLLS

GABRIEL

A new type snap-on paper doll. Large extra-heavy real life Shirley Temple doll on stand; With snap-on dresses, shoes, hats and accessories. In colorful display box.

Pkd. 12, wt. 15 lbs.

No.	Retail
300	$1.00

SHIRLEY TEMPLE EMBROIDERY SET

GABRIEL

A two-towel embroidery set. Towels printed with art work picturing two famous Shirley Temple movies. Set includes hoops, yarn, thimble and needle. In window display box.

Pkd. 12, wt. 13 lbs.

No.	Retail
310	$1.00

SHIRLEY TEMPLE PLAY VANITY

GABRIEL

Five favorites for the "growing-ups". Cologne, Bubble Bath, Hand Lotion, Toilet Water and Beauty Soap. Guaranteed safe in colorful dispenser bottles. All packed in unique dresser-top stand.

Pkd. 12, wt. 9 lbs.

No.	Retail
320	$1.00

SHIRLEY TEMPLE BEAUTY BAR

GABRIEL

The ultimate in a beauty-set for the young miss who wants good grooming. Hand lotion with built-in pump dispenser, atomizer, Bubble Bath, Toilet Water, Cologne, Soap and Applicator. Guaranteed safe. Beautifully boxed.

Pkd. 12, wt. 13 lbs.

No.	Retail
321	$2.00

GREEN WALL BOARD

AMERICAN

Green hardboard bound with metal molding, fitted with wood chalk rail. Has two eyelets for hanging. Includes chalk and eraser. Size 18 x 24 inches.

Pkd. 6, wt. 17½ lbs.

No.	Retail
2281	$2.00

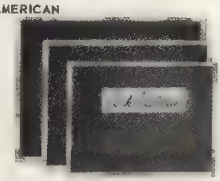
No. 2283 Same except 20 x 30 inches.

Pkd. 6, wt. 23 lbs.

No.	Retail
2283	$3.00

METAL BOUND CORKBOARD

AMERICAN



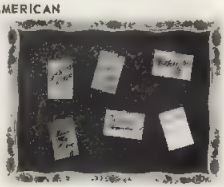
Finest quality cork, mounted on cushion backing and framed with wide aluminum molding in modern design. Size 20 x 30 inches.

Pkd. 6, wt. 22 lbs.

No.	Retail
473	$4.00

WOOD FRAME CORK BOARD

AMERICAN



Bulletin board, size 20 x 26 inches. Colorful designs on the natural finish pine frame. Complete with hangers.

Pkd. 1, wt. 4½ lbs.

No.	Retail
372	$5.00

PEG TABLE

TUCKET

New lightweight aluminum peg table, size 26 x 24 x 16½ inches. With peppermint striped seat and play chest. Complete with chalk and peg board, mallet, pegs, chalk and eraser. Packed K.D.

Pkd. 6, wt. 30 lbs.

No.	Retail
150	$5.00

MOSLER JUNIOR SAFE VAULT

BRUMBERGER

Made of heavy gauge steel with piano type hinge. Each vault is fitted with own secret 2 number combination and supplied with 2 money bags. Size 4 x 4¾ x 6 inches.

Pkd. 12, wt. 17 lbs.

No.	Retail
494	$2.50

UNCLE SAM BANK

DURABLE

Three coin register bank. It rings, adds and locks. Unlocks automatically for every $10. Size 5½ x 4½ x 6½ inches high. Packed in assorted colors.

Pkd. 24, wt. 66 lbs.

No.	Retail
300	$4.00

For grown-up minded young ladies...

for profit minded buyers!

Look for us at THE HOTEL NEW YORKER in Room 1020 — TOY FAIR TIME

"PLAY LADY" DRESS UPS
by Shumac
Exclusive Sales Representatives
CHAS. KLEIN ASSOCIATES
200 FIFTH AVENUE • NEW YORK 10, N.Y.

★ROGERS & BRO.

REINFORCED PLATE

ONLY THE INTERNATIONAL SILVER COMPANY MAKES ORIGINAL ROGERS SILVERPLATE

IS

THE INTERNATIONAL SILVER COMPANY

QUALITY FEATURES

1. Exceptionally beautiful patterns created by the world's most famous silverware designers.
2. Hollow Handle Stylecraft Knives, Mirror Stainless Blades.
3. Fully Guaranteed by The International Silver Company, world's largest manufacturer of fine silverplate.
4. Substantial overall plating with extra sectional deposit at point of greatest wear on the most used spoons and forks.
5. Look for the mark of quality—it is not ORIGINAL ROGERS unless it has the I S mark.

NO. 504 CHEST INCLUDED

Smart functional lines and smooth plain surfaces are fashioned with the striking simplicity of modern design. Storage area covered with tarnish-resistant duvetyn.

Silverplated Flatware is not subject to Federal Tax.

56-PIECE SERVICE FOR EIGHT. RICH-LOOKING, FINE QUALITY PLATE ON NICKEL SILVER BLANKS. SET CONTAINS: 16 TEASPOONS, 8 DINNER KNIVES, FORKS, OVAL SOUP SPOONS, SALAD OR PASTRY FORKS, 1 BUTTER KNIFE, 1 SUGAR SPOON, PLUS SOLID WOOD, TARNISH-RESISTANT, DUVETYN CHEST.

"EXQUISITE" PATTERN

5K1815 ..... List $39.95 ..... 323977★ Set

"STARLIGHT" PATTERN

5K1816 ..... List $39.95 ..... 323977★ Set

"DAYBREAK" PATTERN

5K1813 ..... List $39.95 ..... 323977★ Set

FIRE KING OVENWARE

The new Fire King Ovenware is guaranteed for two years against oven breakage. Replaced free by the dealer in exchange for the broken pieces. Crystal clear glass which is easy to keep clean.

Guaranteed by the Good Housekeeping Institute. Sold case lots only. Fire King Ovenware, F.O.B. Mpls.

COVERED

CASSEROLES WITH KNOB COVER

Individual size. N.B. 24 lbs. Pack 3 doz.

5M3937 . . List 25c Ea. . . . 76001★ Case

1 Pt. Casserole. 2 doz. to case. NB. 30 lbs.

5M3926 No. 405 List 35c Ea. 65401★ Case

1 qt. casserole 1 doz. to case. NB. 27 lbs.

5M3927 No. 406 List 60c Ea. 54602★ Case

2 qt. casserole 1 doz. to case. NB. 40 lbs.

5M3928 No. 408 List 80c Ea. 76367★ Case

5 OZ. CUSTARD CUPS

6 Dozen in case. Wt. 20 lbs. NB.

5M3922 No. 421 List 3/25c . . 43445★ Cs.

6 OZ. DESSERT OR CUSTARD CUPS

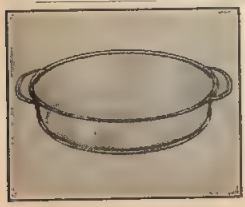
6 doz in case. Wt 20 lbs. NB

5M3923 No. 424 List 9c . . 54321★ Case

15 OZ. CEREAL BOWL

4 dozen to case. Wt. 29 lbs. NB.

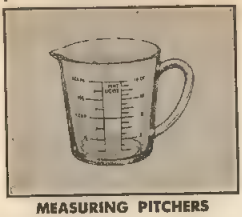
5M3931 No. 426 List 2/29c 54321★ Case



8" ROUND CAKE PAN

4 dozen to case. Wt. 22 lbs. NB

5M3934 No. 450 List 45c Ea. 43489★ Case



MEASURING PITCHERS

Graduated. Packed 1 doz. to case. N.B.

	Fac. No.	Cs. Wt.	Size	List	Case 12
5M3925	498	12 lbs.	2 Cup	45c Ea.	43362★Case
5M3853	499	24 lbs.	4 Cup	88c Ea.	65421★Case

8 OZ. MEASURING CUP

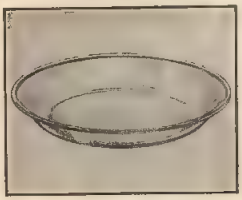
Graduated. 2 doz. to case. N.B. Wt. 20 lbs.

5M3924 No. 496 List 25c . . 43245★ Case

9" JUICE SAVER PIE PLATE

9" size. New design prevents juice run-over by trapping the juice before it reaches the edge. Deep design makes pies thicker, less chance for top crust burning. Lug handles for easy handling. Pack: 1 doz. N.B. Wt. 20 lbs.

5M3921 No. 461 List 45c Ea. 43489★ Doz.



9" DEEP PIE PLATE

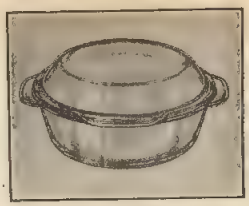
2 dozen to case. Wt. 31 lbs. NB.

5M3932 No. 460 List 33c Ea. 54926★ Case

8" SQUARE CAKE PAN

1 dozen in case. Wt. 30 lbs. NB.

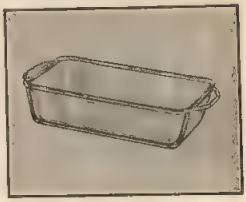
5M3935 No. 452 List 65c Ea. 54929★ Case



1½ QT. ROUND CASSEROLE

With Pie Plate cover. No. 497. Pack 1 doz. N.B.

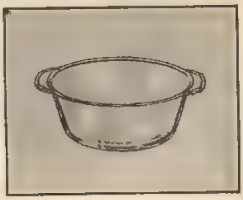
5M3929 . . . . . List 69c Ea. . . . . 65526 Doz.



DEEP LOAF PAN

5x8", 1 doz. to case. N.B. Wt. 22 lbs.

5M3930 No. 409 List 55c Ea. 54089★ Case



1 QT. PUDDING PAN

2 dozen to case. NB. Wt. 29 lbs.

5M3933 No. 443 List 35c Ea. 65403★ Case

OBLONG UTILITY PAN

8x12½". 1 doz. to case. N.B. Wt. 33 lbs.

5M3936 No. 411 List 69c Ea. 65522★ Case

The Most Profitable Line

OF FUN CARS ON THE MARKET!

SINGLE PASSENGER SAFETY RUNABOUT
RETAIL $159.95
Trailer $38.50

TWO PASSENGER RUNABOUT
RETAIL $179.95

Challenger Racers
RETAIL
$139.00
TO
$269.00

Here's Why–

1. Simplex cars have and will consistently outsell any other children's or adult's motorized Fun Car by at least 3 to 1 because the Simplex quality is obvious and the safety features are unmatched by anyone.

2. Simplex cars are delivered to you completely welded, assembled, painted and ready to drive. You can deliver them to your customer in the original dust proof box you receive them in.

3. YOU CAN STAKE YOUR REPUTATION on the quality and safety of our Fun Cars, for example: the Safety Runabout model is COMPLETELY SMALL CHILD PROOF.

- Only one lever is used for both accelerator and brakes—push to go, pull to stop. The motor is idled automatically when brake is applied.
- All chain safety reduction gear holds the 2½ H.P. 4 cycle motor to a safe 3 to 9 M.P.H.
- The steering mechanism is of such superb quality the car can be steered with one finger. The steering can be adjusted instantly to suit size of driver. This exclusive adjustment permits any size child or adult up to 5' 8" tall to drive with legs SAFELY inside the all steel hood.
- The childs Runabout is powerful enough to pull several wagons or other wheeled vehicles loaded with children.

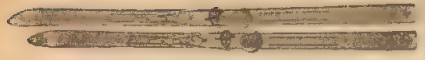
4. Our CHALLENGER RACING CAR LINE for older children and adults will attain speeds up to 45 M.P.H. These cars are braked and accelerated with foot controls and are so beautifully engineered they are considered by many experts to be the finest of their kind in the world.

Send for our literature and get all the facts on the quality that has made Simplex Fun Cars the most saleable line in the United States.

SIMPLEX MANUFACTURING CORPORATION

Dept. TN. 538 No. Carrollton Ave. • New Orleans 19, La. • Tel: AUdubon 2627

LUND SKIS AND BINDINGS



GOLD MEDAL MULTIPLE LAMINATED WITH SKI FREE BINDING

Multiple Laminated. French Model. Super quality Hickory. Gold Medal. Two-tone Walnut Finish, Red Foot Plate, Metal Heel Protectors. Fermacate Plastic Bottoms. No. 04 with Interlocking Steel Edges.

1U7982	6' 9"	1U7983	7'	1U7984	7' 3"
1U7981	6'6"				

All Stock Nos. ..... List $62.95 ..... 438406★ Pr.

TOPFLIGHT

4 piece Laminated. French Model Super Quality Hickory, Ebonite Plastic Bottom. Walnut finish, Red foot plate. Metal heel protectors. Interlocking steel edges.

1U7986	6' 6"	1U7987	6' 9"	1U7988	7'

All Stock Nos. ..... List $34.95 ..... 321007★ Pr.

TRAVELER WITH BINDINGS ATTACHED

Laminated tips, walnut finish, white imitation top edges. Tempered steel edges, complete with 14 binding attached.

1U7990	6' 6"	1U7991	6' 9"	1U7992	7'

All Stock Nos. ..... List $34.95 ..... 321607★ Pr.

PINE SKIS

Made of selected quality pine with exclusive featured Laminated Lok-Tip which prevents the tip from lengthening out. Walnut finish, flat top. Mortised straps and buckles furnished.

1U7960	4'	List $4.50	32704★ Pr.
1U7961	5'	List 6.00	43602★ Pr.
1U7962	5' 6"	List 6.50	43908★ Pr.
1U7963	6'	List 7.00	54207★ Pr.

ASH FIS WITH BINDING ATTACHED

Laminated tip, walnut finish. Red foot plate. Has No. 1U7755 bindings attached. This is one of the most popularly priced youth's models.

1U7993	6'	1U7994	6' 6"	1U7989	6' 3"
1U7995	6' 9"				

All Stock Nos. ..... List $22.50 ..... 214108★ Pr.

JUNIOR FIS MAPLE WITH BINDINGS ATTACHED

No. 017J. French Model. Walnut Finish, Red Foot Plate, with No. 1U7763 Youth's Bindings attached.

1U7996	5'	List $13.00	87802★ Pr.
1U7997	5' 6"	List 14.00	98401★ Pr.

SIDEWALK SKI SETS

The ideal ski set for children from 3 to 10 years of age. Natural finish ash, aluminum toe plates. Leather toe straps, footmate. Maple poles with heavy duty cord thongs. Length 40". Pk. ½ dz. sets.

1U7998 ..... List $3.00 ..... 21804★ Pr.

"HEDLUND" FLASH YOUTH FLAT TOP ASH

Mortised with strap and buckle. A very popular priced model for the beginner. Made of good quality ash. Laminated bend with machine ridge. Dark lacquer top and bottom.

1U7915	5' 6"	List $8.35	65574★ Pr.		
1U7916	6'	List 9.85	65914★ Pr.		

QUALITY SKI POLES

Royal stepdown steel shaft. Plastic grip and adjustable leather wrist strap.

	Size		
1U7768	48"	List $11.00	76603★ Pr.
1U7769	51"	List 11.00	76603★ Pr.

ALUMINUM SHAFT SKI POLES

Lacquered and tapered aluminum shaft. Leather grip and strap. Aluminum snow ring. Red and Blue.

	Size		
1U7766	48"	List $6.00	43606★ Pr.
1U7765	51"	List 6.00	43606★ Pr.

YOUTH'S SKI POLES

Proxolyn covered cane poles. Web wrist strap. 4" aluminum ring. Leather web.

	Size		
1U7932	39"	List $3.00	21808★ Pr.

TRAILMASTER STRAP BINDINGS

No. 112 TE—Regulation tightening lever. Metal heel plates.

1U7758 ... List $4.50 Pr. ..... 32707★ Pr.

YOUTH'S STRAP BINDINGS

No. 113—Toe straps. Front throws with spring. Rubber heel plates.

1U7763 . List $3.00 Pr. . 21808 Pr.

TRAILMASTER

No. 14—Trailmaster irons with toe straps. Cables with heel springs. Forward front throws. Metal heel plates. One set cable low hitches.

1U7755 ..... List $6.00 Pr. ..... 43606★ Pr.

SKI FREE SAFETY BINDING

Toe Piece and the Boot Toe Protector. These bindings come with cables with double front springs and rubber heel guards. Adjustable ladder-type front throw. Two sets of single low hitches. Metal and rubber heel plates. Safety straps, with long cables. Shipping wt.' one pair, 4 lbs.

1U7759 . . List $11.50 Pr. ... 76903★ Pr.

TIG-ORE SPORTSMASTER CAR-TOP SKI CARRIER

- Heavy Gauge Steel
- All Rivet Construction

Designed with the sportsman in mind. Folds compactly for easy storage in the trunk. Grey hammertone finish over heavy gauge steel. Toggle bolts insure positive locking. No clamps to vibrate loose. Exclusive sponge rubber inserts prevent scratching and rattling of equipment. Universal design . . . fits most makes and models.

1U7934 List $17.75 210538 Ea.

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CHRISTMAS TRADE-IN

NON-ELECTRIC PORTABLES
$5 DOWN
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10-Day Typing Course Nationally $23.95

Typing Manual presents standard typing lessons. Two 33-RPM records verbally augment manual's instructions.

Smith-Corona $64.99 WITH TRADE-IN

- 42-Key Standard-size Keyboard
- Segment Shift, Stencil Cutter
- 1-2-3-Line Spacing
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- Paper Bail
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E The Clipper. Save $10 with Trade-In. Full size portable, big machine features. Gray Ripple finish, 2-color ribbon. Freight Truck. Exp. Wt. 22 lbs. Plus Typing Course.

53 W 2415 R—PICA TYPE. Without a Trade-In. 74.99 With $10 Trade-In.. 64.99
53 W 2414 R—ELITE TYPE. Without a Trade-In..74.99 With $10 Trade-In 64.99

How to Trade In

Ship old typewriter Express or Freight Collect, or deliver to Wards nearest Mail Order House, Catalog or Retail Store. Or Order in regular way; send old typewriter for $10 credit after new one arrives.

Smith-Corona Electric Portable

F For Fast, Smooth Efficiency, for a uniform "printed" look to your typed page, let electricity do the work! Enjoy these big-machine features, too! Standard-size, 44-key Keyboard. Touch Selector; Impression Control Dial; Page Gauge; Key set Tabulator; Stencil Cutter; 1-2-3-Line Spacing. Automatic Line Finder; Segment Shift. Repeat Action . . . underlines, repeats periods automatically. Manual Carriage Return. 2-color ribbon. UL App. for 110–120 V. Beige Color. Ship. Freight Truck, Express. Ship. wt. 30 lbs. Fed. Ex. Tax Incl.

53T2428R—PICA TYPE. With Trade-In. Cash 138.41
Without a Trade-in $5 Dn. $7 Mo.. Cash 148.41
53 T 2427R ELITE TYPE. With Trade-In Cash 138.41
Without a Trade-in. $5 Dn. $7 Mo. Cash 148.41

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$154.37 Last Spring!
$138.41 With Trade-In

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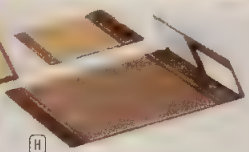

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- For Sewing room, den and kitchen

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Be Organized . . . In The Field . . . At Your Desk

G New Pocket Planner. Automatically plans, organizes, keeps separate, permanent by-month records of daily schedules. Handsome, top grain cowhide leather pocket secretary holds monthly diary, expense summary card and 300-entry phone index (space for cards, identification). Fits in smart hinge-top file chest equipped with year's file guide, *pocket refills for each month.* Price includes Federal Excise Tax on wallet. *Postpaid.* Suntan Case.

53 TP 2116—Complete Set.....Only 13.95

H 4-Way Desk Secretary . . . perfect gift for Dad, Mother or students. Adds a note of luxury to the whole room while it protects desk top. Handsome blotter pad with gold-tooled crushed leather composition panels. Convenient portfolio leaf on right side holds memo pad, telephone index, ballpoint pen (all included). Pa it 16x26½ in. open; 16x2.. in. closed. Brown color only.

53 T 2117—Ship. wt. 2 lbs. 4 oz. 3.69

NEW! FOR PORTABLES

J It's Super! Price only "nudges" the budget! Has a whale of a lot of utility! 26-in. height, lots of leg room makes this little table right for typing comfort. Yet kitchen, sewing room, den clamor for its presence. Gray baked enamel on sturdy steel; 2 folding leaves detach; casters. 13x15-in. top. Overall: 13x32 .n. Ship. wt. 13 lbs.

53T2624MO
Only 4.95

SONABEL® Air Horns

*TRADE-MARK

BOF COMPRESSOR—*A heavy-duty compressor for use with the PL-540 and PL-450 horns. Operates at 2500 R.P.M., drawing only 18 amps at 12 volts in use. Weighs 12 pounds and measures 9" x 5½" x 5".*

REC COMPRESSOR—*Used with the T-44 and T-36 horns, this compressor uses only 12 amps. at 12 volts. It operates at 4500 R.P.M., measures 4" x 6" x 3¼", and weighs 7 pounds.*

NO STORAGE TANKS, VALVES, GAUGES, LOW-AMPERAGE

Now hear this — and all bridge tenders and launch captains will — the newest development in air horns by SONABEL. No pressure storage tanks, valves, gauges, or run-down batteries with these high-speed, low-amperage compressors. Horns are connected directly to the compressors by tubing, and the high-starting torque develops a deafening blast instantaneously. Specially designed by leading European engineers, the horns are all solid brass, finished in marine chrome with heavy cast brass, chrome-plated bases. Available in four different sizes and tones, from the deep riverboat tone of the PL-540 to the higher pitched sharpness of the T-36, the horns can be used either singly or in matched pairs. (Write for detailed brochure.)

RAYTHEON BILGE LEVEL INDICATOR

This dependable instrument actuates an alarm light whenever water in the bilges reaches a pre-determined level. Indicator consists of detector unit containing float-actuated switch. Interconnecting cable. panel light. Indicator light has chrome-on-brass panel. Bilge switch has hermetically-sealed, positive-acting, explosion-proof switch housed in sturdy nylon case. Draws no current except when alarm light goes on. For 6 or 12 volts or 115 volts AC. Supplied with 15 ft. of duplex nylon jacket cable.

Special new low price ... $12.95

RAYTHEON MOTO-LARM

Protects your engine against low oil pressure or high water temperature. When oil pressure drops below 7 lbs. or water temperature rises above 190° light flashes to indicate trouble and loud buzzer alarm sounds. Chrome-on brass indicator panel 4¾" x 3⅛" x indicator here 3⅝" x 2⅝" 2¾". Easy to install. Thermostat for water temperature attaches to engine block. Switch for oil pressure indication fits into oil line. Operates on 6 or 12 volts DC. Does not draw current when standing by

Special new low price ... $12.95

COMPLETE AIR HORN KITS

The South Wester—Consisting of a REC compressor (specify voltage) with single horn illustrated above, length 16", height 4", complete with horn relay, button and 12 ft tubing—$99.75.

The North Easter—Consisting of a REC compressor (specify voltage) with twin horn illustrated above, with one 16" and one 20" horn complete with horn relay, button and 12 ft tubing—$149.75.

The Cruiser—A heavy duty BOF compressor (specify voltage) with a 26" deep tone horn, horn relay, button and 12 ft tubing—$189.50.

The Voyager—The heavy duty BOF compressor (specify voltage) with a 26" and a 21" horn. Designed for the large motor cruiser. Complete with horn relay button and 12 ft tubing—$239.50.

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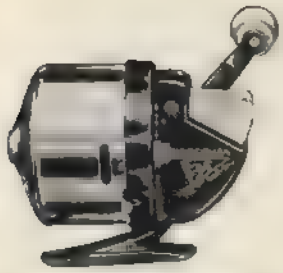
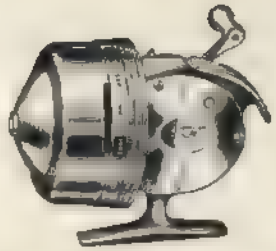
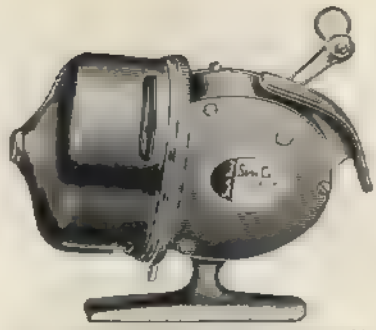


(A) SOUTH BEND NORSEMAN



(B) SOUTH BEND "88" SPINCAST

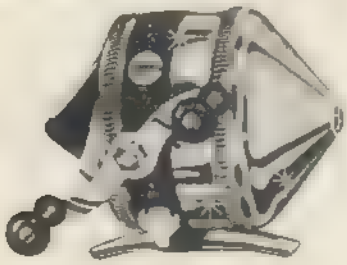


(C) SOUTH BEND "77" SPINCAST

(D) GARCIA ABU-MATIC 40

(E) GARCIA ABU-MATIC 60

(F) NEW PFLUEGER "85" MARS



(G) ZEBCO 33

(H) 1959 ZEBCO "SCOTEE 66"

(J) ZEBCO JR. COMBINATION

SPIN-CAST REELS

(A) VERSATILE NEW SOUTH BEND NORSEMAN 110. Push button casts with 20-lb. line. A new ... to spincast reels. A product of fine ... craftsmanship, designed for the fish... Well cast by ... to 50 yards. All parts ... water resistant. All ... Heavy duty level wind ... 250 yds. 6-lb. to 100 yds 20-... Has ... with 15 ... wound on spool ... finish ... wt. ... lbs.

15R104-1761.... RETAIL $29.95

(B) SOUTH BEND "88" SPINCAST REEL. ... 12 lb. ... A heavy-duty, large capacity, ... level wind equipped with 12 lb. test monofilament line ... Anodized aluminum ... with replaceable press-fitted carboloy pick up pin. Housing and pushbutton are metallic green baked ... Outer cone, drag control ring and side ... are anodized a light green. ... reverse ... was, large spool. Other parts ... Heavy ... finish plate. ... shipped complete with 12 lb. test ... line on spool. Ship. wt. 2 lbs.

15R105-1467 ... RETAIL $24.95

(C) SOUTH BEND 77 SPINCAST. For 8-lb. line. Combines the simplicity, distance and ... backlash performance of a spinning reel with the ... accuracy. 'feel' and rugged ... ing reel. Thumb lever makes ... reversing for trolling or fighting fish ... Heavy duty ... Anodized ... green finish. 4-to-1 gear ratio ... Comes with 8-lb. test mono line wound on spool. Ship. wt. 2 lbs.

15R61-1173.....RETAIL $19.95

(D) GARCIA ABU-MATIC 40 REEL. Garcia's newest ... casting reel. Completely anodized against corrosion, has Synchro-Drag; stainless steel winding cup; rubber cushion line check; tungsten carbide ... pick-up. Spool comes factory loaded with 8-lb. test Platyl monofilament line. Stylish gold and ... finish. Ship. wt. 1 lb.

15R109-1323..... RETAIL $22.50

(E) GARCIA "ABU-MATIC 60" REEL. The "Abu-Matic" 60 Synchro-Drag immediately reduces ... with a simple reverse flick of the reel handle. Resume reeling in and drag reverts to original drag tension. Black and anodized maroon finish. Genuine tungsten carbide line pick-up. Rubber cushion line brake—stainless steel winding cup, sensitive star drag. Comes with fully wound spool of 8-lb. test Platyl monofilament ... with leather carrying case with oiler and ... casting plug. Ship. wt. 2 lbs.

15R86-1749 ... RETAIL $29.75

(F) NEW PFLUEGER "85" MARS. The latest in the Pflueger with the unique feature of "Instant line control"—control of the line the very instant the lure lands. Housing is made of cast ... num finished with satin chrome. Has hand... anodized ... minum cone and side plates ... stainless steel pick-up pin ... Frame ... chrome coated for wear-resis... Anti-reverse ... will never brake slip. ... reverse ... Metal ... Has ... equipped with 6-lb ... filler on the ... spool. Ship. wt. 2 lbs.

15R108-996..... RETAIL $16.95

(G) ZEBCO 33. Simplifies spinning for beginners and experienced ... casters alike. Feather-touch thumb device controls line at all times. Pushing down thumb locks line for long cast. Releasing thumb releases line which feeds off end of spool in true spinning fashion. Slight pressure of thumb controls or stops lure. Casts light ⅛ oz. lures. Adjustable drag reel comes complete with 6-lb. test monofilament line installed on spool. Ship. wt. 2 lbs.

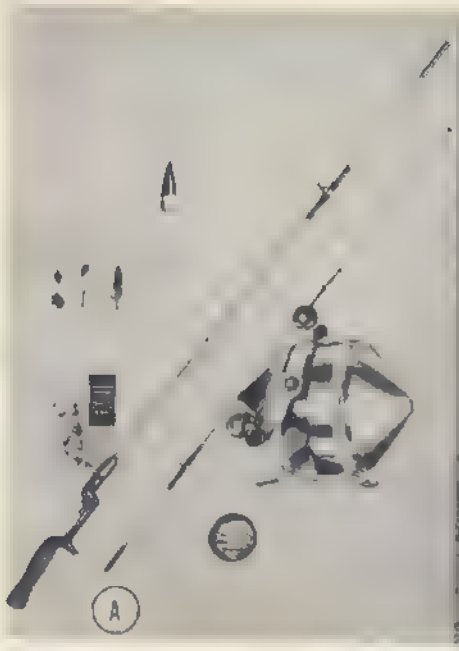
15R67-1148.....RETAIL $19.50

(H) 1959 ZEBCO "SCOTEE 66." Patterned after the famous Zebco "33" but priced so that ... every member of the family ... to own one. Durably not a beginner's reel, ... powerful ... for ... use. Has famous Zebco feather-touch ... to control ... of the ... Has ... cast reverse with on-off click ... Interchangeable spools. Liquid smooth drag. Designed to be used on offset or straight handled rod. Comes complete with 6-lb. test monofilament line on ... Fine quality construction throughout with the ... on and dependability of all Zebco reels. Ship. wt. 2 lbs.

15R68-761 .....RETAIL $12.95

(J) NEW 1959 ZEBCO JR. ROD 'N' REEL COMBINATION. The only precision tackle engineered especially for youngsters—everything ... scaled down for the ... Combination—... ... Ruggedly constructed of quality ... for long life and smooth performance. Solid ash rod handle, solid fiberglass rod, and chrome plated guides with nylon wrapping. Carbonized gears. Continuous anti-reverse easy drag adjustment. Interchangeable ... Pink and white finish, lightweight and ... Fiberglass ... ... for ... ... rod, ... Ship. wt. 4 lbs.

19R87-467..... RETAIL $7.95



Save Dollars on these Combination Rod and Reel Outfits

SPECIAL BONUS ITEMS INCLUDED IN EACH

Ⓐ **Zebco "33" Spincast Reel and Rod Combination.** Consists of famous Zebco "33" reel—one 6½ ft. spincast rod of fibreglas with 2-piece tip, detachable cork grip handle and nylon wound V type guides. **A bonus** with this combination includes 3 spincast lures, 1 practice plug, 1 spool of genuine Dupont monofilament nylon line, 1 spinning guide booklet. Ship. wt. 5 lbs.
23R50-1695. . . . . RETAIL **$28.50**

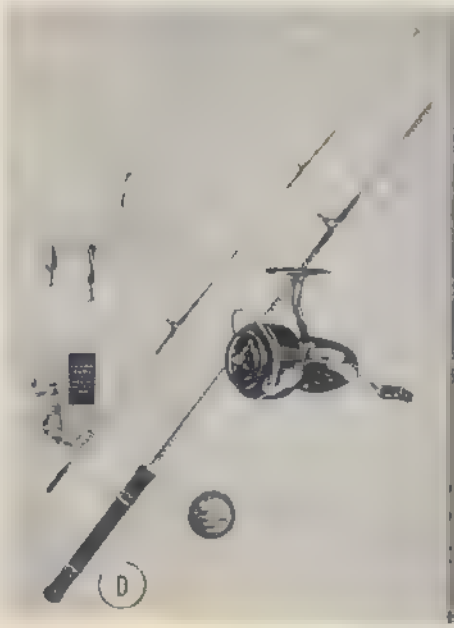
Ⓑ **Shakespeare "1774" Spincast Reel and Rod Combination.** Consists of one Shakespeare "1774" spincast reel and one 6½ ft. spincast rod of fiberglas with 2-piece tip, detachable cork handle and nylon wound V type guides. **A bonus** with this combination includes 3 spincast lures, 1 practice plug, 1 spool of genuine Dupont monofilament nylon line and fishing guide booklet. Ship. wt. 5 lbs.
23R52-1495 . . . . . RETAIL **$25.50**

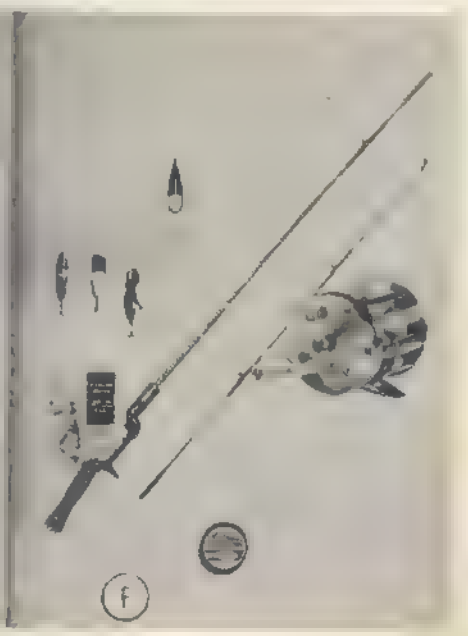
Ⓒ **Zebco "66" Spincast Reel and Rod Combination.** Consists of one Zebco "66" spincasting reel and one 6½ ft. spincast rod of fiberglas with 2-piece tip, cork handle and nylon wound V type guides. **A bonus** with this combination consists of 3 spincast lures, 1 practice plug, 1 spool of genuine Dupont monofilament nylon line and fishing guide booklet. Ship. wt. 5 lbs.
23R48-1275 . . . . . RETAIL **$22.50**

Ⓓ **Garcia "Mitchell 300" Spinning Reel and Rod Combination.** Consists of one 6 ft. fiberglas jointed spinning rod with V type guides wound nylon winds, cork handle with butt cap and aluminum reel locking rings. One Garcia "Mitchell 300" spincast reel. **A bonus** with this combination includes 2 spinning lures, 1 practice plug, 1 spool of genuine Dupont monofilament nylon line, 1 spinning guide booklet. Ship. wt. 5 lbs.
23R53-2495. . . . . RETAIL **$40.95**

Ⓔ **Garcia "Mitchell Cap 304" Spinning Reel and Rod Combination.** Consists of one Mitchell CAP model 304 reel, one 6 ft. one-piece fiberglas spinning rod. Has V type guides with nylon winds, cork handle with butt cap and aluminum reel locking rings. **A bonus** with this combination includes 3 spinning lures, 2 spools of genuine Dupont monofilament nylon line, 1 practice plug and 1 spinning guide booklet. Ship. wt. 5 lbs.
23R47-1595. . . . . RETAIL **$28.00**

Ⓕ **Pflueger "Trump" Baitcasting Reel and Rod Combination.** Consists of one Pflueger "Trump" baitcasting reel, one 5 ft. 1-piece baitcasting rod with nylon wound V type guides, diecast offset crackleback finish handle with cork grip. **A bonus** with this combination includes 3 baitcasting lures, 1 practice plug, 1 spool of 12 lb. braided nylon casting line. Ship. wt. 5 lbs.
23R48-850. . . . . RETAIL **$15.50**





PACE SETTER by Spalding

gloves

A completely new line of high-quality gloves and mitts for 1960!

Designed and manufactured in U.S.A. with careful attention to PLAY-ABILITY FEATURES in the construction.

Imprinted with FAMOUS PLAYERS' names!

Bobby Thompson $9.00

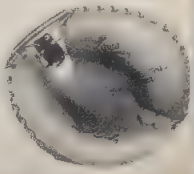
Don Drysdale $8.00

Jerry Lumpe $7.00

Whitey Ford $6.00

Gary Geiger $5.00

Trapper Model $8.00



Bill Dickey $8.00

PACE SETTER by Spalding

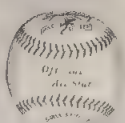
baseballs

A complete Selling Selection starting with a quality ball at $1.00 retail

$1.00–$1.50 packed in poly bags
$1.29 packed 12 in display box
$2.00–$2.25 packed in individual boxes

Little Star $1.00

Rubber Cover $1.29



Official All Star $1.50

Official Big League $2.00

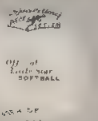
Official Little League $2.25

PACE SETTER by Spalding

softballs basketballs

Official 12-inch softball
Cowhide or Rubber-covered

$1.50 } packed 12 in display box
$1.70 }
$1.75 packed in poly bags



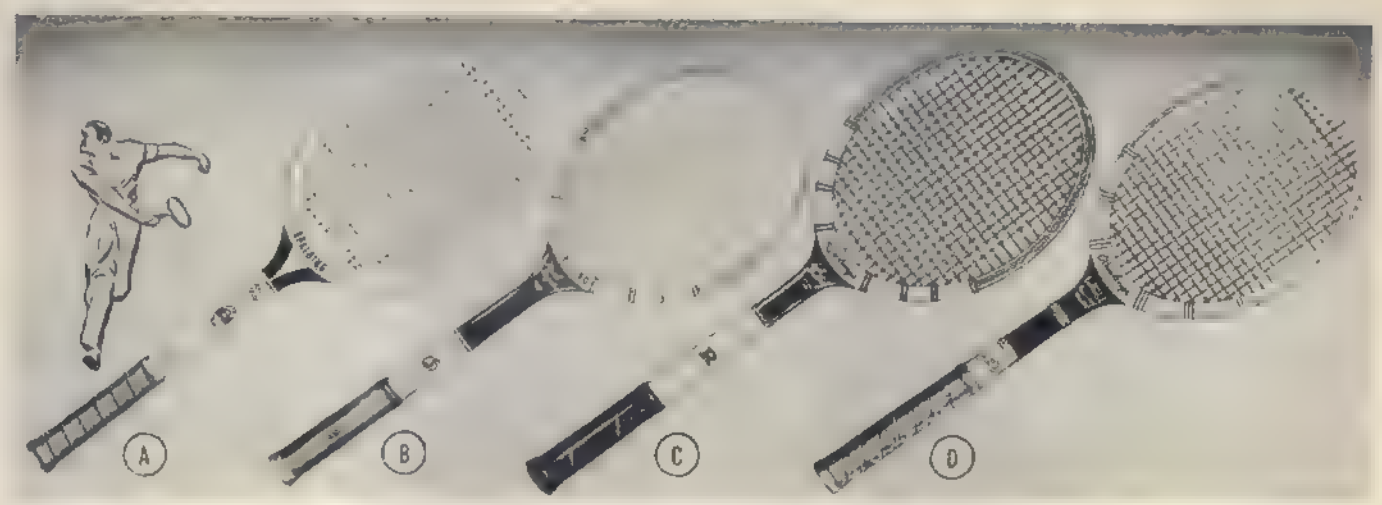
Cowhide $1.50
Rubber $1.70
Cowhide over Kapok $1.75

Two official Basketballs
Rubber-covered for
Spring sales - outdoor play

Individually boxed

301 $5.00
302 $7.00

THE TOY TINKERS
DIVISION OF A. G. Spalding & Bros. Inc.
EVANSTON, ILL.



WORLD-FAMOUS CHAMPION TENNIS RACKETS

Ⓐ **New Spalding Ero-Flite Open Throat Racket.** Open throat for smooth-swinging, balanced stroke. Shock-proof design that absorbs terrific force of impact. Air-cushioned leather grip with amazing comfort and firm control. Raw-hide reinforced shoulders, fibre-reinforced bow and handle, 2-ply wood and fibre inside reinforcement plus a solid maple element. Pure white shoulders, gold and red bindings, black throat. Special "forehand" and "Backhand" markings at top of bow. Strung in multi filament nylon. Ship. wt 3 lbs

70R16-1775... .. .. ..RETAIL **$26.50**

Ⓑ **Spalding Gonzales Signature Racket.** Constructed of laminated maple and fibre strips with a long throat. Throat and inside shoulders are reinforced with steam-bent maple String holes are deeply countersunk in and out to protect and prolong life of stringing. Beautifully finished with long red throat faces and sides, white overlays and the remainder of racket in natural finish. [illegible] leather grip. Ship. wt. [illegible]

70R17-795... . . .RETAIL **$12.45**

Ⓒ **Rawlings Buchholz Tournament Model.** Full size Ply Weld bow with three black fibres Painted throat of brown with white band. Natural handle Eight shoulder trims and two handle trims. Tan perforated calfskin grip. Multi-Fil Nylon stringing Ship wt. 3 lbs

70R24-895 .... .RETAIL **$13.95**

Ⓓ **Rawlings Buchholz Personal Model.** Full size power bow with fibre reinforcing strip around outside of bow. Red beech shoulder bindings and two handle bindings. Tan perforated grip with gold line. Finished in rich brown with gold and white trim. Strung X-Tra Tite with Pro-Faced nylon. Ship. wt 3 lbs

70R23-1835..... .. . . . . RETAIL **$27.95**

Ⓔ **Wilson Trabert Capri.** Strata-Bow construction with three reinforcement fibres in the bow. White shoulder reinforcements set off by scarlet throat. White band below throat and above natural finished handle flakes Perforated leather grip in tan with black line. Strung in Multi-Ply nylon. Ship wt. 3 lbs.

70R27-795 . .. . RETAIL **$12.50**

Ⓕ **Wilson Budge Signature.** Fluid-feel handling and response. Extra head speed and remarkable impact action. Powerful Strata-Bow frame with long black Speed-Flex fiber faces that bring the sure, solid feel right down into the hands. Black fiber bow lamination is complemented by outside shoulder reinforcements of white fiber and natural beech overlays. Tan leather grip with gold line—perforated and center skived. Strung in Multi-Ply nylon Ship wt 3 lbs

70R19-1355.....RETAIL **$20.50**

Ⓖ **Wilson Young Champ.** Made with the 8-12 age group in mind. Standard head size with 1" shorter handle. Light and easy to handle, the all new Young Champ has remarkable head speed with a junior size swing Laminated, Strata-Bow frame with one black reinforcement fiber in bow. Lustrous scarlet finish from top of shoulders to bottom of throat Natural ban[illegible] cork and rubber grip Full size bow Handle size: 4¼" [illegible] Ply nylon. Ship. wt 3 lbs.

70R15-600.. .....RETAIL **$8.00**

Ⓗ **Wilson Connolly Capri.** New, lightweight girl's racket with an easy handling efficiency that utilizes every bit of power in the player's stroke. Strata-Bow frame, with three black fiber laminations for balance and flexibility Pastel blue throat, white shoulder overlays and 1¼" white band bow throat Selected leather grip in blue with perforations. Strung in Multi-Ply nylon. Ship. wt 3 lbs.

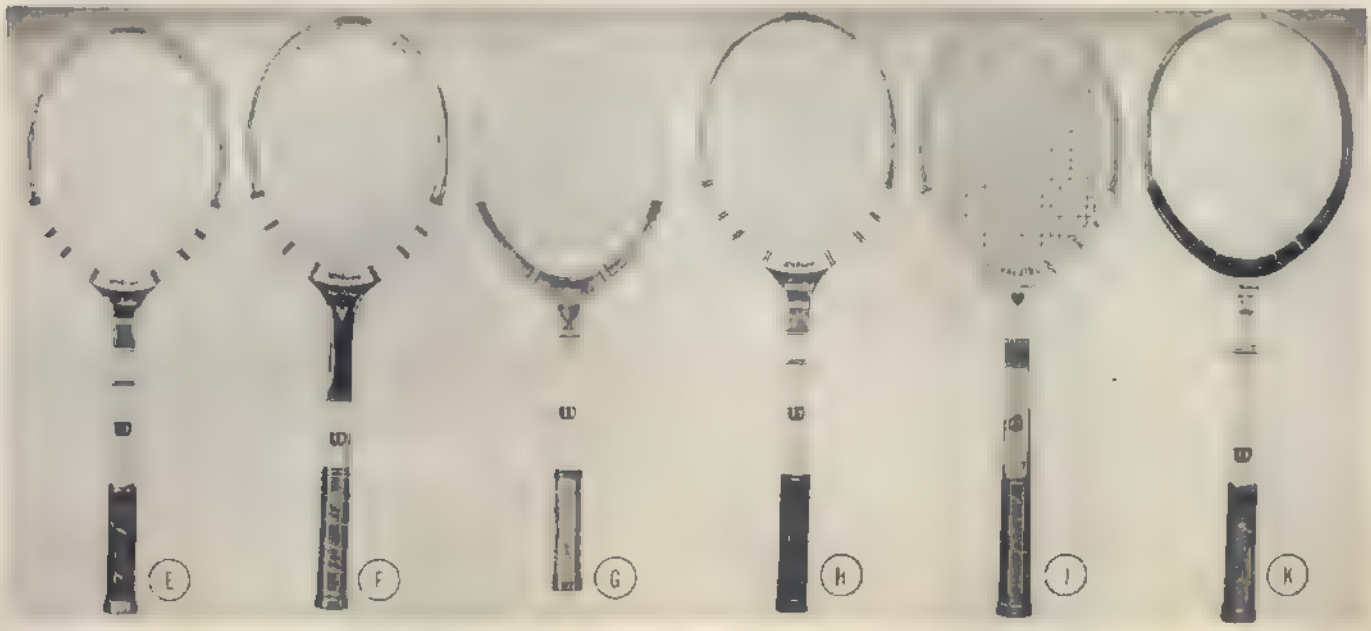
70R7-795.....RETAIL **$12.50**

Ⓘ **Spalding Doris Hart Signature Racket.** Sturdily constructed of nine plies of maple and fibres Steam-bent maple throat and shoulder inside reinforcement and full overlays. In and out deep countersinking. Finished in white from bottom of throat to top of shoulders. Rest of racket in natural finish except for red handle band Blue perforated leather grip Strung in Multi-Ply nylon. Ship wt 3 lbs.

70R18-795.....RETAIL **$12.45**

Ⓚ **Wilson Hardwick Match Play Racket.** Precision balanced model with beautiful styling and playing qualities. New Strata-Bow [illegible] cally designed for girl players is strengthened by 2 bl[illegible] by pastel blue shoulders [illegible] able cushion le[illegible] white spiral pattern [illegible]

70R6-640..... . . . . .RETAIL **$10.00**



Play Ball!

Rawlings Stan Musial PM Glove A "Deep Well" model with ProFlex palm extension allowing maximum finger flexibility. New double stitch in middle finger for five finger action. Palm extension. Snug wrist adjustment. Pre-shaped U crotch. Soft leather welt trap finest wool felt lined action pad. Inner-greased pocket

10R67-1995 ....RETAIL **$29.50**

Rawlings Hank Bauer PM3 Glove. New 1953 model. Top quality glove leather, with a full leather lining. New snuggle wrist adjustment and laced web thumb and first finger section. Inner-greased "Deep Well" pocket, skived pocket and lazy S laced break.

10R68-1295 ..RETAIL **$19.95**

Rawlings Mickey Mantle MM6 Glove. A full size model made of top quality glove leather and leather welted seams. New laced down break and soft felt pad. Streamlined fingers and thumb, roll welt edges. "Deep Well" pocket with inner-greased palm. Three-way action pad. Modified V-anchor welt.

10R80-950.... ..RETAIL **$13.95**

Wilson Nelson Fox Autograph Glove. Good quality cowhide. Large greased Grip-Tite pocket. Full welted, streamline back fingers. Continuous leather lacing through tip ends. Button-type wrist strap. Full cowhide lining and flat leather bound. Contour fitted felt padding and non-formed heel. Not oiled.

10R71-795 ... .. RETAIL **$11.95**

Spalding "Al Dark" Glove. Carefully made from good quality full oiled glove leather with greased pocket. Full leather lined. Full welted. Five streamlined fingers. Reinforced leather padding. Closed heel. Solid web strap, tie-down. Laced in crotch. Laced fingertips, laced down palm.

10R70-895.....RETAIL **$12.95**

Wilson "Ted Williams" Glove. Made of good grease tan leather, with streamline back fingers, and fully welted seams. Large barrel-type web. Finger-tip lacing. Button style wrist strap. Deep, grease-set Grip-Tite pocket. Completely leather lined. Fully oiled.

10R72-500.....RETAIL **$8.00**

Wilson "Jim Piersall" Personal Model. Large, deeper Grip-Tite pocket, grease set. Two piece tie-down web. Fully welted streamline back fingers. Leather finger tip lacing extending through web. New snap action design gives better feel. Leather laced palm, wrist and little finger. Made of one-piece palm and inside design with top grade cowhide. Fully felt padded and cowhide lined. Not oiled.

10R73-1040.....RETAIL **$15.95**

Wilson "Big Scoop" Autograph Model. Medium size big scoop. Made from grade cowhide with deep grease-set palm pocket and three welt. Full leather wrist strap, leather reinforced. Palm extension lacing. New 3-piece contour back. Snap action lacing. Felt padding. Fully oiled.

10R71-795 .. . RETAIL **$11.95**

As above: For left handed throwers (glove worn on right hand)

10R75-895.....RETAIL **$13.95**

Wilson "Frank House" Catcher's Mitt. Constructed of good grade cowhide with Grip-Tite pocket, grease-set. Snap action. Extensive palm lacing. Sheepskin padded leather wrist strap with end lacing. Thumb protector. Leather [illegible] with finger tube on top. Welted crotch area. Flat style binder. Felt padded.

10R76-795.....RETAIL **$12.95**

Wilson Official Major League Ball. Lively cushioned-cork center. Anchored and balanced wound to official Major League size and weight. White alum tanned horsehide cover, precision cut and stitched with strong cotton thread for lasting durability.

10R78-195 . .. ..RETAIL **$3.00**

Wilson Official Little League Ball. Construction [illegible] to regulation [illegible] Cushioned cork center. Anchored and balanced wound. Alum tanned horsehide cover.

10R77-150... ... .RETAIL **$2.35**

Safe-T polyethylene BALL and BAT SET

use Indoors or Out

No one can get hurt, with the leather-weight Safe-T Bat and Ball. Molded [illegible] ball and bat. Bat made of polyethylene. Perfect for adults and young [illegible] Snap set [illegible]

70R33-210—

....RETAIL **$3.50**

SPEEDLINER

the Championship Line for '59

116-D TROPICANA
16' of beautiful, smooth riding, runabout. Seats 6. Two-tone decking. Available in 3 models.

SPEEDLINER Its very name suggests the finest boat for fun afloat. And whether you favor Philippine Mahogany or fiberglass, your boating dreams come true with the 32 spectacular Speedliner models for 1959. Here are superbly designed boats that have everything . . . sports car performance . . . breath-taking speed (Speedliner has won 52 racing championships in the last 9 years) . . . safe, rugged construction . . . beautiful interiors . . . smooth, dry ride on even choppy water. See them at your Speedliner dealer. Then take a look, take a ride, take the helm—and you'll take Speedliner. Speedliner boat kits also available priced from $118 to $545. Use the convenient coupon below to write for a FREE SPEEDLINER CATALOG.

In Plywood or Fiberglass, Everything You've Ever Wanted in a Fine Boat!

TAKE YOUR PICK FROM 32 BRILLIANTLY STYLED RUNABOUTS

M-118 NAMORAH
Speedliner's finest! 18' of exciting boat beauty. 72" beam. Seats 7 with ease and comfort. Convertible top optional

M-4145 CONTESSA
A fast 14' general purpose runabout that seats 6. Sporty, walk-through front seat.

M-714 RAJAH
Fiberglass with a flair! Sculptured snow-white hull with your choice of contrasting colored decks. Seats 5.

M-617 SULTANA
A great new 17' fiberglass runabout. COLORS: White hull with red, blue, orange or turquoise decks.

NEW! SPEEDLINER AQUADYNAMIC WATER SKIS

Enjoy the family fun of water skiing with the strongest, safest water skis made—9 ply Philippine Mahogany Aquadynamic Speedliners. Practically indestructible, yet light weight and flexible for perfect control. Available in popular sizes and in low-cost kits.

GENERAL MARINE COMPANY
DEPT 419 6TH & OAK STREETS ST. JOSEPH, MO

SPEEDLINER DEALERSHIPS

Still available. Get with the fastest selling, best performing line. Write for dealership details.

GENERAL MARINE COMPANY
DEPT 419 6TH & OAK STREETS ST. JOSEPH, MO

Please send me information on the items checked: _____Protected Speedliner Dealerships _____Speedliner Boats _____Boat Kits _____Marine Plywood _____Water Skis and Kits _____Speedliner Resin and Fiberglass

NAME _____ ADDRESS _____

CITY AND STATE _____

Tiffiny Sparkshields, offered by Pearce-Simpson, eliminate engine electrical noise in radiotelephone receivers by proper shielding. Installation is simple.

New a radiotelephone designed by Pearce-Simpson especially for outboards and small inboards. The output is 20 watts.

Manhattan Marine's Commodore clock is available with or without the brass or chrome ship's wheel trim.

One of Manhattan Marine's featured items is the Sonabel air horn. The compressor, built in, eliminates need for air tanks, valves, gauges, etc. Four models, to 26".

MANHATTAN MARINE

The Sonabel Air Horn, a French import, is presented by Manhattan Marine & Electric Co., Inc., 116 Chambers St., New York, N. Y. At the heart of the unit is a high speed compressor with high starting torque, obviating the necessity for air tanks, valves, and gauges. Tubing is connected directly to the horns from the compressor. Activation of the compressor instantly results in a penetrating blast.

Compressors are available in two models, the REC, designed to be used with either of the two small Sonabel horns, and the BOF, which is employed with the river boat tone horns.

Power consumption of both types is at a minimum, 12 amps at 12 volts for the REC, and 18 amps for the BOF. Endurance tests of up to 300,000 continuous blasts at two-second intervals have been conducted by the Sonabel laboratories.

Created expressly for Manhattan by Pierre Monzini of Paris, the horns are of the aperiodic diaphragm type, brass throughout, and finished in polished chrome. The four models range in length from 16" to 26".

Another import, introduced last season, the Commodore Clock, is also featured for 1959. It is available with or without ship's wheel trim in a brass or chrome finish.

OSCO GEARS

For popular automotive engine marine conversions, Osco Motors Corp. of Philadelphia offers a line of hydraulic (self) controlled reversing gears.

Developed jointly by Paragon Gear Works and Osco this OHF3 series of gears is available with integral reduction ratios of 1.5:1, 2:1, 2.5:1, and 3:1 as well as the 1:1 direct drive unit.

Complete reversing gear assemblies bolt and couple directly to Buick, Cadillac, Dodge, Chevrolet, Plymouth, Ford and Chrysler flywheel ends without alteration and no precision alignment instruments are required. Installation is a matter of minutes; cost is little more than for the older type of manual controlled mechanisms.

PEARCE-SIMPSON

Six new radiotelephones and a new noise limiter are introduced by Pearce Simpson, Inc., 2295 N.W. 14th St., Miami 35, Florida. The powerful Carib 130-A, in mahogany or teak, provides long-range communications, and is certified for mandatory installations requiring a 25-watt minimum output power. Input is 130 watts. The bulkhead-mounted set is 15" high; has eight channels and a 2000 to 6000 KC frequency range. It is available in 12- and 32-volt DC, or 110-volt AC and DC models.

Model M-7A, in mahogany, korina, or teak, offers ten channels with a 150-watt input, remote control selection, and separate power supply for extended cruising. Frequency range is 2000 to 6000 KC. The Atlantic 70-B model, in molded fiberglass has a 70-watt input, five channels, and broadcast band reception. Designed for use aboard commercial vessels, its frequency range is 2000 to 4500 KC; supply voltage is 12 or 32 volts. The 45-watt Islander in reinforced fiberglass comes in 6- and 12-volt styles, and offers five channels and a broadcast band. Another Islander model is the 30-TA, with a 30-watt input, five channels and broadcast reception, and a frequency range of 2000 to 4500 KC. Supply voltage is 6 or 12 volts DC; cabinet is molded fiberglass.

The Outboarder, with a 20 watt input is a four-channel radiotelephone specifically designed for small boats. Cabinet construction is aluminum and Rovalite. Frequency range 2 to 3 mcs, and supply voltage is provided by either 6- or 12-volt batteries. To eliminate excess engine electrical noise in radiotelephone receivers, Pearce Simpson offers Tiffiny Sparkshields made of anodized aluminum, and especially designed for all popular marine engines.

YALE MUFFLER CEMENT

Muffler Cement, a compound from Yale Engineering Co., Chicago 10, Ill., has been developed to seal, repair and insulate mufflers and exhaust systems.

It is applied directly from the tube and is said to harden quickly into a heat proof, water and rust-resistant, gas-tight, metal-like seal. It stops exhaust leaks, guarantees perfect fits, reduces fire hazards, and ends the difficulty of insulating hard-to-get-at spots.

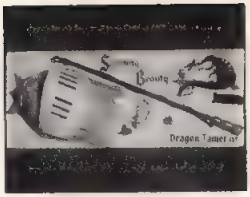
KINNEY JEWELRY

Eight authorized items of Power Squadron jewelry are presented by The Kinney Company, 123 Stewart St., Providence, R. I. This line features the Power Squadron crest in French Hard Enamel and includes a gold-plated, sterling, or 10 K finish a tie clip, cuff links, and tie tac. A bracelet, money clip, and buckle are offered in rhodium-plate or sterling; a key chain is rhodium-plated; and a Zippo lighter is sterling.

The Osco OHF3 series of hydraulic gears is available with various reduction ratios (see item, above left) and direct drive.

PARACHUTE ROCKET takes off in vertical flight to 150'. At peak parachute and space man are released to float gently back to earth. Safe, uses water as fuel. Retail $2.98. Park Plastics, 940 Park ave., Linden, N. J.

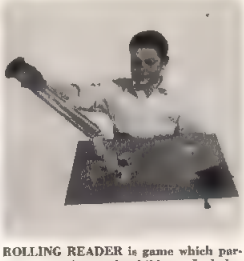
SPEED HOCKEY is played with real plastic hockey sticks. Players can stick handle or pass off the boards to score. Sliding goal tender protects net. Accurate and realistic game. A. H. Delfausse, 200 Fifth ave., N. Y.



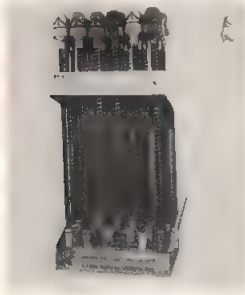
SLEEPING BEAUTY dragon tamer set has helmet, whip, dagger and ring. Set ties in with child's interest in current movie and helps him identify himself with it. 98c. M. Shimmel, 16 W. 19th st., New York.

COMIC POST CARDS in sculptured 3D plastic are packed six dozen to a counter display unit. 5 pastel colors, white board back, plastic front. Approved for mailing. 10c retail. Cardel Plastics, 3500 Park ave., Bronx, N. Y.

HI VUE clear plastic balls are decorated in brilliant colors in assortment of designs. 4¾" size: 49c; 5½": 79c; 6½": 98c. Packed one dozen per box. Barr Rubber Products Co., 1525 First st., Sandusky, Ohio.



ROLLING READER is game which parents can play with children. It helps them to improve their skill in reading. Game is played with cubes. $2.98. Psych-Ed; Robert Patterson; 200 Fifth ave., N. Y.



PARADE LEADER baton is made of unbreakable polyethylene. It shows figure of young majorette. Shaft colors are gold, chrome, red and blue. Head and boots also in colors. 98c. A. J. Renzi. 180 Pond st., Leominster, Mass.

CHIPMUNK JAMBOREE guitar has excellent tone. It is decorated with pictures of chipmunk. Guitar ties in with interests of teen-agers. It also appeals to younger kids. $2.69. Jefferson Mfg., 2433 N. Orianna st., Philadelphia, Pa.

CARNIVAL CORNER cardboard display for albums and singles is free with minimum order of LP's. Also contains membership applications for "Cricketeer Club." Cricket Records, 33 34th st., Brooklyn, N. Y.

SPERRY TOP-SIDER®

WITH SURE-FOOTED COMFORT

For your personal safety afloat and ashore

Styles below for Active Wear

Navy or White

CANVAS OXFORD $8.95/$7.95 Junior. Loose-Lined for breezy, non-chafing comfort. Amazing flexibility, double-deep heel cushioning. Men's, 5-14; Women's, 2½-10½; Junior, 1-4½.

White only

RACQUET OXFORD $8.95

Sponge-cushioned arch. Reinforced at toe and sides for extra-long wear. Men's, 4-14.

Brown or White

ELK MOCCASIN $18.95

Soft, water-resistant elk, hand sewn for "old shoe" comfort on ship or shore. Brown—narrow or wide. White—men's wide, women's narrow. Men's, 6-13; Women's, 4-9.

Write for "Junior Safety Rules," style folder, and nearby dealer's name.

SPERRY TOP-SIDER

5 Rubber Avenue, Naugatuck, Conn

Styles below for Standing at the Helm

Brown Men's or Smoked Elk Men's & Women's

LEATHER OXFORD $19.95

Soft hand-crafted water-resistant elk—so light it actually floats. Genuine steel shank. Men's narrow or wide, 6-14. Women's narrow, 5-10; medium, 4-9.

Navy, White, or Faded Blue

COMMODORE OXFORD $8.95

Insulating cork heel and platform. Smart, but comfortable! Special shank gives firm support. Men's, 5-14; Women's, 2-eyelet, 3-10.

Styles below for Casual Comfort.

Blue or White

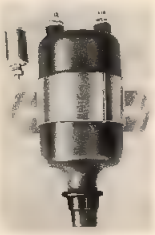
CANVAS LOAFER $8.95

New as tomorrow for lazy comfort. Low-cut Lastex® gore hugs foot. Ultra flexible sole and added foot cushioning. Men's only, 5-13.

Red, Blue, or White

PUMP $8.95

Fashion favorite with real safety! Elasticized edge hugs low—permits even suntan. Women's narrow, 5-10; medium, 4-9.



The high-voltage ignition coil.

Two new engine accessories are presented by Mallory Electric Corporation, 12416 Cloverdale Ave., Detroit, Michigan. To overcome the problems of oil-filled and tar-filled ignition coils, Mallory has developed an explosion-proof high voltage ignition coil. The coil winding is permanently insulated with a polyester compound cast under a vacuum. This type of molded coil will dissipate heat faster than the oil or tar-filled units.

To obviate automotive engine ignition timing which varies as much as four degrees in the advance curve and reduces V-8 marine efficiency, Mallory is manufacturing marine distributors which hold the advance curve within two degrees throughout the rpm range of the engine. In addition, the size of both distributor and cap has been reduced to conform to the smaller modern engine size. Tachometer drives, standard equipment on all marine engines, are incorporated in the distributor itself, and are available with a variety of distributor and cap configurations.

Compact distributor for boat engines.

CROWN PLASTICS

Crown Plastics, Inc., 224 Mississippi Street, San Francisco, California, produces the Catalina, a curving boat shield that features a 1" extruded aluminum framing for the Plexiglas shield. This provides a rigid, one-piece assembly complete with built-in deck fasteners. The base section is fitted with white vinyl gasketing to provide a seal between deck and base and shield and base

SPERRY TOP-SIDER ®

WITH SURE-FOOTED COMFORT

For your personal safety afloat and ashore

Styles below for Active Wear

Navy or White

CANVAS OXFORD $8.95/$7.95 Junior. Loose-Lined for breezy, non-chafing comfort. Amazing flexibility, double-deep heel cushioning. Men's, 5-14; Women's, 2½-10½; Junior, 1-4½.

White only

RACQUET OXFORD $8.95 Sponge-cushioned arch. Reinforced at toe and sides for extra-long wear. Men's, 4-14.

Brown or White

ELK MOCCASIN $16.95 Soft, water-resistant elk, hand sewn for "old shoe" comfort on ship or shore. Brown—narrow or wide. White—men's wide, women's narrow. Men's, 6-13; Women's, 4-9.

Write for "Junior Safety Rules," style folder, and nearby dealer's name

SPERRY TOP-SIDER
5 Rubber Avenue, Naugatuck, Conn.

Styles below for Standing at the Helm

Brown Men's or Smoked Elk Men's & Women's

LEATHER OXFORD $19.95 Soft hand-crafted, water-resistant elk—so light it actually floats. Genuine steel shank. Men's narrow or wide, 6-14. Women's narrow, 5-10; medium, 4-9.

Navy, White, or Faded Blue

COMMODORE OXFORD $8.95 Insulating cork heel and platform. Smart, but comfortable! Special shank gives firm support. Men's, 5-14; Women's, 2-eyelet, 3-10.

Styles below for Casual Comfort.

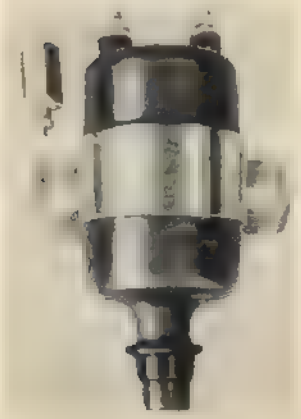
Blue or White

CANVAS LOAFER $8.95 New as tomorrow for lazy comfort. Low-cut Lastex® gore hugs foot. Ultra flexible sole and added heel cushioning. Men's only, 5-13.

Red, Blue or White

PUMP $8.95 Fashion favorite with real safety! Elasticized edge hugs low—permits even suntan. Women's narrow, 5-10; medium, 4-9.

MALLORY ELECTRIC



The high-voltage ignition coil.

Two new engine accessories are presented by Mallory Electric Corporation, 12316 Cloverdale Ave., Detroit, Michigan. To overcome the problems of oil-filled and tar-filled ignition coils, Mallory has developed an explosion-proof high voltage ignition coil. The coil winding is permanently insulated with a polyester compound cast under a vacuum. This type of molded coil will dissipate heat faster than the oil or tar-filled units.

To obviate automotive engine ignition timing which varies as much as four degrees in the advance curve and reduces V-8 marine efficiency, Mallory is manufacturing marine distributors which hold the advance curve within two degrees throughout the rpm range of the engine. In addition, the size of both distributor and cap has been reduced to conform to the smaller modern engine size. Tachometer drives, standard equipment on all marine engines, are incorporated in the distributor itself, and are available with a variety of distributor and cap configurations.

Compact distributor for boat engines.

CROWN PLASTICS

Crown Plastics, Inc., 224 Mississippi Street, San Francisco, California, produces the Catalina, a curving boat shield that features a 1" extruded aluminum framing for the Plexiglas shield. This provides a rigid, one-piece assembly complete with built-in deck fasteners. The base section is fitted with white vinyl gasketing to provide a seal between deck and base and shield and base.

by TOP-SIDER of Naugatuck

NEW OFF-SHORE SUIT

High Visibility International Orange $35

First with revolutionary elastic loop adjustments

First with complete throat protection to chin point

First with non-corroding all-nylon hardware

First with 2-way trousers, waist-high, chest-high

First with HIGH VISIBILITY INTERNATIONAL ORANGE

100% Waterproof Neoprene-coated inside & out

x-small, small, medium, large, x-large JACKET $21 TROUSERS $14

FOUL-WEATHER SUIT

$18.95

Safety suit for recreational boating—opens with a pull. Lightweight oil-resistant neoprene—every seam vulcanized water tight. Strong, fine woven-cotton protective lining. Faded blue and international orange in x-small, small, medium, large, x-large. $18.95

FOUL-WEATHER BOOT

Half-length over-the-shoe boot. Feather-light. Black. Men's, 6-12. $9.95

Also KNEE-LENGTH BOOTS
Pilot—Over-the-Shoe, 5-13 $12.50
Kingute—Over-the-Sock, 7-12 $13.50

SPERRY TOP-SIDER
5 Rubber Avenue • Naugatuck, Connecticut

CALENDAR of COMING EVENTS

Compiled By Ruth B. Smith

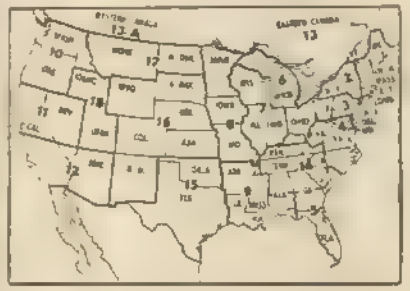
SEC. I MOTORBOAT RACING EVENTS
SEC. II SAILING RACING EVENTS
SEC III MOTORBOAT SHOWS

CAUTION Coast Guard regulations require a Coast Guard permit be obtained for every regatta. Get in touch with local CG office

SECTION I

MOTORBOAT RACING EVENTS

Racing Headquarters: APBA
2534 St. Aubin at Gratiot & E. Vernon Highway Detroit 7, Mich
—Inboards; O—Outboards; SO—Stock; J—Utility Outboards.



GRAPEFRUIT CIRCUIT

January 4—Fort Lauderdale, I; 11—Daytona Beach O; 18—Ponte Gorda O 25—Lake Alfred I, O; 31—Lakeland, O SO; 31—Winter Haven, O.

February 1—Lakeland O, SO; 7—St Petersburg 8—Miami O; 8—Hallandale S 15—St Petersburg, O; 22—Palm Beach I 22—Lensburg O.

March 1—Orlando, O, SO; 7-8—Gulfport, O

REGION NO 2

September 5-6—Buffalo, N.Y. unlimiteds

REGION NO. 4

September 19-20—Washington (President's Cup Regatta), unlimiteds

REGION NO 5.

February 7-8—St Petersburg (Southland Swimming Lakes) 22—W Palm Beach (Washington's Birthday Regatta)

April 23—Miami-Nassau Ocean Motorboat Race

REGION NO. 6

July 6—Detroit Memorial Regatta unlimiteds
August 29-30—Detroit Silver Cup, unlimiteds

REGION NO. 7

September 26-27—Madison, Ind unlimiteds

REGION NO. 10

May 10—Lake Chelan Wash., unlimiteds
August 8 9—Seattle Wash (A.P.B.A. Gold Cup) unlimiteds.

REGION NO. 18

July 18-19—Coeur D'Alene, Idaho, unlimiteds.

SECTION II

SAILING RACING EVENTS

CLASS CHAMPIONSHIPS

January 10-11—Miami Sunshine Regatta and Rhodes Bantam winter championship; 17-19—Thistle mid-winter championship, St Petersburg, Fla.; 24-31—Star mid winter championship and Bacardi Ocean Series Havana Cuba.

February 20-22—Twelfth annual Lightning winter championship, Tampa Bay Fla.; 21-23—One-of-a-Kind series, Coral Reef Y. C. Coconut Grove, Fla

March 1—Lightning regatta, Coral Reef Y. C., Coconut Grove Fla.; 29-April 4—Star spring championship and Myers Open series Nassau

August 22-29—Star world championship, Newport Harbor Calif.; 25-27—Raven national championship, Cleveland (O.) Y. C.

OCEAN AND DISTANCE RACES

January 9—St. Petersburg-Venice; 18—Fifth annual Buenos Aires (Argentina) to Rio de Janeiro (Brazil), 23—Miami-Gun Cay; 31—Sir Thomas Lipton Cup, Miami.

February 3-7—Miami Nassau; 7—Nassau Cup at Nassau; 28—St. Petersburg Bradenton.

March 14—St. Petersburg Havana; 20—Havana Varadero

April 18—Clearwater-St. Petersburg; 25—Tampa Egmont

SPECIAL EVENTS

August 28-September 3—Pan American Games Chicago, Ill.

SECTION III

MOTORBOAT SHOWS

January 3-11—Cleveland Ohio. Mid-America Boat Show. Public Auditorium. Irving Gray Mgr., 1420 E 9th St., Cleveland 14.

January 9-18—Los Angeles, Calif Annual Boat Show, Great Western Exhibition Bldg. Sponsor, So. Calif. Marine Assoc. 635 So Kenmore Ave., Los Angeles 5.

January 16-24—St. Paul, Minn. Land-O-Lakes Boat Show, St. Paul Auditorium. Noe Van Tilburg, Mgr.

January 16-25—New York City, N.Y. 49th Annual National Motor Boat Show, New York Coliseum. Jos. E. Choate Mgr., Rm 650 420 Lexington Ave., N. Y. 17 N. Y

January 23-February 1—San Diego, Calif San Diego Boat Show, Electric Bldg. Balboa Park Exec. Office. 420 Land Title Bldg San Diego

January 30-February 8—Kansas City, Mo. Kansas City Boat Sports & Travel Show Municipal Auditorium. General Shows Inc 409 Times Bldg., Minneapolis Minn

February 6-15—Chicago, Ill. Natl. Boat Show Int'l Amphitheater. Guy W. Hughes, Mgr 307 No. Michigan Ave. Chicago 1

February 20-25—Miami, Fla. 18th Annual Miami International Boat Show Dinner Key Auditorium, Mrs. Peggy Leyshon, Executive Director, 615 S. W. Second Ave., Miami

February 21-March 1—Asbury Park, N. J. 6th Annual Jersey Coast Boat Show, Convention Hall, Jerry Gasque, Director.

February 21-March 1—Portland, Oregon 5th annual Portland Boat Show, Creston Centennial Exposition Bldg. Sponsor The Oregonian Portland

February 21-March 1—Buffalo, N. Y. Boat Travel & Sports Show, 147th Armory, Sponsor Marine Trades Assn. 425 Brisbane Bldg. Buffalo 3.

February 22-March 1—Boston, Mass. New England Boat Show, Commonwealth Armory Sponsored by Boston Herald-Traveler Corp Managing Director, F. J. Farrell 80 Mason St Boston

February 27-March 6—Atlanta, Ga. Southeast Boat & Vacation Show Municipal Auditorium United Sports & Vacation Shows. 1st Natl Bank Bldg., St. Paul 1, Minn.

February 27-March 7—Philadelphia, Penna Philadelphia Motor Boat and Sportsmen Show Convention Hall Clinton W Smullen, Secretary, 813 Commercial Trust Bldg. Philadelphia 2

February 27-March 8—San Francisco, Calif. National Sports & Boat Show Cow Palace Thos. R. Rooney, Mgr. 325 Pacific Ave., San Francisco 11

(Continued on page 418)

Ranger BICYCLES

RANGER

SINCE 1889

CRAFTSMANSHIP at its finest!

THE WORLD'S MOST FAMOUS BICYCLE

Ranger

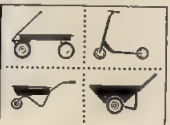
Since 1889, RANGER has set the standard of quality for the cycling world. RANGER Bicycles, in the rich, world-famed RANGER Brown Color, are as sturdy as they are beautiful. Definitely the dream bicycle of every boy and girl. Each RANGER Model is expertly crafted and meticulously finished to provide safety, style, economy and pleasure! It's the bike preferred by everyone!

Write Today For Details, Catalog, and Prices

Standard Cycle Company, Inc.

2610 S. Michigan Avenue • Chicago 16, Illinois

RADIO LINE

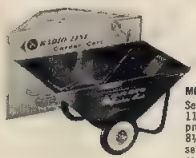


Garden Carts • Wagons • Scooters • Toy Wheelbarrows

Price
Quality
Service

MODEL NO. 30 TOY WHEELBARROW
Just like Dads it's an exact replica! Seminole red body is 18½"x 20"x5½" Semi-pneumatic puncture proof tire 7"x1¼". Individually boxed in 3 color, self-service carryout carton, 8 lbs

WRITE FOR FURTHER INFORMATION



MODEL NO. 74 RADIO GARDEN CART
Seminole Red body 30"x 18½"x 11½" has 3 cu ft. capacity Semi-pneumatic puncture proof tire 8½"x1¼". Exclusive contour self-selling self service carton Stacks easily for point of sale display 1 to a carton, 22 lbs

RADIO STEEL & MFG. CO. 6515 W. Grand Ave., Chicago 35
World's largest manufacturer of Coaster Wagons & Scooters

Always in a child's dream

The last word. Full-plated, tubular-steel frame. Quilted vinyl trim. 29" handle. Back and footrest are adjustable. Model S224.

South Bend Croquet is stronger than ever. Best features and best quality ring up fast, easy sales—build good profits for you!

It pays to stock these year round best sellers

Write for catalog!

SOUTH BEND TOY

SOUTH BEND • INDIANA

Enchanting Early American Accent Pieces

M BETSY BREAD CABINET. A lovely Early American design that looks just like the one great, great-Grandmother had in her cozy country kitchen. Adjustable shelf, heavy door doubles as a cutting board. Made of select Oregon Alder with exquisite Salem nutmeg finish. Use it too, for storing cakes, pies and cookies. 11½x16½x11". **509-182 B850** Betsy Bread Cabinet . . **$13.95**

N ESQUIRE SHOE SHINE KIT . . . designed for easier, better at-home "shining"! Hardwood kit is higher, to hold foot at comfortable level . . . slimmer, to make buffing easier and to take less storage space . . . deeper, to hold liquid polish bottles. Contains 2 brushes, 2 daubers, 2 shine cloths, 4 cans Esquire Boot polish. Has snap lock. **509-497 B429** Shoe Shine Kit. . . **$5.95**

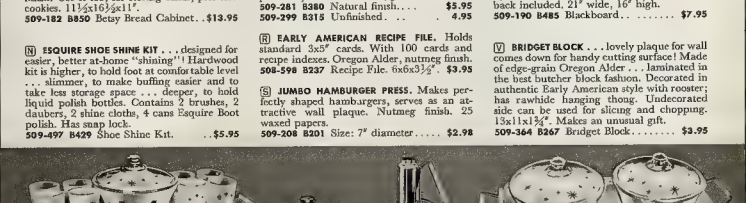
P 3-WAY PAPER DISPENSER . . . gives compact space-saving storage for oft-needed supplies. Fits conveniently under cabinet . . . paper towels, wax paper and aluminum foil pull out easily. Natural-grained Alder hardwood, with natural golden finish; or unfinished to paint as you wish. 14x9x3½". **509-281 B380** Natural finish. **$5.95**
509-299 B315 Unfinished. **4.95**

R EARLY AMERICAN RECIPE FILE. Holds standard 3x5" cards. With 100 cards and recipe indexes. Oregon Alder, nutmeg finish. **508-598 B237** Recipe File. 6x6x3½". **$3.95**

S JUMBO HAMBURGER PRESS. Makes perfectly shaped hamburgers, serves as an attractive wall plaque. Nutmeg finish. 25 waxed papers. **509-208 B201** Size: 7" diameter. **$2.98**

T NANTUCKET TAK'N BLACKBOARD. Here's a real convenience for your kitchen. Write reminders on the blackboard, thumbtack notes, bills, recipes and coupons on heavy cork strip, hang your keys, kitchen utensils on the pegs. Authentic Early American design by Western Woods. Eraser with decorated back included. 21" wide, 16" high. **509-190 B485** Blackboard. **$7.95**

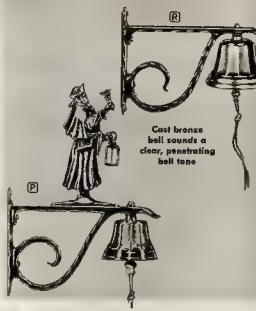
V BRIDGET BLOCK . . . lovely plaque for wall comes down for handy cutting surface! Made of edge-grain Oregon Alder . . . laminated in the best butcher block fashion. Decorated in authentic Early American style with rooster; has rawhide hanging thong. Undecorated side can be used for slicing and chopping. 13x11x1¾". Makes an unusual gift. **509-364 B267** Bridget Block. **$3.95**



"STARFIRE" BEVERAGE SET . . . with today's new golden look. You'll be proud to have this attractive set on your buffet or cocktail table! 8 milk-white 12-oz. glasses with 22K gold fired-in stars are held in white enamel holder with brass plated frame and white handles. "Dura-White" glass ice bowl; 22K gold stars on cover. 25x8¾x12" high. **509-240 B825** Beverage Set. **$13.75**

"STARFIRE" CARAFE and FOOD WARMER. So convenient for informal entertaining. 2-qt. "Dura-White" oven-proof casserole has 22K gold stars on cover. 8-cup milk-white heat-proof carafe, brass plated cap, solid brass collar, stay-cool handle. Brass plated frame, white enamel holder, white stay-cool handles. With candle warmer units. **509-257 B575** Size: 22x8¾x13". . **$9.75**

"STARFIRE" TWIN FOOD WARMER. Two 2-quart "Dura-White" oven-proof casseroles with 22K gold stars high fired for permanence on glass covers. Keep favorite casserole dishes and vegetables warm . . . ready to eat for hours. White enamel holder on brass plated frame. Has stay-cool handles, for carrying. With candle warming units. **509-265 B575** Size: 22x8¾x10". **$9.75**



E WEST BEND "HOT & COLD" . . . Penguin Server keeps ice cubes, foods, beverages cold 4 to 6 hours. Or keeps foods enjoyably warm for 1 to 2 hours. Chrome-plated with insulating stainless steel insert, wood handles and knob. 8x10".
509-018 B530 2-qt. capacity. **$7.95**

F WEST BEND SERVING OVEN . . . keeps rolls, other foods hot. Put rolls on the rack in the 9¼x6½" oven. Heat them at the range . . . then place server on the table over the lighted candle.
508-572 B365 Aluminum Warmer...**$5.45**

G 8-CUP INSTANT COFFEE MAKER. Hand-blown, heat resistant glass carafe sparkles with bands of 22K gold. Makes delicious instant coffee. Brass plated warmer with two 10-hr. candles keeps it piping hot. Carafe has golden plastic handle.
507-913 B260 Inland Coffee Maker. **$4.00**

H DELUXE SIZZLE-SERVER. Fry or broil on the cast-aluminum satin-finish platter. Slip platter onto Bakelite tray to serve foods sizzling hot. Insulating air space keeps tray cool, platter hot.
507-608 B335 8½x13¾" overall. . **$4.98**

P TOWN CRIER BELL . . . with genuine cast bronze 3" bell. Hang it on patio or at your summer cottage . . . clear, penetrating bell tone summons guests at mealtime or tells the youngsters in from distant play. 9½x7" bracket and 7¾" Town Crier are heavy cast aluminum —equally handsome from either side. Baked "Swedish iron" finish, rustproof, weather-proof. Leather thong on clapper. From Mich.
507-624 D1100 Town Crier Bell . . . **$16.50**

R BELL and BRACKET, without Town Crier.
507-632 D900 3" Bell; 9½x7" bracket. **$13.50**
507-681 D1165 5" Bell; 12x8" bracket. **17.50**

K CASSEROLE and WARMER. Bake in the double compartment Fire King glass liner . . . serve in the hand-buffed aluminum casserole. Warmer has 15-hour candle keeps food hot for hours. Tulip knob on cover. Feet keep heat from marring table
508-176 B400 Holds 2 quarts **$6.50**

L 2-QT. DOUBLE CASSEROLE. Casseroles cook to perfection in the Fire King glass insert . . . come to the table dressed up in a lustrous, tarnish-proof frame of hand-wrought aluminum. Side handles.
508-184 B235 Diameter 8⅝" **$3.95**

M ALUMINUM TRAY with handles. Easy to carry and a perfect setting for drinks, pastries or canapes. Its hand-buffed sheen, scalloped border and delicate tulip design make it ever so elegant.
508-200 B335 Size: 16½x11½" **$5.50**
508-218 B500 Size: 20x14½" **8.00**

N WELL-and-TREE PLATTER. Serve big roasts, steaks or fowl in style on this jumbo-size, hand-wrought aluminum platter. Deep well catches all gravy and juices. Decorative feet; convenient handles.
507-616 B400 Platter, 20x13" **$6.50**

S "SUBURBAN" MAIL BOX. Midnight black finish, impervious to weather, is accented by a brass pull. Box automatically closes itself after you remove the mail. Extension loops hold newspapers and magazines.
507-855 B237 Size: 9½x5x12⅜". . **$3.95**

T "PEERLESS" MAIL BOX. Big and roomy to protect mail and magazines from rain or snow. Easy access, too . . . simply pull down, remove mail and release door closes automatically. Basket weave textured steel has a rich satin black finish; brass medallion
507-871 B439 Size. 6x4½x16" **$6.95**

Daffodil Pattern – Sterling Silver on Crystal

Each piece is hand decorated . . . Kiln fired for lifetime service . . . Rhodium treated (non-Tarnish) for permanent brilliance. Sterling silver bands prevents chipping of edge.

Sparkling crystalware—adds elegance and distinction to the table setting. Beautifully inlaid with sterling silver in a realistic daffodil pattern. Stylish, beautiful, functional, and always correct. Complements the finest table service.

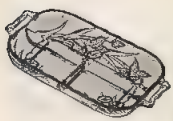
14" Rolled edge cake or sandwich plate.
414G21-995 .. ..RETAIL $18.65

11" Celery or roll tray.
414G14-533.. .. .. RETAIL $8.85

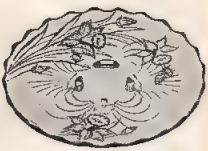
10" Diameter fruit bowl. 4" high.
414G8-733.....RETAIL $12.20

12" Plate. 25th anniversary Silver.
414G17-833 . . . .RETAIL $13.90

12" Plate. 50th anniversary. Gold.
414G18-867 . . . . .RETAIL $11.10



12" 3-compartment relish dish.
414G18-800. . RETAIL $13.35



12" Rolled edge cake or sandwich plate.
414G18-733.....RETA L $12.20

3½ oz. Cocktail glass. Duck design.
414G30-667
RETAIL SET OF 4 $11.15

9 oz. Old fashion.
414G31-667
RETAIL SET OF 4 $11.15

14 oz. Highball glass.
414G32-667
RETAIL SET OF 4 $11.15

6" Ash tray. Duck design.
414G29-333 . .....RETAIL $5.35

7" Footed bon bon dish.
414G2-395, ... RETAIL $6.65

6" Three compartment relish dish.
414G3-432 RETAIL $7.20

10" Vase.
414G23-500 RET $8.35

8" Bud vase.
414G24-270 RET $4.50

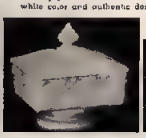
3½" Salt and Pepper.
414G25-533 RET $8.85

4" Candlesticks. (Sold in pairs.)
414G8-797
RETAIL PAIR $12.75

24 oz. Martini Pitcher.
414G28-495 RETAIL $8.35

American Milk Glass

WESTMORELAND'S authentic reproductions of Old Colonial White Milk Glass. Handmade to satisfy a connoisseur's taste and at budget-wise prices. Each piece is a faithful copy of early American traditional design produced by Deming Jarvis and other master craftsmen in Cape Cod. Distinctive, deep-white color and authentic design. Truly collectors' items.



WEDDING BOWL

Wedding Bowl and Cover—An exquisite handmade replica of bowl used in serving portions of bride's cake. Hand decorated in delicate Dresden design of Roses on 4 sides, and cover with lavender bows at corners. When serving, cover can be put into hollow base with charming result. **Height 8", 4½" square.** Ship. wt 4 lbs.

418G38-698 .....RETAIL **$10.00**

COVERED COMPOTE

Square, low footed compote in the charming and authentic pattern of "The Old Quilt." Gift item with a wealth of tradition—smart extra serving piece that blends with any table setting. **5" high, 5" square.** Ship. wt 4 lbs.

418G32-225.....RETAIL **$3.25**

HOBNAIL BON BON DISH

Lovely, handled bon bon dish—Westmoreland's authentic reproduction of the famous Hobnail Milk Glass. The fine old tradition of milk glass makes this candy dish an outstanding seller —always popular **8" diameter.** Ship. wt 2 lbs

418G47-137 . . . RETAIL **$2.00**

VICTORIAN JAR

A truly significant and authentic reproduction of the Victorian era. Grape design and beaded edges—hand made by expert craftsmen bringing out every detail of artistic achievement. Useful for candies, nuts and numerous other delicacies. **Overall height 5¼", 4" square.** Ship. wt 2 lbs

418G48-245 . . . . .RETAIL **$3.50**

COVERED COMPOTE

Westmoreland's covered compote in "Paneled Grape Pattern." A perfect gift for a special occasion. Makes an ideal candy jar **7¼" high, 3½" square.** Ship. wt 2 lbs.

418G57-348.. .....RETAIL **$5.00**

CAKE PLATE

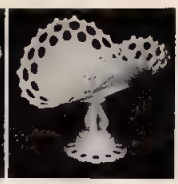
Choice Early American piece, faithfully reproduced. All hand-made with lacy edge "Doric" border, footed tripod stem and lace edge base. **Height 4½"; diameter 11".** Ship. wt. 5 lbs.

418G30-535.....RETAIL **$7.75**

FOOTED BOWL

Lacy edge bowl with delicate "Doric" border, tripod stem and lace edge base. Entirely hand-made, authentic reproduction. Useful and decorative as centerpiece, fruit bowl, effective in a period or modern setting. **Height 7½", diameter 10".** Ship. wt. 5 lbs.

418G28-535 ..... RETAIL **$7.75**



FOOTED BANANA BOWL

An interesting and impressive piece—completely hand-made. Has "Doric" lacy edge bowl, tripod stem, and lace edge base. Made with meticulous care in every detail. **Height 8½"; width 11½".** Ship. wt. 5 lbs.

418G29-335.....RETAIL **$7.75**

SALT AND PEPPER SETS

Westmoreland's milk glass with hob nail body and smooth white base. Shiny chrome tops will not tarnish. Size **4½" high.**

418G43-275 . RETAIL, PER PAIR **$4.00**

DAINTY PANSY BASKET. (At left.) An outstanding piece of intricate design in Westmoreland's Milk Glass. For candies, nuts, etc. **4¾" wide.**

418G31-110 . . . . . .RETAIL, EACH **$1.50**

SUGAR and CREAMER SET. (At right.) All over maple leaf pattern—authentic reproduction of traditional beauty highlights any table setting. **Height 3⅜".**

418G36-195 . . . . . RETAIL, SET **$2.75**

PANELED VASE

Graceful Milk Glass vase with paneled grapes and leaves in bold relief. This bell-shaped footed vase makes a stunning centerpiece for contemporary or traditional settings. Can be used singly or in pairs **6" high.** Ship. wt 3 lbs

418G48-358 RET. EA **$6.00**
Similar to above. Pair at vases 6" high

418G16-335 RET., PAIR **$5.00**

GEORGIAN TUMBLERS

Now, this ever popular tumbler comes in milk glass. Bottom beaded. Has Thumbprint design. 9 ounce capacity. Packed 1 dozen in carton—no less sold. Ship. wt 10 lbs

418G10-175 .RETAIL, DOZEN **$2.75**

tootsietoy

more fun! stronger! lasts longer!

2 new skin-packed display deals pay big returns from small space

self-selling, fast moving tootsietoys

produce steady year 'round business

No. 2990—tootsietoy Revolving Floor Stand Rack

Compact all steel revolving floor stand features fast moving "skin packed" tootsietoys. Pays big returns from small space. Size 19″ wide, 19″ deep and 72″ high including header card. Weight 82 lbs. Complete deal contains:

ITEM NO.		QUANTITY	RETAIL	TOTAL
2940	Car & Boat Trailer	12	$1.00	$12.00
2935	Jeep & Cannon	6	1.00	6.00
2930	Playtime Set	6	1.00	6.00
2925	Rocket Launcher	12	1.00	12.00
2920	Auto Transport	6	1.00	6.00
2905	Hook & Ladder	12	1.00	12.00
2810	Tractor & Harrow	12	1.00	12.00
2820	Oil Tanker	6	.89	5.34
2700	Scenecruiser	6	.79	4.74
2925	Jeep & Plow	12	.59	7.08
2420	Tow Truck	12	.49	5.88
2400	Cannon & Pellets	12	.49	5.88
2330	Construction Set	12	.39	4.68
2320	Fire Dept. Set	12	.39	4.68
2310	Police Set	12	.39	4.68
2300	Jumbo Asst.	24	.39	9.36
			Total retail	$116.32

Here's how to give your sales a lift!

No. 2980—tootsietoy Traffic Stopper display

This counter display stops store traffic and sells 'em award-winning "skin packed" tootsietoys on the spot. An eye-catching 4 color self-seller that yields BIG returns. It's a full profit deal! Size 18″ wide, 9″ deep, 37″ high, weight 42 lbs. Complete deal contains:

ITEM NO.		QUANTITY	RETAIL	TOTAL
2810	Tractor & Harrow	12	$1.00	$12.00
2920	Auto Transport	12	1.00	12.00
2905	Hook & Ladder	12	1.00	12.00
2925	Rocket Launcher	12	1.00	12.00
2930	Playtime Set	12	1.00	12.00
2940	Boat & Trailer	12	1.00	12.00
			Total retail	$72.00

Mr. Dealer—See your jobber today on Deals No. 2990 and 2980 • *Write for catalog.*

[illegible] MANUFACTURING CO., [illegible]

Striker
WORLD'S FINEST ALL STEEL SPORTFISHERMAN
Come aboard at the New York and Florida Boat Shows!
Exclusive, patented box-keel construction . . . designed by naval architect, Philip C. Geiger. Strikers are available in 3 models: 24-ft., 29-ft., 33-ft. Single or twin, diesel or gasoline powered. Priced from $7,400 to $15,900. Custom built models available.
write for brochure to STRIKER BOATS, INC. 1550 N.E. 2nd AVENUE, POMPANO BEACH, FLORIDA
Strikers may be seen at
BUONA MARINE SALES
NEW JERSEY: 174 Route 35N, Keyport
SOUTH FLORIDA: 2200 NE 16th St., Fort Lauderdale
LONG ISLAND: LONG ISLAND BOAT SALES
West Sayville, New York
CALIFORNIA: FARMERS MARINE SUPPLY
1140 S. Lakewood Blvd., Downey, Calif.

MELODY 32'S—LIGHT DISPLACEMENT YAWLS

A light displacement yawl, the Melody 32, is built by Surfliner Corporation, Lake Wales, Fla. Designer and builder is Chas. M. Hunt, Jr. Accommodations for four are provided in the main cabin and forecastle, which are separated by an enclosed head and hanging locker, and full galley.

Construction is fiberglass over a plywood V-bottom. The keel is a hollow fiberglass type. Sails are by Morgan. LOA is 32'; LWL 20', beam 8' 6". Melody is offered with outboard or inboard power, and in keel and centerboard models. Both bare hulls and completed boats are available, with trailer delivery.

NON-METALLIC MARINE MUFFLER

Elastomuffle, a silent non-metallic marine engine muffler, is made by Apex Marine & Equipment, Inc., 2112 Westlake N., Seattle, Wash. Construction features a resilient trap of neoprene which catches and quiets motor roars. Installation is simple.

Elastomuffle is lightweight, long-lived, and does not rust, leak, or corrode. A special cone expansion baffle is an essential part of the design. Nine models, from the three-pound Mark O to the 25-pound Mark VI, are available for engines ranging from 15 hp to 275 hp.

BURR'S MARINA IN NEW LONDON, CONN.

Complete repair and storage facilities are offered yachtsmen by Burr's Marina, Inc., 244 Pequot Ave., New London, Conn. In addition, this yard is an authorized distributor for Chris-Craft, Lyman, and Wheeler boats. Sales and brokerage services are available through Roger P. Mallory.

NIKON BINOCULARS

Nikon binoculars, featured by Nikon Incorporated, 251 Fourth Avenue, New York 10, N. Y., are guaranteed for life. Brilliance and clarity are featured by fine optics, precision workmanship, and shock-proof construction. Twelve models of the binoculars are available.

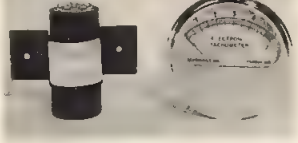
CORAL HARBOUR CLUB

The Coral Harbour Club, New Providence Island, Nassau, Bahamas, is the only landlocked harbor on the sheltered south shore of New Providence Island. This ideal "home port" for yachtsmen cruising the Bahamas also offers luxury accommodations ashore.

SEATRONICS ELECTRONIC PRODUCTS

The Seatronic Electronic Tachometer, for inboard and outboard engines, is featured by Seatronics, Inc., Towson, Md. It measures accurately the rpm of a gasoline engine at any distance up to 200 feet from the engine. The Seatach uses no batteries or mechanical cables and will not affect engine performance at any speed. Neither will it interfere with radiotelephones nor magnetic compasses.

Another Seatronic item is a rugged converter for the medium cruiser. It is designed for 10-amp continuous and 15-amp intermittent duty. It is offered in combination 6- or 12-volt and 32-volt styles, with a dual charging rate—quick and slow. All units can be mounted anywhere.



Electronic tachometer measures rpm of a gasoline engine at any distance up to 200 feet from the engine itself.

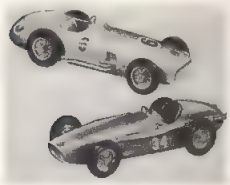
New! Guided Missile with Truck Launcher plastic assembly kit, retail $1.00
New! Mercedes-Benz, electric-power operated assembly kit with motor, retail $2.00, without motor, $1.00
New! Maserati, electric-power operated assembly kit with motor retail $2.00 without motor $1.00
Eggbert's Friend the Grasshopper one of a series, retail $2.00
Eggbert's Whirly Bird, action plastic toy one of a series retail $1.79
Eggbert's R.R. Locomotive Set new sound-action features in Eggbert kit toys, retail $1.00—$4.00
Playtrains— flashy colors plastic free-rolling wheels, assembled, retail $1.00—$4.98
Renco Trainer, all-plastic assembly kit, one of a series, retail $1.00
Convair Manned Lunar Reconnaissance Vehicle, plastic assembly kit, one of a series, retail $1.00
Betsy McCall 4-poster bed, popular packaged line of doll furniture retail $1.89—$4.50
Bill Ding and Walt Disney characters, balancing toys, retail $1.50—$2.79
STROMBECKER
Get the point! You'll profit with these new Strombecker bull's-eye items!
In on the Hobby Show! New Strombecker scale-model assembly kits of Famous International Racers! Electric-powered operating models! Real flash and "go" for your hobby section! Youngsters, oldsters, everybody gets a kick out of these realistic, electric-powered racing cars!
STROMBECK-BECKER MFG. CO., General Office and Factory, Moline, Ill. New York Sales Office, 200 Fifth Ave., Room 855

New! Guided Missile with Truck Launcher, plastic assembly kit, retail $1.98
New! Mercedes-Benz electric-power operated assembly kit with motor, retail $2.00, without motor, $1.00
New! Maserati, electric-power operated assembly kit, with motor, retail $2.00 without motor $1.00
Eggbert's Friend the Grasshopper one of a series, retail $2.00
Eggbert's Whirly Bird action plastic toy one of a series retail $1.79
Eggbert's R.R. Locomotive. Set new sound action features in Eggbert hit toys retail $3.00—$4.00
Playtrains! flashy colors, plastic free-rolling wheels, assembled retail $1.00—$4.98
Tenco Trailer all plastic assembly kit one of a series retail $1.00
Bill Dodge and Walt Disney characters balancing toys retail $1.50—$2.79
Convair Manned Lunar Reconnaissance Vehicle, plastic assembly kit one of a series, retail $1.00
Betsy McCall 4 poster bed pop-out packaged re-doll furniture retail $1.98—$4.5
STROMBECKER
Get the point! You'll profit with these new Strombecker bull's-eye items!
Hit of the Hobby Show! New Strombecker scale model assembly kits of Famous International Racers! Electric-powered operating models! Real flash and "go" for your hobby section! Youngsters, oldsters, everybody gets a kick out of these realistic, electric-powered racing cars!
STROMBECK-BECKER MFG. CO., General Office and Factory, Moline, Ill., New York Sales Office, 200 Fifth Ave., Room 858

ELECTRIC POWER ASSEMBLY KITS BY STROMBECK-BECKER

Considerable dealer interest was reported by the Strombeck-Becker Mfg. Company following the introduction of its electric-power assembly kits of famous international race cars at the HIAA Show in Chicago, January 31 February 4 at the Sherman Hotel

One kit offers a model Mercedes Benz, one of Germany's famous championship



racing cars The other kit features a Maserati, favorite in Italian racing circles Three additional cars also have been announced by Strombeck-Becker a Jaguar, ready for May delivery, and a Ferrari and a Ford for June delivery.

These all plastic scale model assembly kits are available in two different packages with or without motor. The combination dealer racer and electric motor is available at $2 retail The car itself, without motor, is offered at $1

A racer motor and gear kit—a conversion kit for scale model international racers is available separately This contains all-plastic precision gears and a 3-volt d/c magnetic motor

For racing realism Strombeck Becker also presents a power pylon—a wooden base holding standard flashlight batteries for remote control power Racing cars attached to this item make large circles around the pylon

For the motorboat fan, Strombeck Becker has brought out a boat made of foam plastic, complete with electric motor, drive shaft, propeller and all fittings, except batteries, to retail at $1.

Newest addition to the "Strombecker" missile line is a scale model assembly kit of a Martin LaCrosse U S Army Missile with Truck Launcher

KEYSTON TO SHOW PLAYSUITS AND HOLSTERS AT TOY FAIR

Keyston Bros., 755 Mission Street, San Francisco, manufacturer and distributor of a complete line of saddles and riding equipment for young cowboys, plus holster sets, playsuits and other Western accessories, announce that their 1959 line of Western-made holster sets and playsuits for children will be on display in room 202, 200 Fifth Avenue, during the Toy Fair.

Noel L. Arthur, vice-president of Keyston (which was founded in 1868 and now has plants in Santa Clara, Calif., Los Angeles and Denver), reports that the working skill of experienced Keyston leather craftsmen has proved invaluable in providing the true Western tradition long associated with the concern's name

New Facade for Ginny Showroom At Toy Center; Space Enlarged

A new "Ginny's Doll House" facade will greet Toy Fair buyers at the 200 Fifth Avenue office of Vogue Dolls, Inc., in New York City This unusual new interior, shown above in the architect's sketch, was completed early in February

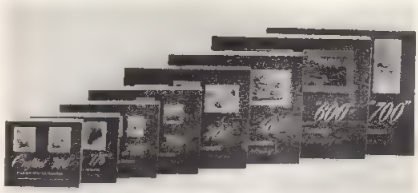
Charles Rowell, national sales manager for Vogue, said the remodeled offices will provide expanded floor space as well as a more pleasant interior. "There will also be better exhibit space for our Vogue Doll line, which will help the dealers and buyers who come here," Mr. Rowell added

"Ginny's House" and "Ginny's Shop" signs are lettered over the doors leading through the facade to the two showrooms and the executive offices The facade's white brick facing is accented by fuschia shutters, green ram rubber cushions and green carpeting. The two showrooms also have green carpeting and white walls

In the "house," the Vogue Doll collection of more than 100 dolls will be exhibited in a wall display, with a display table in the center for changing exhibits. In the "shop," three suggested store windows are displayed on the walls. A suggested store display is in the center of the room; photos and blueprints are available to dealers who want them

Harry Preble designed the new facade; L. Kovach was general contractor

8 Sets Comprise Family Series In Craftint Number-Paint Line



Eight new hobby sets make up the family series of the Craftint Mfg Company, Cleveland. Each offers professional quality paint-by-number components in a price range to suit every person's purse Prices start at $1 for series 100, $1.75 for series 175, $2 for series 200, and on up to series 700 at $7

To heighten the appeal of the subject matter used in the new line, every consideration was given to consumer trends and tastes, even to inclusion of prize winning art from regional art shows.

The striking new hobby packages bear a family resemblance, yet each series differs in art contents, size and panel arrangements

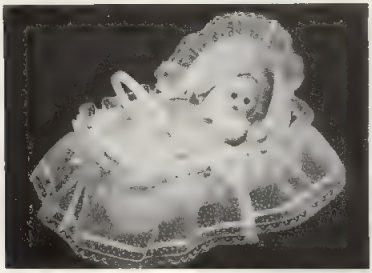
For the dealer, Craftint offers a complete line of sales aids, including a full color 12-page brochure on the 90 oil painting sets in the new line.

Newspaper mats, a self-demonstrating illuminated counter display, fluorescent window banners and pass-out literature complete the new working tools designed for the retailer

IT'S A FACT THAT:

Bike racing as a new school sport remains a possibility for 1959

Gottheimer Readies Innovations In "Doll Dream" Line for Fair



Sid and Bob Gottheimer, of Sid Gottheimer, Inc., state they can't remember a year when they have been ready for a Toy Fair with so many distinctive innovations in their well-known "Doll Dream" line of doll carriage cover sets, bedding sets, fitted bassinets, and so forth.

Pointing to the many leading stores all over the country that last year so successfully featured their doll carriage covers, bedding, and other merchandise as profitable tie-in items in promotion sales, the Gottheimer's have augmented the line for 1959 with a number of sparking new ideas.

"When a mother comes in a toy department or store to buy a doll carriage for a little girl, we think it just plain common sense, as well as good business, to suggest that she buy a carriage cover to go with it; and the same sort of persuasive merchandising thinking applies to doll bedding, bedding sets, mattresses, and so forth, as tie-in items with doll beds," the two men said.

Worthy of special mention are the "Doll Dream" fitted bassinets, cradles and carry-baskets. Available with or without dolls they are characteristic for their distinctive styling and perfection of detail. The special items that come with music boxes have proven particularly popular.

For the convenience of Toy Fair visitors, Sid and Bob Gottheimer will show their line in room 756, Hotel Sheraton McAlpin and in room 1028, Hotel New Yorker.

Roy Rogers Lariat-Hoop Item Turned Out by Lareo Company

Here are Roy Rogers, famed movie and television cowboy star, and his son Dusty taking a few minutes out from chores at Rogers' California ranch.

Roy is shown here demonstrating a new combination lariat and hoop made by the Lareo Company, 834 Sterling Place, Brooklyn 16, N. Y. This number, according to Roy Rogers Frontiers, Inc., the licensors will be placed in department stores from coast to coast. Attention in each store will be drawn to it with the help of a colored, life-size cardboard statue of Roy Rogers holding the lariat in his hands.

SAYCO WINS 2 AWARDS FOR DOLL PACKAGING

The Sayco Doll Corporation is justifiably proud of the flattering attention some of their outstanding innovations in packaging have been attracting from distinguished authorities in the merchandising and graphic arts fields.

Late last year, Sayco was the recipient of the Gold Award, issued by Variety Store Merchandiser at their annual Packaging Award Dinner. Sayco's Baby Beth Doll, in high chair, was so packaged that it received the highest honor by a committee of leading chain store merchandisers, who selected it from hundreds of toy and doll entries as a prime example of superior packaging in the toy and doll industry.

Another honor recently directed at Sayco was a Certificate of Special Merit, issued by the New York Employing Printers Association, which selected Sayco's packaging as an "outstanding example of superior printing craftsmanship."

HALLMARK MAKING COMBINATION RIGID SWIMMING POOL, SANDBOX

Hallmark Plastics Corporation, 120 Leuning Street, South Hackensack, N. J., is featuring a children's combination rigid wading pool and sandbox in two sizes. Made of high impact, heavy-gauge Lustron, the item is not only leakproof, but being of all-plastic construction, cannot rust or corrode. It is also rigid and strong and said to be chip proof.

In spite of the fact that the giant size, four-corner seat box measures 32" by 48", it is sufficiently light in weight so that any child can carry it. These boxes are suitable for both indoor and outdoor use.

The giant size box is nested six to a display carton, with an approximate shipping weight of 35 pounds. The large size two-corner seat box, measuring approximately 30" by 40", comes nested 12 to a display carton, with an approximate shipping weight of 52 pounds. Both items are finished in attractive sky-blue and sea-green. They are on display at the Toy Center showroom of Murray F. Feld, room 962, 200 Fifth Avenue, New York City.

No. 4 BUILT–IN COOKING RANGE (6) $6.00

Burner illuminates. Doors open to roomy shelf space. Includes 4 pots and pans. Height 13 inches by 7¾ inch width.

No. 6 CORNER COUNTER–TOP CABINET (6) $7.00

With two revolving shelves and opening drawer. Sliding doors, built-in bread board. Includes percolator, waffle iron and electric skillet. 9¾ inch width

No. 8 BUILT–IN DOUBLE SINK (6) $7.00

With running water. Operates on 2 batteries (not included), doors open. Includes array of plastic dishes. 7¾ inch width.

No. 10 AUTOMATIC UNDERCOUNTER DISHWASHER (6) $7.00

Latest model, running water roll-out dishwasher that operates like Mom's. Accessory cabinet with clear view doors. Battery operated (Batteries not included). 7¾ inch width.

No. 12 COMB. REFRIGERATOR–FREEZER (6) $8.00

With operating freezer and swing out shelves, vegetable bin and 2 in-the-door shelves. Cold effect provided by special non-toxic fluid. Height 13 inches by 7¾ inch width.

No. 16 WASH–DRYER COMBINATION (6) $8.00

With automatic timer. Actually washes and spin-dries clothes. Operates on four batteries (not included). Shuts off automatically. Hose for draining off water. Height 10 inches by 8 inch width.

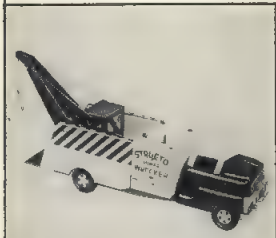
No. 14 BUILT–IN DOUBLE OVEN (6) $9.00

With battery operated Rotisserie and turkey on spit rod. Light goes on and turkey rotates (batteries not included). Height 13 inches by 7¾ inch width.

DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

No. 501 STRUCTO MFG. CO.
STOCK FARM SET (6) $6.00

Durable plastic stakes on truck can be removed for flat bed hauling. Rear stake panel has sliding gate for loading. Portable stock loader hitches to truck. 4-section plastic fence and 4 plastic animals. Truck 15 inches long. Set individually boxed.



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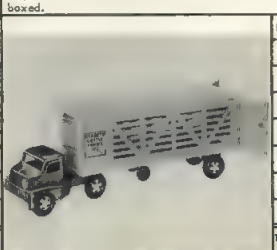
TOTAL		
LAY AWAY		

No. 702 STRUCTO MFG. CO.
DELUXE POWER WRECKER (6) $9.00

Battery operated wrecker is completely automatic. Lever operated winch winds tow line in and out, lights flash alternately when winch is in use. Boom is adjustable. Length 23 inches, height 9¼ inches. Less batteries. Individually boxed.



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TOTAL		
LAY AWAY		

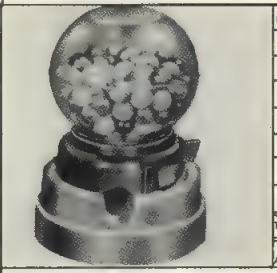
No. 304 STRUCTO MFG. CO.
CATTLE TRANSPORT (6) $4.00

Large double doors in rear of trailer. Two retractable rubber dolly wheels. Length 21 inches, height 7⅝ inches. Individually boxed.

DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

No. 505 STRUCTO MFG. CO.
RIDER - ER DUMP TRUCK (6) $7.00

Air horn mounted on steering wheel actually honks. Can be used as regular dump truck by removing "slide-in" seat. Length 20 inches, height 10 inches. Individually boxed.



DATE	ON HAND	ORDER
	2	
TOTAL		
LAY AWAY		

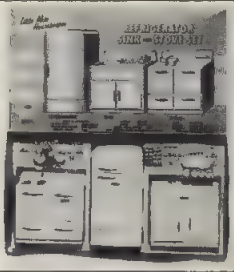
*** No. 200 SIDNEY A. TARRSON**
BANK–O–MATIC (24) $1.50

The original plastic gum bank. Makes saving real fun. Insert penny, nickel or dime and out rolls one Tarco bubble gum ball. Gay 3-color, sturdy plastic bowl with clear plastic base. 6¼ inches high. Complete with 35 rainbow gum balls and key.

DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

☐ ★ No. 800 TEEN TIME
"DATE LINE" DICTIONARY (6) $1.00

An all purpose reference dictionary, size 4½ x 5¾ x ½ inches. Handy for school or home use. With decorated vinyl cover.



DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

☐ No. 820 TICO TOYS
REFRIGERATOR-STOVE-SINK SET (6) $3.00

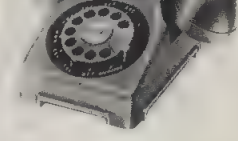
Unbreakable Polyethylene Kitchen Set. Each has moving parts and contains accessory items.

☐ ★ No. 801 REFRIGERATOR (12) $1.00
☐ ★ No. 802 STOVE (12) 1.00
☐ ★ No. 803 SINK (12) 1.00

DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

☐ ★ No. 702 TEEN TIME
"DATE LINE" SWAP NOTES (6) $1.00

Holds 30 post card size mail pieces with clear pocket for stamps and seals. Size 4¾ x 6 x ¾ inches. With attractive decorated vinyl cover.



DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

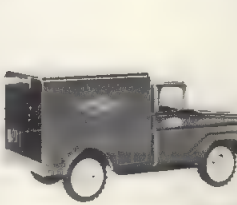
☐ ★ No. 184 TICO TOYS
LARGE TELEPHONE BANK (12) $1.00

Large Bank-Telephone, size 8 x 7 x 4 inches made of polyethylene. Dial, and it rings. Packed in assorted colors.

DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

☐ No. 12 TEEN TIME
"DATE LINE" SCRAP BOOK (6) $1.60

A loose leaf style scrap book, size 11¼ x 14 inches. Additional sheets easily added. With decorated vinyl cover.



DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

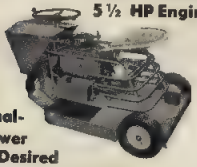
☐ ★ No. 01 TONKA TOYS
SERVICE TRUCK (6) $3.00

Ruggedly built "Service" truck for thousands of calls. 12¾ inches long. With removable ladder and White side-wall tires.

SWITCH To SWISH-ERR
for PERFECT MOWING

"RIDE-KING" ENDS DRUDGERY
Cuts 32" Swath!
5½ HP Engine!

14 MODELS to RIDE, PUSH or FOLLOW



Dual-Power if Desired

Cut grass while you ride in comfort with safety built in. Front wheel prevents tipping over backward. Equipped with automatic brake. Fully shielded blade automatically stops when blade clutch is released. Forward and reverse by flip of steering wheel.

- Front wheel drive—360° steering reverses instantly
- Wide wheelbase. Big tires. Superior traction
- Fully enclosed blade-safety engineered.
- Saf-Lok clutch Disengages blade Can be used as tractor
- 4-cycle engine gives power and dependability
- Maximum maneuverability

SWISHER MOWER AND MACHINE CO.
WARRENSBURG, MO.

SPECO products
sell fast . . . turn over quick!
give you full profits

HUM-I-DRI chemical moisture absorbent
•
EASY-CUT lawn mower spray
•
SLIKOTE snow shovel spray
•
RUSTREM anti rust paint
•
HEAT-REM high heat resistant paint
•
CHILL-IT canned refrigerant

No shoveling! No chipping!
No scraping! ICE REM
melts ice and snow

There's no reason for using old-fashioned, back-breaking methods of clearing ice and snow. ICE REM pellets melt ice in seconds. Light sprinkling over slippery surfaces stops danger of slips and skids. ICE REM, with its greater thawing capacity, is the original ice remedy. More than 50 million lbs. sold to date.

10 lb. pail $1.69
100 lb. drum $13.95

See your Wholesaler Salesman—today!

A-387A

SPECO INC. Cleveland 9, Ohio Dept. PM-10

Presenting the New Leafcomb®

- Light In Weight
- Rugged
- 36" Wide Cleaning Area
- All teeth easily replaceable

LEAFCOMB—the finest large area lawn rake. 36" wide, yet light and sturdy. Spring steel replaceable teeth—a great selling point. Lacquered hardwood handle 60" long. Order now for early delivery.

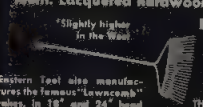
List Price $5.75*

and the New Shrubcomb®

Ideal for cleaning under low bushes, hedges, along fences. Full 48" length handle to eliminate tiresome bending. Replaceable teeth. Lacquered hardwood handle.

List Price $1.49*

*Slightly higher in the West



Eastern Tool also manufactures the famous "Lawncomb" rakes, in 18" and 24" head widths and the new "Grasscomb", the economy all-purpose lawn rake.

THE SPRING STEEL TEETH IN ALL RAKES OF THE LAWNCOMB LINE MAY BE EASILY REPLACED BY THE USER—

THE Lawncomb LINE
MANUFACTURED BY
EASTERN TOOL & MFG. CO.
BELLEVILLE 9, N. J.

HOTEL NEW YORKER
ROOMS 733-734

SATELLITE-CLOCK

SWISS MUSIC CORP.

1210 Paterson Plank Road · North Bergen, N.J. · UNion 6-1660

We of Swiss Music Corp. cordially invite you to visit us at the TOY FAIR-HOTEL NEW YORKER ROOMS 733-734 to see our sensational new lines of MUSICAL ANIMATED PLUSH ANIMALS, MUSICAL TOYS and MUSICAL NOVELTIES.

In addition to staple merchandise we will offer you many promotional items including the NEW SATELLITE CLOCK-TALK OF THE TOY INDUSTRY which will be the hottest promotional item for this year. Join the band wagon for a higher sales volume and profit in 1959.

SWISS MUSIC CORP.

1210 Paterson Plank Road · North Bergen, N. J. · UNion 6-1660

New Dinnerware Creations by

"America's finest" — dinnerwares since 1929"

Combining Luxurious Elegance and Long Life

Here is distinctive semi-porcelain dinnerware of outstanding beauty and superb quality that will win praises for any hostess. Above all, it possesses an obvious luxurious quality that adds beauty to any table setting. Although the name Taylor, Smith & Taylor has been a symbol of excellence since 1899—these latest creations reflect the newest modes and the modern spirit in a delightful manner. All are OVEN-PROOF and detergent-resistant. Open stock guaranteed for 5 years.

New
under the glaze designs
Detergent-proof. Oven-proof.

Silver Spruce—in the modern glamour shape. Delicate blue in an engraved effect with warm autumn spruce cones. Beautiful two-tone combination—an achievement in creative art. Platinum edge.

D44G333-1628—32 piece set for 6 . . . . . Reta $28.80
D44G334-2885—53 piece set for 8 . . . . . Reta 47.00
D44G335-4971—93 piece set for 12 . . . . Reta 87.00

Montecello

In the modified modern shape, with a dainty stylized leaf and flower design. The essence of elegance and beauty of which you will always be proud. 22 K. gold edge lined, blending beautifully with color motif of the center design.

D44G330-1424—32 piece set for 6 Reta $25.00
D44G331-2380—53 piece set for 8 Reta 41.00
D44G332-4080—93 piece set for 12 Reta 71.00

Dawn Petal

The latest development in American quality dinnerware. Modern glamour shape with a beautiful design in breath-taking detail under the glaze. Detergent-proof, oven-proof. Will not fade with use.

D44G336-1628—32 piece set for 6 Reta $21.50
D44G337-2650—53 piece set for 8 Retail 36.00
D44G338-3545—93 piece set for 12 Reta.. 61.00

Springtime

In the increasingly popular modified modern shape. Center motif in a warm blending of subtle colors, as refreshing as a breath of spring. platinum edge.

D44G339-1424—32 piece set for 6 Retail $25.00
D44G340-2380—53 piece set for 8 Retail 41.00
D44G341-4080—93 piece set for 12 Retail 71.00

SERVICE FOR 12—93 PIECE SET
Shipping wt. 89 lbs.

12 cups, 12 saucers, 2—10" plates, 2—6" plates, 2 soups, 12 salad plates, 12 dessert, 1 11" platter, 1 13" platter, 1 gravy (open vegetable dish), 1 gravy boat, 1 covered sugar, 1 creamer, 1 covered casserole

SERVICE FOR 8—53 PIECE SET
Shipping wt. 36 lbs.

8 cups, 8 saucers, 8—10" plates, 8—6" plates, 8 cream soups, 8 desserts, 1 covered sugar, 1 creamer, 1 11" platter, 1 gravy (open vegetable dish)

SERVICE FOR 6—32 PIECE SET
Shipping wt. 20 lbs.

6 cups, 6 saucers, 6—10" plates, 6—6" plates, 6 casserole, 1—11" platter, 1 gravy (open vegetable dish)

*IMPORTANT (Note that every 32 piece set includes full size 11" plate. Shipped direct from pottery in Chester W. Va. Allow 2 Weeks for Delivery

"LES TERRINES"—holds 2½ quarts. Brass ring for hanging—adds a decorator's touch to your kitchen or dining room. Individually gift packed with buffet warmer, stand and candle.

D49613-490 Shpg. Wt. 5½ lbs. Retail $8.00

"LA CARAFE"—holds 10 full cups. Easy-pour, non-drip spout with insulated stopper to hold in heat and flavor. Polished brass handle. Individually gift packed with buffet warmer, stand and candle.

D49611-395 Shpg. Wt. 3½ lbs. Ret. $7.95

"CHATEAU BUFFET" *by Taylor, Smith & Taylor*

In the continental tradition, this fine buffet ware is winning enthusiastic acceptance everywhere. Ideal for year 'round use. Combines Old World charm and beauty with a fresh, contemporary touch. Chateau Buffet's clean, uncluttered lines and harmonizing Terre Grise (cinnamon) and Turquoise colors complement any table setting. Chateau Buffet is practical, too. You can pop it into the oven or rest it over the candle-warmer to keep food and beverages piping hot. And because it's detergent-proof, you can run Chateau Buffet through the dishwasher without harm.

"LE SALADIER"—doubles as a salad bowl or Boston baker. Holds 2½ quarts. Individually gift packed with lid, buffet warmer stand and candle. Ceramic handled wood salad fork and spoon included.

D49612-755 Shpg. Wt. 5½ lbs. Retail $10.00

Les Ramequins

"LES RAMEQUINS"—individual 10-ounce casseroles with molded handles. Gift packed, 6 to a box.

D49614-690 Shpg. Wt. 5 lbs. ... Retail $8.00

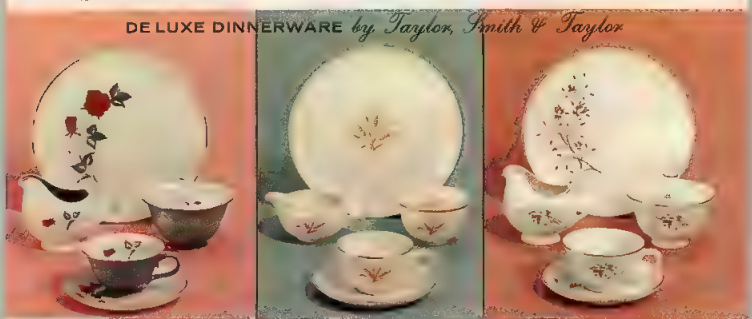
"LES ASSIETTES A SALADE" (Salad Bowl as illustrated in photograph above)—just the right size for generous individual servings. Packed 6 in a gift pack.

D49615-345—Set of 6, Shpg. Wt. 5 lbs. Retail $4.50

12 PIECE SET—4 plates, 4 cups and 4 saucers, in beautiful turquoise. Plates have cinnamon edge. Clean, uncluttered lines with continental charm—detergent and oven-proof.

D49610-755 Shpg. Wt. 10 lbs. Ret. $10.00

DE LUXE DINNERWARE *by Taylor, Smith & Taylor*



Regal Rose

The creation of a world famous designer—features life-like rose effect with contrasting stem and leaves. Modern glamour shape. Match ing two-tone sugar, creamer and cups. Platinum band around all outer edges.

D446276-1628—32 piece set for 6 Retail $28.50
D446279-2686—53 piece set for 8 Retail 47.50
D446280-4571—93 piece set for 12 Retail 87.00

Harvest Gold

Luxurious simplicity in one of the most attractive patterns available today. A superb modern glamour shape featuring an idealized wheat motif. Warranted 22K gold band around all outer edges.

D446278-1351—32 piece set for 6 Retail $23.25
D446276-2257—53 piece set for 8 Retail 38.50
D446277-3897—93 piece set for 12 Retail 68.50

Candlelight

An example of charming dignity with appealing simplicity. A modern shape, with America's newest side spray treatment—exquisitely beautiful. Platinum band around all outer edges.

D446281-1434—37 piece set for 6 Retail $25.00
D446282-2380—53 piece set for 8 Retail 41.00
D446283-4080—93 piece set for 12 Retail 71.00

Check reverse side for contents and mailing weights of Services for 6, 8 and 12.

TEXAS·WARE

fine melmac® dinnerware

Guaranteed TWO FULL YEARS Against Breaking, Cracking or Chipping in Normal Use

The finest melamine dinnerware available

. . beautiful patterns on beautiful shapes to ensure lovely table settings, combined with such sturdy durability that TEXAS WARE is guaranteed against breakage It's safe even in the hands of children and so easy to care for . . . it cleans with the swish of a cloth, with never a worry about chipped edges or broken handles. *Perfectly safe in scalding water or your dishwasher.*

Coronado

53 piece Special Service for 8 . . only $29.95

Lovely rainbow in turquoise, pink, yellow and white . . graceful coupe shape . . . full service for eight. Sets a beautiful table for any occasion and *now* at this new low low price . . TEXAS WARE's most economical set See reverse side of page for set composition and weight

25-2486 W 1997 53 pc Service for 8 Retail **$29.95**

Four fresh new florals on translucent white . . . more decorated pieces than ever in a popular priced set. All plates, bread and butters, saucers and medium platter decorated . . . other pieces in matching solid color.

Forsythia, Larkspur, Wild Rose, Morning Flair

Minimum order $10.00 at Retail Value. Allow 30 days for shipment Pay postage From Dallas, Texas. SPECIFY PATTERNS.

Stock No.	Description	Wt	Retail
64 9574 FF 167	10" Dinner Plate	10 oz	$2.50
64 9582 FF 83	6" Bread & Butter	5 oz	1.25
64 9599 FF 83	6" Saucer	4 oz.	1.25
64 9636 FF 500	12" Platter	10 oz.	4.50
64 9616 FF 50	8 oz. Cup	4 oz.	.75
64 9624 FF 87	13 oz Cereal	5 oz.	1.00
64 9637 FF 57	5½ oz Fruit	4 oz	.85
64 9640 FF 83	18 oz Soup	6 oz.	1.75
64 9687 FF 185	96 oz Serving Bowl	32 oz	2.75

Forsythia

. . . combines the sunny warmth of yellow blossoms with the softness of sandalwood branches.

25-2494 W 2663 53-pc. Service for 8.....**$39.95**

25-2502 W 3997 79-pc. Service for 12.....**$59.95**

Larkspur

. . . only hidden meadows yield the beauty of this wild dusky pink flower Gray foliage and brown branches

25-2676 W 2663 53 pc Service for Eight.. . . . . Retail **$39.95**

25-2692 W 3997 79 pc Service for Twelve . . . . . Retail **$59.95**

Morning Flair

. . . captures the dewy freshness of early morn with new turquoise petals and sandal wood leaves

25-2544 W 2663 53 pc. Service for Eight . . . . . Retail **$39.95**

25-2551 W 3997 79 pc Service for Twelve . . . . . Retail **$59.95**

Wild Rose

. . . airy woodland flowers in fragrant pink, blooming delicately amid leaves of green

25-2569 W 2663 53 pc. Service for Eight..... Retail **$39.95**

25-2643 W 3997 79-pc. Service for Twelve.... Retail **$59.95**

General Merchandise Company

See reverse side of page for set compositions and weights.

TEXAS·WARE

fine melmac® dinnerware

Guaranteed All TEXAS WARE is guaranteed for two full years against breaking, cracking or chipping in normal use.

Lovely patterns styled for gracious dining. TEXAS WARE is molded of melamine for greatest resistance to breaking, cracking or chipping, for safety in boiling water or electric dishwasher. Beautiful decorations are molded in, will never fade or wear away. Choose any pattern and know you have the best in elegance and quality.

Set Composition

45 Piece Service for Eight: 8 each dinner plates, salad plates, cups, saucers, soup bowls 1 each platter, serving bowl, creamer, sugar and lid Wt 15 lbs.

53 Piece Service for Eight: Same as above except eight dessert bowls are added. Wt 16 lbs.

79 Piece Service for Twelve: 12 ea. dinner plates, bread and butter plates, cups, saucers, soup bowls, dessert bowls; 2 each platters, serving bowls; 1 each creamer, sugar, sugar bowl lid. Wt 22 lbs.

Gold Wheat

classic gold on glistening translucent white Lovely for dining by candlelight durable enough for years of day in days use Dinners, salads, saucers, platter decorated cups and bowls on lustrous white 45 decorated pieces
25-2700 W 3330 45-pc Service for Eight . . Retail **$49.95**

Old world charm on three new patterns designed for us in Holland. 53 piece sets, lovely rimmed shape, 42 decorated pieces . . . even the bowls are decorated.

Blue Heirloom

. . a faithful reproduction of the ever-popular "onion" pattern. It will become a prized family possession.
25-2742 W 3330 53-pc. Service for Eight .....Retail **$49.95**

OPEN STOCK

Blue Heirloom, Countryside Idyll, Rose Pompadour, Gold Wheat

Minimum order $10.00 at Retail Value. Allow 10 Days for shipment Pay postage from Dallas, Texas SPECIFY PATTERN

Stock No.	Description	Wt.	Retail
84-9673 FF 167	10" Dinner Plate	.70 oz	$2.50
84-9681 FF 100	7" Salad	6 oz	1.50
84-9683 FF 83	6 Saucer	4 oz	1.25
84-9707 FF 83	8 oz Cup	4 oz	1.25
84-9715 FF 130	16 oz. Soup	6 oz	1.85
84-9723 FF 90	5 oz Dessert	4 oz	1.35
84-9731 FF 203	28 oz Serving Bow.	.0 oz	3.95
84-9748 FF 386	14" Platter	.6 oz	5.95

Rose Pompadour

. . . a lovely scene in delicate shades of rose and pink adapted from an 18th Century Sevres design.
25-2767 W 3330 53-pc. Service for Eight .....Retail **$49.95**

Countryside Idyll

a traditional Staffordshire pattern in rich brown with a different village scene on each size plate.
25-2775 W 3330 53 pc Service for 8 . . . Ret. **$49.95**

General Merchandise Company

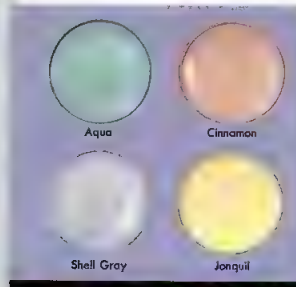
TEXAS·WARE

fine melmac® dinnerware

Guaranteed TWO FULL YEARS Against Breaking, Cracking or Chipping In Normal Use.

The finest molded dinnerware available . . . beautiful colors and shapes to make lovely table settings, combined with such sturdy durability that all TEXAS WARE is guaranteed against breakage. Safe even in the hands of children and so easy to care for . . . they clean with the swish of a cloth, and never a worry about chipped edges or broken handles. Perfectly safe in scalding water or dishwasher

Rainbow



San Jacinto CONTEMPORARY

45-Piece Special Service for Eight

$52.70 open stock value . . . now only $29.95

Delightful texture colors to lend a special carefree gaiety to family meals or a dinner for friends. Save 45% on this special service for eight. Wonderful new colors, Aqua, Cinnamon, Shell Gray, Jonquil, or Rainbow of Aqua, Shell Gray, Jonquil and Tangerine. Please see reverse side of page for set composition and weight.

543A105-1997 ... 45-pc. Service for Eight, Aqua.....Retail **$29.95**
543A106-1997 ... 45-pc. Service for Eight, Cinnamon.....Retail **$29.95**
543A107-1997 ... 45-pc. Service for Eight, Jonquil.....Retail **$29.95**
543A108-1997 ... 45-pc. Service for Eight, Shell Gray .....Retail **$29.95**
542A109-1997 ... 45-pc. Service for Eight, Rainbow.....Retail **$29.95**

Nassau

Made by the bold new Color-on-Color process . . . exclusive with TEXAS WARE. Colors are molded together so that they are forever joined in permanently beautiful contrast. Nassau makes a beautiful table setting against any background traditional or modern, and you'll love the handsome new shape. Available in: White on Sandalwood, Yellow on Sandalwood, Turquoise on Sandalwood, or Pink on Gray. Please see reverse side of page for set composition and weight.

543A67-1317 ..... 20-pc. Service for Four, White on S/Wood .Retail **$21.95**
543A68-1317 ..... 20-pc. Service for Four, Turq on S/Wood ...Retail **$21.95**
543A69-1317 ..... 20-pc. Service for Four, Yel. on S/Wood... .Retail **$21.95**
543A70-1317 ..... 20-pc. Service for Four, Pink on Gray..... Retail **$21.95**
543A93-2997 ..... 45-pc. Service for Eight, White on S/Wood...Retail **$49.95**
543A94-2997 ..... 45-pc. Service for Eight, Turq. on S/Wood ..Retail **$49.95**
543A95-2997 ..... 45-pc. Service for Eight, Yel. on S/Wood. . Retail **$49.95**
543A96-2997 ..... 45-pc. Service for Eight, Pink on Gray.....Retail **$49.95**

beauty without breakage

TEXAS-WARE
fine melmac® dinnerware

Lovely patterns styled for gracious dining. TEXAS WARE is molded of melamine for greatest resistance to breaking, cracking or chipping, for safety in boiling water or hottest electric dishwasher. Beautiful decorations are molded in, will never fade or wear away. Choose any pattern and know you have the best in elegance and quality.

Set Composition

20 Piece Service for Four
4 each dinner plates, salad plates, cereal-soup bowls, cups and saucers. Approximate shipping weight 6 pounds.

45 Piece Service for Eight
8 each dinner plates, salad plates, cereal-soup bowls, cups and saucers; 1 each large platter, serving bowl, creamer, sugar bowl and sugar bowl lid. Approximate shipping weight 16 pounds

Guaranteed
All TEXAS WARE is guaranteed for two full years against breaking, cracking or chipping in normal use.

Gold wheat
Classic gold pattern on glistening translucent white. Lovely for dining by candlelight . . . durable enough for years of day-in, day-out family use. Dinners, salads, saucers and platter decorated; cups and bowls in lustrous solid white.

543A97-1497 20-pc. Service for Four . . . . . Retail **$24.95**
543A98-3597 45-pc. Service for Eight . . . . . Retail **$59.95**

Shasta
Lovely, stylized daisies with yellow, sandalwood and turquoise petals on gleaming, translucent white to set a beautiful table, whether the background is contemporary or provincial. Decorated dinners, salads, saucers and platter; matching sandalwood cups and bowls with sparkling white interiors molded by TEXAS WARE'S exclusive Color-on-Color process.

543A77-1497 20-pc. Serv. for Four . . . . . Retail **$24.95**
543A79-3597 45-pc. Serv. for Eight . . . . . Retail **$59.95**

Springtime
A pure white translucent body wreathed with a delicate floral design in rich turquoise, yellow and sandalwood . . . a traditional pattern that will charm family and guests alike. Dinners, salads, saucers and platter decorated; cups and bowls are molded by exclusive Color-on-Color process in matching turquoise with gleaming white interiors.

543A101-1497 20-pc. Serv. for Four . . . . . Retail **$24.95**
543A102-3597 45-pc. Serv for Eight . . . . . Retail **$59.95**

TEXAS·WARE

fine melmac® dinnerware

Guaranteed TWO FULL YEARS Against Breaking, Cracking or Chipping in Normal Use

The finest molded dinnerware available . . . beautiful colors and shapes to make lovely table settings, combined with such sturdy durability that all TEXAS WARE is guaranteed against breakage. Safe even in the hands of children and so easy to care for . . . they clean with the swish of a cloth, and never a worry about chipped edges or broken handles. Perfectly safe in scalding water or dishwasher.

Rainbow

San Jacinto CONTEMPORARY

45-Piece Special Service for Eight

$52.70 open stock value . . . now only $29.95

Delightful texture colors to lend a special carefree gaiety to family meals or a dinner for friends. Save 45% on this special service for eight. Wonderful new colors: Aqua, Cinnamon, Shell Gray, Jonquil, or Rainbow of Aqua, Shell Gray, Jonquil and Tangerine. Please see reverse side of page for set composition and weight.

7K326X1997	45-pc. Service for Eight, Aqua	Retail **29.95**
7K327X1997	45-pc. Service for Eight, Cinnamon	Retail **29.95**
7K328X1997	45-pc. Service for Eight, Jonquil	Retail **29.95**
7K329X1997	45-pc. Service for Eight, Shell Gray	Retail **29.95**
7K330X1997	45-pc. Service for Eight, Rainbow	Retail **29.95**
7K325X837	20-pc. San Jacinto, Rainbow	Retail **13.95**

Nassau

Made by the bold new Color-on-Color process . . . exclusive with TEXAS WARE. Colors are molded together so that they are forever joined in permanently beautiful contrast. Nassau makes a beautiful table setting against any background traditional or modern, and you'll love the handsome new shape. Available in: White on Sandalwood, Yellow on Sandalwood, Turquoise on Sandalwood, or Pink on Gray. Please see reverse side of page for set composition and weight.

7K331X1317	20-pc. Service for Four, White on S/Wood	Retail **21.95**
7K312X1317	20-pc. Service for Four, Turq. on S/Wood	Retail **21.95**
7K311X1317	20-pc. Service for Four, Yel. on S/Wood	Retail **21.95**
7K313X1317	20-pc. Service for Four, Pink on Gray	Retail **21.95**
7K332X2997	45-pc. Service for Eight, White on S/Wood	Retail **49.95**
7K318X2997	45-pc. Service for Eight, Turq. on S/Wood	Retail **49.95**
7K317X2997	45-pc. Service for Eight, Yel. on S/Wood	Retail **49.95**
7K319X2997	45-pc. Service for Eight, Pink on Gray	Retail **49.95**

THE FINEST *MATTHEWS FLEET* IN 69 YEARS!

● "42" *Fly Bridge* **DOUBLE CABIN**
—a floating home for the whole family Sleeps 6 See her at New York and Miami Shows.

● "42" *Convertible* **SEDAN**
—our most popular model. Converts from open to closed deckhouse in one minute. Sleeps 6

● "42" *DeLuxe* **SEDAN**
—an old favorite. Six different interior plans available. Two toilets Sleeps 6.

BY specializing in 42 footers—the ideal size in a cruiser—we are giving you the greatest value afloat today. Matthews quality and superior workmanship is recognized as tops in the cruiser field—the ultimate value in American Boating.

Select the model that fits your boating picture, and send for free catalog and price list. Your nearest Matthews dealer will be glad to help you.

THE MATTHEWS CO.
PORT CLINTON 4, OHIO
DEALERS COAST TO-COAST
In Miami: Matthews Cruisers, Inc., 1825 Biscayne Blvd.

● "42" *Sport* **FISHERMAN**
—perfect for off-shore fishing—a real he-man's boat Complete fishing equipment available.

● "42" *Martinique* **EXPRESS**
—fast and smartly styled for fishing or entertaining Hard or soft top. Choice of several interiors.

"Wherever you cruise...you'll find a Matthews"

TAKE THE

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ROUTE

TO BIGGER PROFITS

No. 776
LIVESTOCK TRAILER

Authentically detailed. Holds toys, many other items. Equipped with mud guards. Size: 9¼" high, 6¼" wide, 24" long.

No. 755
DUMP TRUCK

A truck that can take it! Built of heavy 20 gauge steel, with shiny metal bumpers. BUCKEYE constructed to withstand rugged use. Control lever and tail-gate latch. Size: 6" high, 6" wide, 14" long.

Greater Profit Performance is yours with

OHIO ART'S NEW TOY TRUCKS

Take the direct approach to accelerated sales . . . stock a complete line of Buckeye Trucks! These durable toy trucks are scaled to big rigs to please little truckers. Write for our illustrated catalog.

No. 780
AUTO TRANSPORT

A model toy with realistic detail, upper and lower decks, 4 assorted automobiles. A BUCKEYE beauty! Size: 6" high, 6" wide, 28" long.

THE OHIO ART COMPANY

Bryan, Ohio • New York Office: 200 Fifth Avenue Bldg., Suite 852 • Telephone: CHelsea 2-1432

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KID-TESTED TOYS BY OHIO ART

Profit by The Ohio Art Company's more than fifty years of experience in creating toys that delight youngsters — order these Kid-Tes Toys and be SURE of sales! All Ohio Art Kid-Tested Toys are the finest made — fastest sold.

No. 226
AUTHENTIC
WESTINGHOUSE STEAM IRON

A Westinghouse winner! Shiny metal soleplate, polished chrome plated body, black plastic handle and temperature dial, plus steam control dial. Dual thumb rests. Complete with 6 ft. cord. Approved by Underwriters' Laboratories. Size: 7⅝" long, 3⅝" wide, 3⅞" high. 115 volts. 10 watts.

No. 224
AUTHENTIC
WESTINGHOUSE PLAY STEAM IRON

A dazzler! Shiny metal soleplate, black plastic handle and temperature dial, plus steam control dial. Turquoise body. Dual thumb rests. Size: 7⅝" long, 3⅝" wide, 3⅞" high.

No. 222 AUTHENTIC
WESTINGHOUSE ELECTRIC IRON

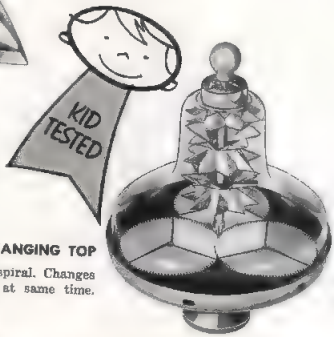
Red hot seller! Electric iron with black plastic handle, and dial temperature indicator. Dual thumb rests. Shiny metal soleplate and chrome plated body. Complete with 6 ft. cord. Size: 6⅞" long, 3½" wide, 3¼" high. U. L. approved. 115 volts. 10 watts.

No. 218 AUTHENTIC
WESTINGHOUSE PLAY ELECTRIC IRON

Westinghouse — a sure seller! This Play Iron is a favorite of Mothers' Little Helpers. Black plastic handle and dial temperature indicator. Shiny metal soleplate, turquoise body. Dual thumb rests. Size: 6⅞" long, 3½" wide, 3¼" high.

No. 347 AUTOMATIC DRUM

Drum up trade with this NEW sales boomer! Easy turn of plastic handle creates rhythmic effect; or can be played with sticks. 4 color litho design. Drummer side cloth head. Two 12" varnished sticks. 16" colored plastic neck sling. 11" diameter, 7⅝" high.



No. 39 COLOR CHANGING TOP

This spinning, singing top makes sales spiral. Changes colors as it spins. Musical reeds play at same time. Plunger type. 10" high, 7½" diameter.

THE OHIO ART CO. • Bryan, Ohio
Manufacturers of Lithographed Metal, Flexible Poly and Rubber-Like Vinyl Toys

New York Office
200 Fifth Avenue Building
Suite 852
Telephone: Chelsea 2-1432

THE WORLD'S OHIO ART BABY TOYS

100% PLASTIC PLATES
to retail at **2** for **29¢**

For **hot and cold foods**, no paper plate taste, can be used many times. Four designs.

Revolutionary New

ILLUMINATED DECORATIONS

to retail from **$2.49**
UL approved for indoor or outdoor use

Come complete with domestic 2000 hour, long-life bulb and 6 ft. cord set. Wonderful day (not lighted) and night (when illuminated)! Surface is fadeproof and scratchproof. Sizes up to 32" high x18" wide. Individually packed in corrugated carton.

2-WAY FRAMED DECORATIONS

to retail at **59¢** each

Adhesive strip holds decorations in place on windows. Go up in a jiffy. Equally attractive inside or outside as window decorations. Size 14" x 17".

Side view

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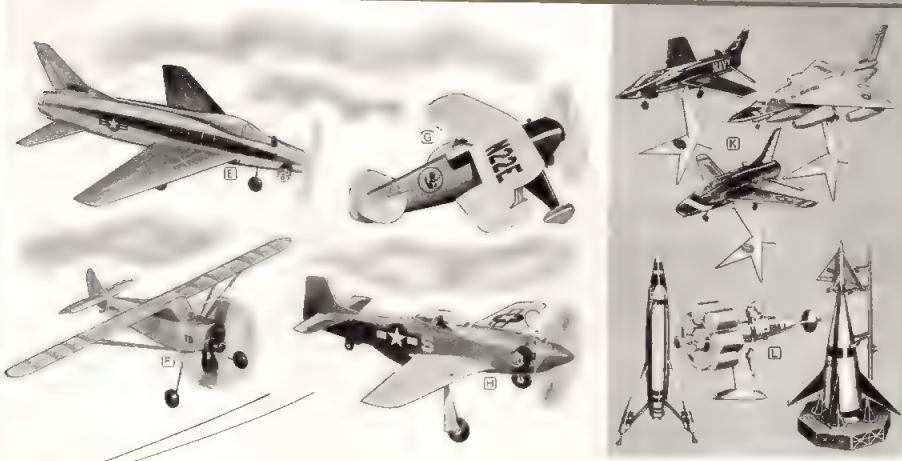
319 McKIBBIN ST., BROOKLYN 6, N. Y. • HYacinth 7-3700
SHOWROOMS: New York: Room 210, 225 Fifth Ave. • Chicago: 1085 Merchandise Mart



SCALE MODELS . . . to fly—to build!

Here's fascinating outdoor fun with real gas engine flying models (three different mighty mite Thimble-Drome beauties to choose from!) new, exciting rubber-powered models . . . a realistic copter Here, too, absorbing hours of indoor "put-together" fun with authentic scale model jet kits and imagination-stirring space ship kits.

E THIMBLE-DROME SUPER SABER F-100. Realistic plastic ready-to-fly model of the light wing-fast Air Force plane that broke the sound barrier. Power-packed .020 engine has unbreakable spring starter. Wing span 10⅝"; fuselage 13⅝". **894-428 B467** Super Saber F-100 . . **$6.95**

F SUPER CUB 105. This modified scale model of the famous Piper Cub is powered by a Thimble-Drome .049 engine. Has unbreakable spring starter. Super-tough, high-impact yellow plastic with authentic molded-in details. Wingspan 17½"; fuselage 11⅝". **894-410 B535** Super Cub 105. . . . **$7.95**

G LI'L STINKER . . . appealing scale model of the famous Pitts Special Biplane. Tiny and terrific with its Thimble-Drome .020 engine—unbreakable spring starter. Every detail authentically reproduced in high impact plastic. Wingspan 10"; fuselage 9¼". **894-444 B600** Thimble-Drome Biplane **$8.95**

H COMET MUSTANG F-51. True-to-scale model from official blueprints . . . realistically detailed in high-impact, 2-tone plastic. Clear plastic bubble canopy. New Hummer .049 gas engine has fast "Auto Recoil" starter. Wingspan 16"; fuselage 13¾" **894-451 B865** Mustang F-51. . . **$12.95**

K JET PLANE KITS. 3 authentic plastic models. 72-part silver model of the "Hustler" (first multi-jet delta bomber to sustain supersonic speed in level flight) has crew members, moving controls and hatches. 51-part, blue and yellow model of the "Blue Angel" has movable control surfaces, jet engine and after burner. Third model is "North American Thunderbird"—used by Air Force demonstration team. Large red-white-blue decal; no painting. Kit contains glue **894-006 B199** Set of 3 Jet Kits **$2.98**

L STROMBECKER SPACE SHIP KITS. 3 exciting all-plastic models. Disneyland inspired! The 60-piece model of Walt Disney's Rocket Ship is 12" long, assembled. Colorful decal included for insignia and markings. 61-piece model of Walt Disney "Man-In-Space" Ship is designed in 4 authentic sections. Includes base, elevator, catwalk . . . detailed instructions. The 44-piece Walt Disney "Rocket to the Moon" model is 11⅞" high and 4⅞" across base when assembled **896-795 B199** Set of 3 Space Ships . **$2.98**

SILVER ARROW READY-TO-FLY MODEL. Glittering aluminum foil surface makes it look just like a real plane! Even rivets are faithfully reproduced. Foil is bonded to balsa to form the strongest of rubber-powered models. Plastic prop, spinner, canopy, wheels, landing gear, pilot, extra rubber motor. Adapts easily to .020 engine. 18" wingspan. **894-022 B135** Silver Arrow Model. . . **$1.98**

FLYING HELICOPTER. Just pull cord and 18" wingspan 'copter soars 150 feet into the sky. Ingenious power unit (separate from plane) automatically rewinds itself ready for next flight. Automatic adjusting pitch of propellers gives instant flight . . . perfect 3-point landings every time. Lightweight plastic, colorful insignia markings. **894-402 B135** Soaring Helicopter . . . **$1.98**

3 RUBBER-POWERED FLYING MODELS. Beautifully detailed Strombecker scale models. There's the North American T28 Trainer with 12½" wingspan; U.S. Army L-19 "Bird Dog" with 14" wingspan; the Piper Cub J3 sea plane with 14" wingspan. All 3 kits complete with rubber bands for flying, colorful decals, all needed molded plastic parts **896-811 B199** Three Plane Kits **$2.98**

It's a

Thimble-Drome

POWERED MODEL YEAR

Thimble-Drome Models exclusively are demonstrated at world-famous Disneyland before 3,000,000 visitors annually and at other leading exhibitions and fairs.

POWERED with the most comprehensive advertising-merchandising campaign in ready-to-fly plane history!

30,428,572

Sales-making impressions on the flush 'teen age and pre-'teen age market with action on their minds and money in their blue jeans.

PLUS a bonanza of tie-in material for your store use

FULL COLOR WINDOW BANNERS • COUNTER CARDS
FLOOR MERCHANDISERS • CUSTOMER BOOKLETS
MAILING ENCLOSURES • AD MATS
GLOSSY PRINTS • PUBLICITY RELEASES

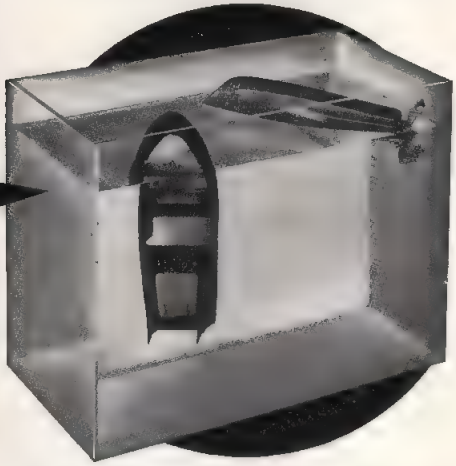
Contact your jobber salesman or write direct! Cash in on Thimble-Drome's continuous promotion and store aids.

L. M. COX MANUFACTURING CO., INC., SANTA ANA, CALIF.
National Sales: Milt Grey Sales, 8693 Wilshire Blvd., Beverly Hills, Calif.

Stay on Top with Fleet Line MARINE, INC. for '59

They're Unsinkable!!

Another FIRST for
America's Largest Manufacturer
of Battery Powered Boats



Here's The Proof

TOY FAIR
HOTEL NEW YORKER
ROOM 914
SHOW ROOM IN
THE 5th AVE. BLDG.

A Fleet Line Boat can go anywhere . . .
to a lake, stream, ocean, pond and always stay afloat

All Boats From $1.95 to $15.95
Have This New Authentic Feature—
Just Like Big Ones.

Fleet Line MARINE, INC.

AMERICA'S FASTEST SELLING BOAT LINE!

14720 KESWICK ST., VAN NUYS, CALIF.

UNDER ONE ROOF

Thimble-Drome

OUTSELLS ALL OTHER ENGINES • OUTSELLS ALL OTHER PLANES
OUTPROMOTES ALL OTHER LINES

WITH ONE MANUFACTURING OVERHEAD

Every part of every model and engine in the line is made and checked by Thimble-Drome craftsmen under one undivided responsibility. Manufacturing excellence at lowest cost equals sales leadership—the world over.

L. M. COX MANUFACTURING CO., INC., Box 476, Santa Ana, California

NAT'L SALES: HILT GREY SALES, 8693 WILSHIRE BLVD., BEVERLY HILLS, CALIFORNIA

Fun's fun—but it's even more so in a Thompson Boat! And when you skipper one of these sleek new '59 beauties, you know you're at the wheel of the best you can buy. From the tip of the rakishly flared clipper bow to the extra-stout transom, there's everything you want in a personal boat. Famous Thompson design for real get-up-and-go. Easy handling for exciting performance. Sea-Lap® construction and *natural* flotation for solid sea-worthiness. Take a ride, then decide—a Thompson's for you. See your dealer soon.

Full-color catalog is yours for the asking. Write for a copy.

Thompson
BETTER BUILT BOATS

THOMPSON BROS. BOAT MFG. CO., 341 ANN ST., PESHTIGO, WIS. • 341 ELM ST., CORTLAND, N.Y.

LOOK... IT'S THE NEW LINE FOR '59!

IDEAS FOR BETTER BOATING—
Send $1.00 for Catalog #165 detailing the complete Perko Line of over 2000 items.
Send 25¢ for Catalog #166 edited specifically for popular size inboards and outboards.

Flying "P" Outboard Wheel

"Ski-View" Mirror

Bow Handle with Eye

Modern Design Cleat

"DYNAFORM" MARINE HARDWARE

Dynamically styled... functionally formed... the ultimate in service—that's the crux of the new Perko "Dynaform" line. Competitively priced each and every piece is backed by Perko's half-century heritage of production know-how and design leadership. When you see the rugged, but graceful, "Dynaform" line, you'll discover why boatmen everywhere have always insisted on Perko on their "pride and joy." To better meet your every hardware need, see Perko lights, fittings and accessories. At better dealers everywhere.

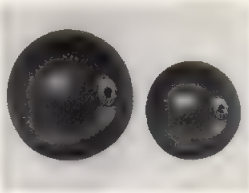
PERKINS MARINE LAMP *and* HARDWARE CORP.
1941 Pitkin Ave. • Brooklyn 7, N.Y.

"Tru-Beam" Pole Light

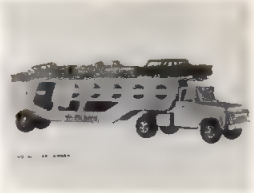
"Ranger" Bow Light

Adjustable Searchlight

Combat machine gun has tripod. When crank is turned, gun makes "ack ack" sound. No batteries or caps used. Gun barrel is aluminum. Adjustable sight. $3.98 Cordeleo Industries, 727 E. Pico blvd., Los Angeles.

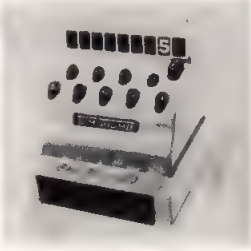


Whistle Ball has safety feature—the whistle is made of vinyl and molded right into ball. It cannot be removed by child. Ball also of vinyl, is available in two sizes. Lee-Tex, 13151 S. Western ave., Gardena, Cal.

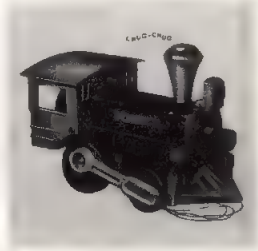


Car Carrier has automatic unloading device and a ramp. Three model cars ride on top of transport and there is room inside for two more. When lever is flipped, cars roll down ramp. $7.98. Tonka, Mound, Minn.

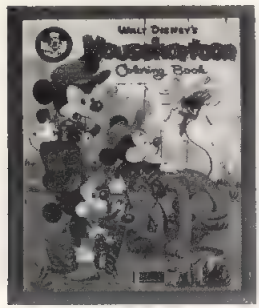
Stik-ees are Yule window decorations in red, green and white. They are plastic and can be re-used. Easily applied and removed. No glue is needed. Designs include snow men, etc. 98¢. Living Products, 200 Fifth ave.



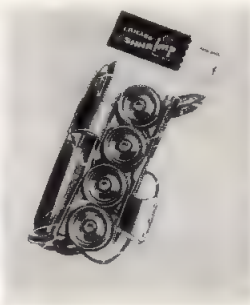
Tom Thumb cash register has push button operation like professional model. Play money included. Cash register is smartly designed. $2.98. Western Stamping: Henry Katz, 200 Fifth ave.



Dinkey engine has a polypropylene plastic front and cab. The wooden boiler is lithographed realistically. Toy has dynamic switch engine. One-to-five age group. $1. Fisher-Price Toys, East Aurora, N.Y.



Walt Disney's Mousekartoon coloring book is designed for small children. It has a wide variety of subjects to hold their interest. Book offers them a form of quiet activity. 29¢. Watkins-Strathmore, Racine, Wis.



Shhr-Imp roller skates have strong aluminum chassis, but each pair weighs only eleven ounces. Plastic wheels are red or white to contrast with blue frame. $2.98. Chicago Roller Skate, 4500 W. Lake st., Chicago.

Mighty Mouse is three dimensional viewer. It is easy to operate and is designed for children between ages of four and twelve. Other stories available also. $1.29. TruVue Co., PO Box 123, Portland, Ore.

This can be done most effectively and economically at this year's Toy Fair.

In 1959 we will witness another high point in sales for the toy industry. How well each one of us do in this expanding market will depend upon how well we prepare to take care of the consumer demand. For the concerns that have planned well, the year 1959 will be a good one.

The problem of discount houses

Practically immune to the inroads of discount selling for many years, the toy industry this past Christmas received its first strong exposure to that virulent disease of retailing. Reaching almost epidemic proportions in the East, price-cutting spread quickly to Chicago and Los Angeles. The industry suffered from a bad reaction. Retailers blamed jobbers, jobbers blamed manufacturers, manufacturers continued to make merchandise perhaps some benefit came to the consumers.

Not new to most other consumer goods industries, particularly hard goods, discount selling today is so rife that it has been selected as a subject for exploration by the United States Senate (see pages 356-358). That the subject is of top importance to all facets of our industry, we refer you to the Letters to the Editor department (pages 347-349). We're glad to see that some manufacturers are doing something about the problem. Let's hear from many more readers on this vital subject.

Shouldn't a trade show be more than an exhibition of merchandise?

For several years our industry has talked of a public relations program . . . of a retail promotion program . . . of cementing a closer alliance among manufacturer, jobber and store owner or buyer. The revitalized public relations committee of the Toy Manufacturers of the U.S.A. has, in recent months, taken some giant steps forward in the right direction along these lines.

Having returned recently from the Hobby Industry Association of America's trade show in Chicago, we are once again impressed by that group's convention activities staged concurrently with its annual show. Productive sessions were held by different branches of the manufacturing industry, seminars were staged by jobbers, a number of merchandising clinics attracted roomsful of retailers. And, not one minute was subtracted from selling time on the floor.

With today's unstable toy economy we think it behooves the toy manufacturers to give further thought to enhancing traffic and profit at future Toy Fairs by adding convention activities. A start might well be the staging of a retail merchandising clinic for toy department buyers, store owners, merchandise managers, advertising and display personnel. This clinic should be designed to answer the

Happi-Time Doll Carriages

A Big 26½-inch Folding Carriage of imported patent leather finish vinyl. 4-bow hood with non-pinch spreader. Duchess shackle gear. Double action foot brake. Chrome-plated tubular pusher 32½ inches high. 8½ inch spoke wheels with rubber tires. Body 26½x17½x9½ inches deep.

79 N 08212L—Red. Shpg. wt. 15 lbs. $9.69

B 23-in. Carriage... Lift-out body forms a bassinet or basket. Vinyl plastic cover. 4-bow hood. Duchess shackle gear. Double action foot brake. Chrome-plated tubular pusher 30 inches high. 7-inch spoke wheels with rubber tires. Body 23x15x9 inches deep.

79 N 08279L—Shpg. wt. 15 lbs. $9.69

C Our Finest Doll Carriage. A truly de luxe carriage to please the most particular little "mother" ... built to last through a large family of babies.

Body is 26¾ inches long. Beautiful gold color quilted vinyl plastic body ... 5-bow hood with ... and concealed ... Polished chrome plated ... are 31 inches high. Dual ... Duchess shackle gear. ... spoke wheels with 1 inch ... rubber tires.

Body is 6¼x12¾x9 inches deep. ... weight 14 pounds.

79 N 08214L $12.69

D 21½-inch Vinyl Carriage that looks like real Pinto pony hide. 3-bow hood. Heavy ⅝ in. fold-up frame with extra axle support. Four brake. Chrome plated tubular pusher 25½ inches high. 6 inch wheels, ¾ inch rubber tires. Body, 21½x9x7 inches deep.

79 N 08209—Shpg. wt. 5 lbs. $4.87

E Colorful 24-inch Folding Carriage Vinyl plastic body with 4-bow hood. Polished chrome tubular pusher 28 inches high. Duchess shackle gear and foot brake. Brake 6 inch wheels with ½ inch rubber tires. Body 12x24x9 inches deep.

79 N 08211L—Shpg. wt. 9 lbs. $7.69

F Pretty Little Folding Carriage of sturdy washable vinyl plastic. 3-bow hood. Aluminum-finish steel ... tube's for cover and storage. Fusion ... high 4½ inch wheels. ¾ inch rubber tires. Body 18¾x13¾x8¾ inches deep.

49 N 8208—Shpg. wt. 4 lbs. $2.87

G Woven Fiber Buggy ... Yellow ... with ... Flared quilt ... with ... Body ... deep.

79 N 08288—Shpg. wt. 7 lbs. ... $5.87

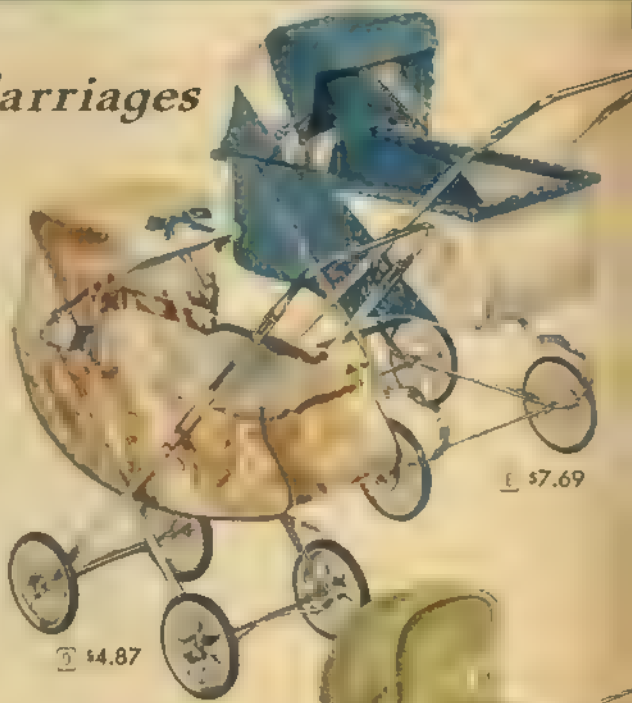
Carriage Sets to keep Dolly Comfy and Happy

Fit the above and similar size carriages

Mattress, Quilt and Pillow set. Extra fine quality plastic covered mattress, soft cotton-filled Quilt (22x16 in.) and pillow (10x7 in.) are gaily lowered ray on taffeta with fluff taffeta ruffles.

49 N 8215—Set with 26x12 inch mattress. For carriages D, E, F ... $1.94

49 N 8216—Set with 26x12 inch mattress. For carriages A, B, C ... $2.29



We All Cry Real Tears

B 16-in. Tiny Tears with Play Pen $15.48

C 16-in. Tiny Tears with Car Bed $16.97

A 13½-in. Tiny Tears $11.27

D 13½-in. Tiny Tears with items shown $7.44

TINY TEARS . . hear her cry . . blows bubbles, too . . is so much fun

Squeeze this lovable baby and big tears roll down her chubby cheeks. Tuck her in bed . . she'll close her thick lashed eyes. Tiny Tears drinks from her bottle, wets go-to-sleep' glassene loves her pacifier.

Bathe her in neck-high water to keep her soft molded rubber body sweet. She dresses easily . . arms and legs are jointed. Hard-to-break plastic head turns. Every Tiny Tears has instructions, accessories

A Tiny Tears with thick, glossy rooted Saran hair for you to comb, brush and set over and over again. She comes to you in a deluxe trunk of fiber board with plastic handle. Sweetly dressed in embossed cotton romper. To keep her warm, she has a new coat and bonnet. Dress her in her pink and white cotton dress, panties and bootees. Her accessories include diaper, bottle, bubble pipe, pacifier, washcloth, sponge, soap, clothespins, Kleenex.

49 N 3136—13½ inch Tiny Tears with layette, trunk, accessories as shown. Shpg. wt. 4 lbs. $11.27

49 N 3035—11½ inch Tiny Tears with layette, trunk, accessories (no coat, hat. Has bottle/bib). Shpg. wt. 3 lbs. . . . $9.37

49 N 3131—11½ inch Tiny Tears (Not shown). Low priced in gift box. Dressed in romper with accessories above, bib and 2-piece pajamas only. Shpg. wt. 2 lbs. $7.67

B Just put Tiny Tears in her 18-in. square Play Pen to make her happy. Quilted plastic pad cleans easily. Tiny Tears is dressed in embossed cotton romper . . 16 in. tall, has lustrous rooted Saran hair to brush and comb. She brings a waffle cotton dress, hat, panties, diaper and bootees with her, has washcloth, soap, Kleenex, sponge, clothespins, bottle, bubble pipe and pacifier.

79 N 03145—Shipping weight 8 pounds. $15.48

C 16-in. Tiny Tears ready to travel in her Car Bed of quilted plastic. Steel frame, 20 in. long . . inflated tufted mattress. Boxed layette has dress, bonnet, panties. Plastic tote bag holds diaper, washcloth, soap, Kleenex, sponge, bottle, bubble pipe, pacifier. Rooted Saran hair. wears cotton cord jersey overalls, felt coat, hat, knit bootees.

79 N 03146—Shipping weight 8 pounds. $16.97

D Tiny Tears with Molded Hair . . looks so much like a real baby. Easy to care for . . you can bathe her . . low in price, too. She comes in a lovely gift box . . is dressed in embossed cotton romper. Give her the tender care she loves with these accessories that are included: bottle, diaper, sponge, soap, Kleenex, pins, bubble pipe, washcloth, bootees, pacifier. Order now, make a little girl happy.

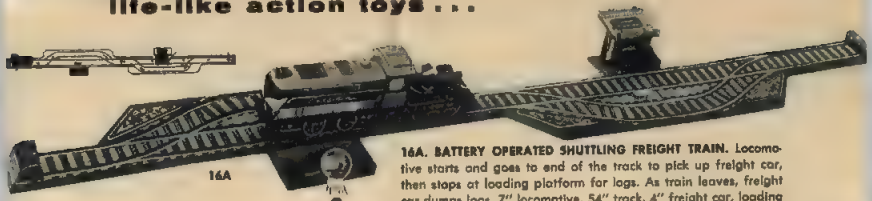
49 N 3033—16-in. Tiny Tears with cotton dress, pants, bonnet, accessories. Shpg. wt. 4 lbs. $9.44

49 N 3031—13½-in. Tiny Tears with dress, pants, bonnet, accessories. Shpg. wt. 3 lbs. . . $7.44

49 N 3030—11½ in. Tiny Tears. Budget priced, in romper shown above but without dress, pants, bonnet. Shpg. wt. 2 lbs. $5.44

Make it easier on Santa's budget, buy on Sears Easy Payment Plan. See page 264 for complete details

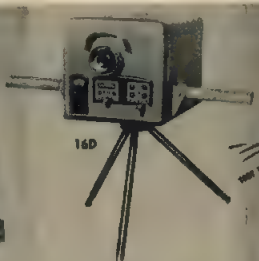
life-like action toys . . .



16A. BATTERY OPERATED SHUTTLING FREIGHT TRAIN. Locomotive starts and goes to end of the track to pick up freight car, then stops at loading platform for logs. As train leaves, freight car dumps logs. 7" locomotive, 54" track, 4" freight car, loading platforms, logs. 1 D battery (not included). By Cragstan **2.99**

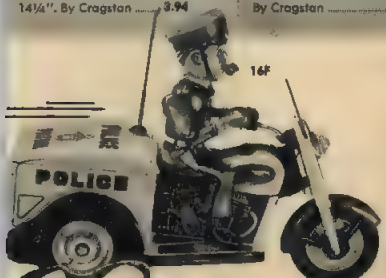
16B. AUTOMATIC Power Shovel. Swivels manually, power shovel operates, 14¼". By Cragstan **3.94**

16C. ROCKET SATELLITE Launching Pad. Two-stage space missile, 2 "D" batteries By Cragstan **2.87**

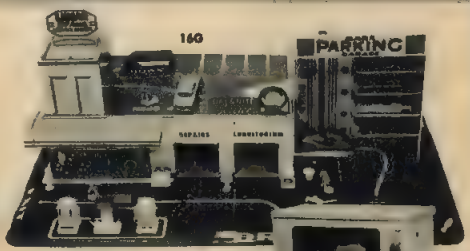


16D. NAUTILUS Electronic Target Periscope. Simulates action, aims, fires. 2 "D" batteries. By Cragstan **3.94**

16E. TRUMPET Playing Monkey. Leg scratches, jangles bell, toots horn. 2 "D" batteries. By Cragstan **3.94**

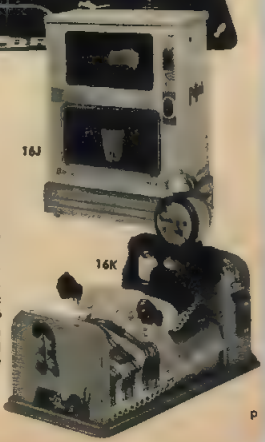


16F. MOTORCYCLE POLICEMAN. He rides in figure 8, stops and blows police whistle. Metal, 10" long. Antenna is retractable. By Ace **2.97**



16G. SERVICE STATION, WITH PARKING GARAGE. Ready to fill 'er up, with station attendants and all the accessories. Has repair room and lubritorium, four-level parking garage with elevator lift that hoists cars to any level. 5 plastic cars included. By L. Marx. **5.97**

16H. POPCORN-EATING PANDA IN ROCKING CHAIR. Cuddly toy sits in his own rocking chair and rocks. See his eyes light up while he realistically chews and eats popcorn. Battery operated. By Ace **3.88**



16J. PEPSI-COLA MACHINE. Works like a real vending machine. Put coin in slot, place glass under opening, press button and glass fills up with liquid in tank. A bank, too! Sturdy lithographed metal, with plastic glass. Uses 2 batteries. 7"x5"x9½". By L. Marx. **4.66**

16K. SLEEPING BEAR. Hands of clock turn, alarm rings, and bear rises, lifts his arms, opens eyes and mouth and yawns. Uses 1 battery. By L. Marx **3.77**

All batteries are extra.

BIG BUSINESS

TOYS THAT TEACH

(1) TYPEWRITER AND CASE — Watch your little Miss Secretary's eyes light up when she sees this "like real" typewriter! Brother will enjoy it, too—makes homework, letters easier, more fun to do! Built like regular typewriter, but scaled to smaller hands! Has small and capital letters, shift keys, finger-tip spacer, ribbon shift, paper release. Ball-bearing carriage, bell action. Uses standard size paper, ½-in. ribbon. All metal, with Gold color trim. Steel case, snap-on lid, handle. Size 10½x10½x4-in. Reg. 18.98!
35 Y 6009E—Mailable. Wt. 12 lb. **15.98**

(2) D-I-A-L TYPEWRITER Smaller try will love this easy-operating typewriter just dial the letter and press the key! Raised keyboard, shift lock, tabulator clear. High impact plastic, metal bottom. With 2 ribbons: Red, Blue. Size 12½x4x8¾-in. long
35 Y 6035—Mail. Wt. 3 lb. 4 oz. **4.69**

(3) IT'S EASY TO TYPE on the dial typewriter—fun, too! Bargain priced! Prints 40 characters—letters, numbers, punctuation marks—in Red or Black. All steel with keyboard design, easy-roll carriage In carrying case Size. 11⅜x7⅝x4¾ in. high
35 Y 6023 Mail Wt 2 lb 8 oz. **3.67**
EXTRA RIBBONS—2 Black, 2 Red.
35 Y 6042—Shipping wt. 3 oz. . . . . **4 for 39c**

(4) BARGAIN—3.00 VALUE! Save 51c. Dial typewriter, prints sharp legible letters, numerals. Takes full-size paper, uses real ribbon Sturdy metal casing, rubber feet Has simulated keyboard on front. Size 5¾x 4x10½-in. wide. 2 ribbons included.
35 Y 6022—Mail. Wt. 2 lb. 12 oz. **2.49**

(1) "Tom Thumb" Typewriter ~~3.98~~ Value **15.98**

(2) D-I-A-L Typewriter **4.69**

(3) Bargain priced! **3.67**

(4) Save 51c ~~3.00 val~~ **2.49**

Give a Gift that Entertains, Educates!

(5) TOM THUMB CASH REGISTER—With plenty of play money bills and coins included! What fun to play 'store' and make change! Registers sales from 1c to 1.00! Has department indicator combination knob and lock on small drawer Push lever opens cash drawer automatically, ringing bell. Tally recorder erases itself automatically no paper needed Sturdy steel chrome front 8¾ in. high.
35 Y 6046—Mailable. Wt. 3 lb. 10 oz. **3.99**

(6) "SPACE-AGE" CASH REGISTER—Handy push button operation makes this machine just like professional models' "Tom Thumb" cash register with new easy-to-operate mechanism. Includes generous supply of play money Size 7¼x6¾x7½-in.
35 Y 6045—Plastic. Mail. Ship. wt. 2 lb. 2 oz. . . . **2.59**

(7) BARGAIN CASH REGISTER—Really works! 8 numbered keys "No Sale," and "Ring Up" keys. Drawer opens bell rings, amount shows in window Heavy steel, lithographed finish 5½x8x6½-in.
35 Y 6007—Mailable. Wt. 1 lb. 12 oz. **1.98**

(5) Play money included! **3.99**

(6) Push-button register **2.59**

(7) Bargain Cash Register **1.98**

POPULAR TOYS
FOR ALL AGES

Intercom Phone Set

Here's a life-sized intercom set that's sure to make a hit with any boy or girl! Precision engineered, it looks and works like a real telephone. Carries voice sharp and clear from room to room, or house to house. Set consists of two modern styled telephones connected by wire. To call your party just spin the dial, and a signal bell rings on the other telephone. Easy to use, may be carried from room to room since it is battery powered. Uses 2 standard flashlight batteries (not incl.) in each unit. Comes with long roll of wire. Junior club members will love this set for relaying "secret" messages—will give years of constructive fun!

35 Y 6006—Ship. wt. 4 lbs.....5.89
"D" standard batteries for abv
35 Y 4777—Ship. wt. 1 lb. 2 oz. . 4 for 65c

(14) INTERCOMMUNICATION OUTFIT by famous Bell products. A time and step saver from room to room, house to garage, etc. Extra-tough heavy duty plastic. 2 complete units with RCA Hi-Fi speaker and newest type engineered Tru-Tone microphone. 25-ft. of 3-conductor color-coded plastic wire. Requires 4 "C" batteries. Black.
35 Y 6041—Ship. wt. 2 lb. 7 oz. List 10.00.....7.49
"C" MEDIUM BATTERIES for above.
35 Y 4776—Ship. wt. 5 oz.....2 for 35c

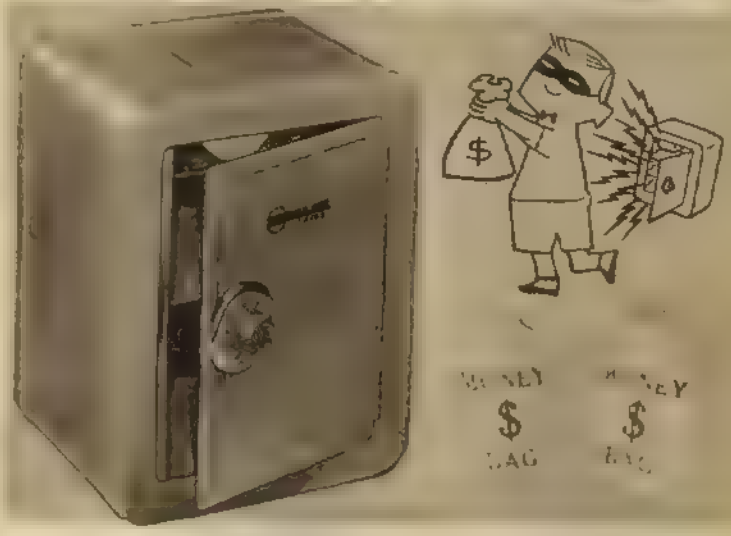
(15) ADDING MACHINE. Adds up to 9,999 like real machines! Metal base with attached pad and pencil. 9x6x4-in. base. 14¼-in. long. Mailable.
35 Y 6000—Worth 3.00! Ship. wt. 2 lb. 1 oz....2.39

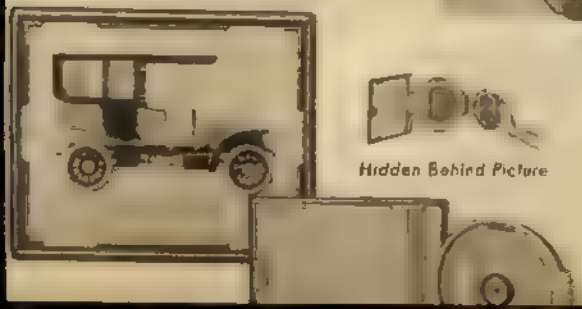
NEW! MOSLER JUNIOR SAFE VAULT 'N ALARM

~~3.49 Value~~
Low As **1.99**

Kids, here's your own "jimmy-proof" vault! It has a real burglar alarm that sounds off when anyone tries to borrow your belongings! Fitted with 2-number combination lock—only you can open it. Supplied with 2 drawstring money bags for storing your coins and bills. Constructed of heavy-gauge steel with sturdy piano-type hinge. Battery operated burglar alarm has secret shut-off. Exclusive use of name given by Mosler Safe Company. Mailable. Order today!

WITH BURGLAR ALARM—6x7x9-in.
35 Y 6011—4.95 List. Wt. 4 lb. . 4.49
WITHOUT ALARM—6x7x9-in. 3.95 val.
35 Y 6012—Ship. wt. 3 lb. 14 oz. 3.69
W/OUT ALARM—6x4¼x6-in. 2.49 val.
35 Y 6013—Ship. wt. 1 lb. 9 oz..1.99





Hidden Behind Picture

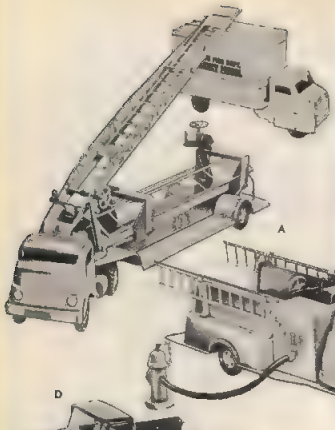
"SUPER SECRET" WALL SAFE
For Every Boy and Girl

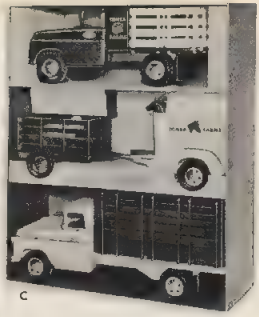
~~Use 2.00~~ **1.89**

Swing back the pretty picture on your wall, and there's a hidden safe! Perfect for secret possessions—visitors will never suspect it's there! Safe has combination dial that turns with loud clicking noise—just like tumblers on big bank vaults! Even has slot on top so you can make quick deposits without opening door. Colorful print in plastic frame is 8½x10½ in.; has 2 molded holes in back for nails. Massive-looking safe of metallic-colored plastic.

A 2.00 value. Mailable. Order now.

ALDENS 45





(A) COMPLETE 3-TRUCK FIRE DEPARTMENT. Hydraulic hook and ladder with automatic aerial ladder that works on non-toxic, non-stain liquid. Extension ladder extends to 31", swivels 360°. Auxiliary ladder, too. 8 rubber wheels 28⅛" long. Pumper fire truck with real hose that unwinds and attaches to hydrant fitted for garden hose. Spray controlled. 19⅞" long. Van-type emergency patrol truck 12⅛" long. All of heavy steel in fire engine Red and White. Wt. 17 lbs.
82N383P1330 .....Retail **19.95**

(B) ELECTRONIC CANNON. Real action as gun mount swivels, rotating the radar screen, lowering and raising barrel by electronic pushbutton, loading and firing a harmless plastic sponge-nosed missile. Uses flashlight batteries (not furnished), can be operated manually. Welded steel construction. Finish sprayed-on baked enamel. 22¼" long
82N262X845 Wt. 9 lbs. .....Retail **13.50**

(C) COMPLETE FARM SET. Versatile set to "play farm" and "horse ranch" to boot. Farm stake truck, 13½" long, in Green, has removable stakes. Stock rack, finished in red and white, 16½" long has sliding gate. 8½" stake trailer in Red. 8½" horse trailer in White. Both trailers attach to either truck. 6-section corral included. All in heavy metal with Dulux enamel.
82N381P980 Wt. 13 lbs. .....Retail **14.95**

(D) PICK-UP TRUCK. Movable tail gate is held open or closed by chain. Solidly constructed of sturdy metal. Finished in Blue. Has trailer coupling and rubber tires. 12¾" long, with Chromate hub, bumper, grille. Wt. 3¼ lbs
82N353X196 .....Retail **2.98**

(E) FARM STAKE TRUCK. Realistic "big job" truck has removable stake panels with safe rounded edges. Has trailer attachment. 13⅛" long, in Green and White enameled finish with chromate trim. Wt. 4 lbs
82N355X262 .....Retail **3.98**

(F) HYDRAULIC SANITATION TRUCK. Body raises, dumps load slowly and automatically. Top gate opens for loading, back gate for unloading. Non-toxic liquid in hydraulic cylinder. 18⅛" long, in Blue and Gray. Wt. 5 lbs.
82N385X325 .....Retail **4.98**

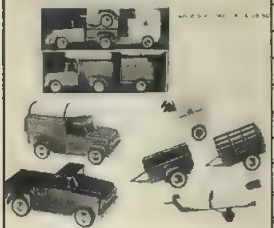
(G) "RIDE-EM" COMBAT JEEP WITH MISSILE LAUNCHER. Heavy automotive steel with easy steering and safety rubber bumper. Tail gate opens, haul good size load. Fully operative launcher, 2 missile rack on hood. 3 firing tubes send missiles many feet in air at button touch. 25½" long, in Olive Drab. Wt. 16 lbs.
82N382P867 .....Retail **12.95**

(H) DUMP-OR-SPREAD TRUCK. Fully workable, heavy dumper with two-position tail gate to permit spreading. Controls at rear of hi-view cab. 13¼" long, in Red and Green with thick-tread dual tires. Wt. 4 lbs.
82N335X262 .....Retail **3.98**

(J) WRECKER TRUCK. Heavy duty winch with thick reinforcing bars and link chain with hood. All legally required working lights, including "dasher". 12¾" long, in White, with extra heavy tires. Wt. 4 lbs.
82N357X325 .....Retail **4.98**

(K) PICKUP TRUCK WITH STAKE TRAILER AND ANIMAL. Life-like plastic ewe goes to "market" or "show" in all steel, rounded stake 2-wheel trailer. Couple to pick-up truck. 20¾" long overall, in Red and Blue. Wt. 4¾ lbs.
82N384X338 .....Retail **4.98**

(L) AUTO HAULAWAY TRUCK. Ramp extends for loading and unloading. Unit has cab and trailer finished in yellow and red. 2 die-cast autos. Steel haulaway, 21⅛" long.
82N386X196 Wt. 4 lbs .....Retail **2.98**



DATE	ON HAND	ORDER
TOTAL		
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No. B 206 TONKA TOYS
TRAILER SALES SET (1) $15.00

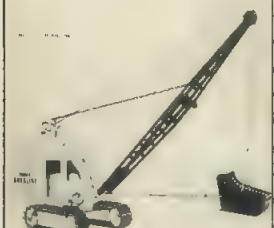
A most versatile set. Consisting of two trucks, the Sportsman with boat on top and a pick-up truck; 4 trailers, a box trailer, stake trailer, horse trailer with 2 horses, and a boat trailer with boat. Individually boxed.

No. 02 PICK-UP TRUCK (6) $3.00

DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

No. 35 TONKA TOYS
FARM STAKE & HORSE TRAILER (4) $7.00

Heavy duty horse trailer carrier, two polystyrene horses. Stake Truck is big cross-country hauler with removable stake panels. Trailer couples and uncouples. Overall length 21¼ inches. Individually boxed.



DATE	ON HAND	ORDER
TOTAL		
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No. 14 TONKA TOYS
DRAGLINE (6) $5.00

Actually scoops dirt. Moves 4 ways, tractor treads move backwards and forwards, cab swings 360° at base, bucket can scoop and raise dirt. Heavy steel construction with nylon ropes. 20 inches long.

DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

No. 40 TONKA TOYS
CAR CARRIER (4) $8.00

Motor transport with automatic unloading device. 29 inches long overall with three polystyrene cars on top and room for 2 more. Looks like a real car carrier.

DATE	ON HAND	ORDER
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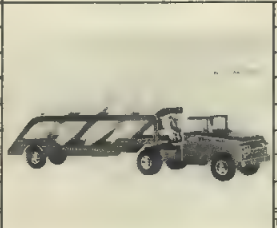
No. 20 TONKA TOYS
HYDRAULIC DUMP TRUCK (6) $5.00

A 13 inch long all-steel dump truck with adjustable 2-position tail-gate. Touch lever and load gently dumps, hydraulically. Beautiful bronze paint finish. Individually boxed.



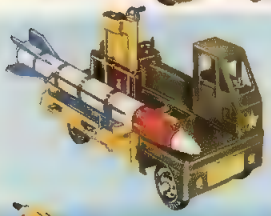
DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

No. 41 TONKA TOYS
BOAT TRANSPORT (4) $8.00

Big durable semi-trailer transports 4 unbreakable polyethylene boats and 2 motors. Bars swings out so boats can be removed easily. 28 inches long.

(A) ARMY COMBAT CONVOY—19-pc. assortment includes 2 trucks, an army supply truck, 12¾" long, 5-3/16" wide, 6¼" high and an army transport with canvas top, 13¼" long, 5-5/16" wide, 7½" long, plus 2 trailers: one with searchlight that works from flash-light batteries (not included), and measures 10⅞" long, 5¼" wide, 7½" high, and missile launcher trailer that launches missiles, and measures 10⅞" long, 5¼" wide, 10-3/16" high Also 12 vinyl soldiers, 3 plastic missiles. Olive drab trucks and trailers Trailer hitches interchangeable with each truck. Trucks and trailers of heavy-gauge steel, have rubber wheels.

82N376P734 Wt. 12 lbs. . . . . Retail **10.95**

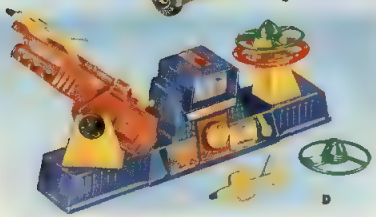


(B) BULLDOG TANK—Plastic tank advances, retreats, climbs over obstacles, destroys barricades! Loads 4 shells in brass casing to clip. Fires projectiles automatically from remote position Ejects empty brass shells after firing Caterpillar tread has 14 working wheels. All-aluminum cannon operates on 4 "D" flashlight batteries. 22½" long.

84N169X863—Less Batteries—Wt. 2½ lbs. Retail **12.98**

(C) GUIDED MISSILE CARRIER—Picks up a missile on its cradle, raises it to truck. Drive to launching site and carrier moves cartridge into position and places missile on launching pad When not hauling missiles it is a side-lift for truck for other loads. All mechanical, with steerable front wheels, locking hand wheels to operate carrier. Heavy welded steel construction. 15⅝"x11"x13½" size

82N374X654—Wt. 9 lbs. . . . . Retail **9.95**



(D) I.C.B.M. VANGUARD—Sturdy plastic replica of the intercontinental ballistic missile. The Vanguard launches, from a revolving platform, its own satellite with rocket escort. Radar screen lights up, "tracks" the satellite's progress . . . picks up "beep" Operates on 2 D flashlight batteries. A modern toy for modern play

84N170X467—Less Batteries—Wt. 4 lbs. . . . . Retail **6.98**

MOBILE ANTI-MISSILE UNIT—Red metal truck cab pulls blue trailer with mounted searchlight, and revolving silver missile launcher with radar screen Searchlight throws 20' beam, works on flashlight batteries (not included). Push buttons launch up to 3 missiles, knob lowers and raises firing tubes. 6 plastic missiles. 27"x7⅜"x11½" high

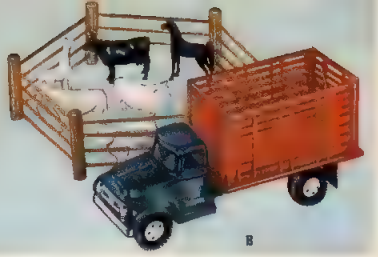
82N375X467 Wt. 6½ lbs. . . . . Retail **6.95**

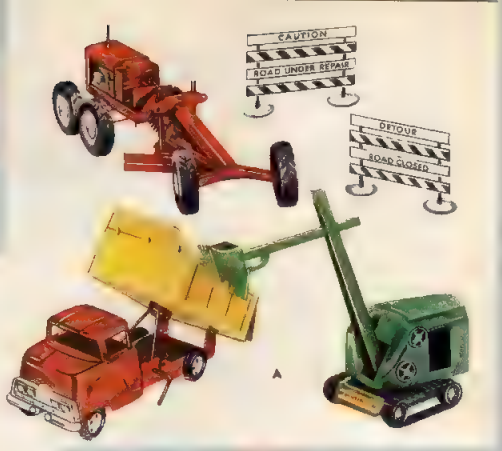
READY-MIX CONCRETE TRUCK—Does everything the real ones do . . . mixer rotates as truck moves, makes mixing noises. Mixer loads and unloads through openings Simulated water storage tank and "Diesel" motor Body raises to discharge contents. 10 rubber wheels. Bronze metal cab and chassis, grey barrel. 20¾" long, 7⅛" wide, 9⅛" high

82N282X533—Wt. 8 lbs. . . . . Retail **7.95**

SUBURBAN PUMPER—Actually hooks up to miniature hydrant, included, that connects to any standard garden hose Realistic hydrant wrench controls water flow from the big 36" fire hose 7¾" hydrant hoses ride on one side of the truck, removable 10½" ladder on the other Fire hose winds on reel Metal construction. 17¼"x6⅛"x6" wide

82N356X654—Wt. 7 lbs. . . . . Retail **9.98**





(A) HIGHWAY BUILDER SET—A 5-pc. assortment of exciting equipment for the young highway engineer. Set includes green power shovel operated by hand wheels boom raises and lowers, cab revolves 360°; 26½" long, 7" wide, 6¾" high, orange road grader with front wheels that steer, simulated "diesel" motor, and scraper that rotates raises, lowers and tilts; 18-3/16" long, 7¼" wide, 7¾" high, and dump truck with the 'look-ahead" design, lever that raises and lowers body, has red cab, yellow body, 15⅜" long 6-13/16" wide and 6⅜" high; plus 2 road barriers All items sturdily made of metal material for long wear

82N377P734—Wt 14 lbs. Retail **10.95**

(B) TONKA STOCK FARM—Realistic wood corral pens in 6 frolicking polystyrene farm animals. Inclined loading chute lets the young stock man load them into stock rack metal truck, with white cab and red rack Corral dismantles for storage. Truck is 17½" long, 7½" wide, 6" high. A toy set all children will love.

82N369X600—Wt 7 lbs. Retail **8.95**

(C) DELUXE SPORTSMAN—One of the most exciting new metal toys ever offered! Youngsters thrilled with boats and trucks get both in one ingenious combination, plus a motor that attaches to the boat. Boat trailer tracks the husky Sportsman like a shadow—couples and uncouples with a click. Measures 22¾" long, 6" high, 5½" wide.

82N373X392—Wt. 5 lbs. Retail **5.98**

(D) FARM STAKE WITH 2-HORSE TRAILER—Offers youngsters endless play situations. Blue Grass Kentucky horse trailer carries 2 spirited polystyrene steeds. The metal farm stake truck is a big cross-country hauler that has removable rounded-edge stake panels for taking on odd-shaped loads. Horse trailer couples and uncouples from the truck easily. Measures 21¾" long 6¾" high 6" wide

82N372X467—Wt 6½ lbs. Retail **6.98**

HYDRAULIC AERIAL LADDER—Swing the tillerman's seat to the side, and powerful hydraulic pistons arch the ladder skyward while the "fire chief" extends it to full 36" length height. 360° revolving ladder base, and a 19" auxiliary ladder "nested" on No. 5 provide complete fire-fighting versatility. Metal construction. 32¼" long, 7½" high, 6" wide

82N344X934—Wt. 10 lbs. Retail **13.98**

MICHIGAN SHOVEL—The bucket takes a good full bite, just like the real thing, then trips automatically when raised to the boom. The long sturdy boom raises and lowers and the whole housing pivots on the rugged, extra-braced chassis. Front wheels are steerable 20-gauge welded steel, with baked on enamel finish. Measures 31½x7½x20¼" high

82N260X654—Wt. 10½ lbs. Retail **9.95**

HYDRAULIC METAL DUMP TRUCK—A touch on the release lever and out goes the load, gently, smoothly—hydraulically! Adjust the 2-position tail gate and you dump straight or spread . . . versatile enough to please the most active-minded young trucker. Beautiful burnished bronze paint job on the realistic looking . . . and acting truck 13¾" long, 6" wide, 6" high

82N364X334—Wt. 4 lbs. Retail **4.98**

Season's Greetings!

With full gratitude for all the courtesies extended to us by our many friends in the toy industry— we express our best wishes for a

Merry Christmas
AND A
Happy New Year

Sam and Ernest Levy

LUCKY TOY CO. | 57 FRONT ST., BROOKLYN 1, N. Y.
N. Y. Showroom: 200 5th Ave., Room 332, N.Y. 10, N.Y.

holiday greetings from
TONKA TOYS

THEY'RE BUSTIN' INTO HOTEL NEW YORKER TO SEE THE '59 TONKA TOY LINE..."

Why not join the others and force your way into Room 729 during the Toy Fair. See what goodies Tonka Toys has lined up for this year.

Tonka Toys

part of a child's world

DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

☐ ✱ **No. 4250 DOWST MFG. CO.**
TOOTSIETOY PLAYTIME SPORTSMAN SET (12) $2.00

6-piece set featuring Ford Station Wagon pulling Tee-Nee Boat Trailer with polyethylene Chris-Craft Speed Boat, Cadillac car pulling a U-Haul trailer, and a Austin Healy Sports Car. Packed in 4-color visual display box.

DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

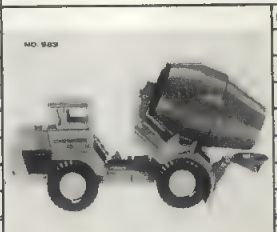
☐ ✱ **No. 915 ELDON MFG. CO.**
CAR FERRY (6) $3.00

18 inch Car Ferry with 18 assorted vehicles all on wheels that move. Retractable ramps both fore and aft slide in and out of boat. Locking gates on deck. Ferry equipped with 4 life boats. Made of colorful non-breakable polyethylene.

DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

☐ **No. PH 12 EAGLE TOYS**
PRO HOCKY GAME (1) $11.00

A fast action game. Each player is individually operated; can pass, shoot and score. 36 x 16 x 4 inch rink. Made of heavy gauge steel realistically decorated. Real plastic mesh nets and steel posts. Players lithographed two sides.



DATE	ON HAND	ORDER
	1	
TOTAL		
LAY AWAY		

☐ **No. 983 ELDON MFG. CO.**
CEMENT MIXER (4) $5.00

Heavy duty 17 inch long cement mixer with action. Drum automatically revolves, lever raises drum platform to position for dumping, trough swings from side to side. Made of unbreakable "Fortiflex" plastic.

DATE	ON HAND	ORDER
	1	
TOTAL		
LAY AWAY		

☐ **No. 696 EDUCATIONAL PRODUCTS, INC.**
HI-N-LO POGO STICK (6) $7.00

All-aluminum Pogo Stick with oil tempered spring. Rubber covered foot rests and safety rubber tips with round sponge rubber top. 48 inches high, 10 inch high platform. Will hold up to 200 lbs. Individually boxed.

DATE	ON HAND	ORDER
	1	
TOTAL		
LAY AWAY		

☐ **No. 981 ELDON MFG. CO.**
DUMP TRUCK (6) $4.00

18 inch heavy duty dump truck made of unbreakable "Fortiflex" plastic. Truck bed is raised by hand lever. Tailgate automatically swings open to discharge load.

DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

☐ **No. 1903 DAISY MFG. CO.**
CHEYENNE SINGIN' SHOOTIN' OUTFIT (6). . $10.00

Features smoke rifle that W-H-I-N-E-S. Shoots big smoke cloud. Rifle has leather thong and boot. Top grain belt and holster with pistol. Unbreakable plastic canteen.

☐ **No. 0660 CHEYENNE RIFLE (12). $5.00**
☐ **No. 1803 CANTEEN (24) 1.00**

DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

☐ **No. 334 H. DAVIS TOY CORP.**
CAMPUS KNIT SET (24). $2.00

Packaged in a 4 color Hexagon Hat-Box. Contains two knitting spools, knitting needles and balls of wool in assorted colors, with instructions.

☐ **★No. 333 SMALLER CAMPUS KNIT SET (36). . $1.00**

DATE	ON HAND	ORDER
	7	
TOTAL		
LAY AWAY		

☐ **No. 642 H. DAVIS TOY CORP.**
BETSY & BITSY LACING SET (24). $2.00

Irresistible combination. Saucy doll and cuddly dog with ball. Furnished with die cut foam rubber and ready to be laced. All are printed in four colors.

DATE	ON HAND	ORDER
	3	
TOTAL		
LAY AWAY		

☐ **No. 528 DOUGHBOY INDUSTRIES**
BOBO THE CLOWN (6). $4.00

50 inch inflated clown with squeaker nose. Weighted base with bounce back action. Made of colorful, sturdy "Fortiplyed" krene vinyl.

DATE	ON HAND	ORDER
	2	
TOTAL		
LAY AWAY		

☐ **No. 602 H. DAVIS CORP.**
WEAVING LOOM (24). $2.00

Easy to make pot holders, bags and play items. Contains metal adjustable loom, 4 packages of loopers and 6 skeins of yarn, looper hook, weaving needle and instruction booklet.

☐ **No. 600 SMALLER WEAVING LOOM SET (36). .$1.00**

DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

☐ **★No. A 1000 DOUGLAS PLYMOUTH CORP.**
PLAQUE ASSORTMENT – 4 SCENES (12). . . . $1.00

Each set contains a 9 x 9 inch plastic plaque, 9 non-toxic oil paints and thinner, brush, no-mar adhesive hanger. Easy to paint by numbers in 3 dimensions. In Mylar window box.

MIDGET ASSORTMENT

DOWST

10 Assorted pocket size miniatures. Die-cast metal and baked enamel finish. Each size 3¼ x 1-3/16 inches. 6 doz. to self-service 4-color display.

Pkd. 288, wt. 26 lbs.

No.	Retail
1100	$0.15

MEDIUM ASSORTMENT

DOWST

New self-service 4-color display box with medium assorted die-cast metal cars and trucks. Rubber wheels. Packed 36 to display box.

Pkd. 288, wt. 42 lbs.

No.	Retail
1170	$0.20

MODEL CAR ASSORTMENT

PRODUCT MINIATURE

1959 scale model autos powered by friction motors. Display requires only 1 square foot of counter space and includes 4 each of 6 numbers. Corvette, Ford Sedan, Chev. Fire Chief, Chev. Police, Chev. Sedan and Volkswagon. Poly bagged.

Pkd. 1, wt. 11 lbs.

No.	Retail
103	$1.00

TRAFFIC STOPPER DISPLAY

DOWST

Counter display that sells "skin packed" tootsietoys on the spot. Size 18x9x37 inches high. Contains 12 each of 6 fast selling numbers.

Pkd. 1, wt. 42 lbs.

No.	Retail
2980	$72.00

Includes

No.		Quantity	Retail
2810	Tractor & Harrow	12	$1.00
2920	Auto Transport	12	1.00
2905	Hook and Ladder	12	1.00
2925	Rocket Launcher	12	1.00
2930	Playtime Set	12	1.00
2940	Boat and Trailer	12	1.00

LEADER ASSORTMENT

DOWST

4 Assorted die-cast metal miniatures with enamel finish. Includes Ford Pick-up, Ford Convertible, Plymouth Hard-top and Jaguar racer. 72 per box.

Pkd. 288, wt. 22 lbs.

No.	Retail
1010	$0.10

SERVICE STATION SET

DOWST

14 Piece set features 8 die-cast metal X-act model cars and trucks with enamel finish. Die cast accessories include grease rack, gas pumps, 4 road signs. In gift box.

Pkd. 12, wt. 20 lbs.

No.	Retail
4200	$2.00

TRUCK LOAD OF TOOTSIETOYS

DOWST

Flash 4-color counter display with "skin-packed" tootsietoys. Size 23¾ x 11 x 17½ inches high.

Wt. 19 lbs.

No.		Pkd.	Retail
2400	Cannon & Pellets	12	$0.49
2320	Fire Set	12	.39
2310	Police Set	12	.39
2330	Construction Set	12	.39
2300	Jumbo Cars	12	.39
2215	Cars and Road Sign	12	.29

No.	Retail
2965	$28.08

AUTO TRANSPORT

DOWST

Snub nose cab and trailer in die-cast metal with 3 autos on transport. All in gay colored enamel. Gift boxed.

Pkd. 36, wt. 27 lbs.

No.	Retail
3920	$1.00

SCENICRUISER

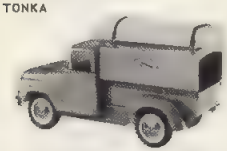
DOWST

Authorized replica of double decker greyhound bus in die-cast metal. 7 inches long. Gift boxed.

Pkd. 36, wt. 16 lbs.

No.	Retail
3700	$0.80

SPORTSMAN
TONKA



A sturdy "go-anywhere" vehicle for junior campers. Unbreakable polyethylene plastic boat with snap straps carried on top of 13 inch sportsmen's truck.

Pkd. 6, wt. 28 lbs.

No.	Retail
05	$4.00

SANITARY SERVICE TRUCK
TONKA

Operates like the real thing. Load hopper in front. Trip lever and hydraulic pistons lift hopper and dumps load in box. Another lever releases load out back of truck. Includes 2 refuse containers and scoop bucket. Truck 23 inches long.

Pkd. 1, wt. 10 lbs.

No.	Retail
B-203	$10.00

HYDRAULIC AERIAL LADDER TRUCK
TONKA

Swing tillers seat and hydraulic pistons raise aerial ladder. Ladder extends to 36 inches, full revolving base. Auxiliary ladder is removable. Truck is 32½ inches long.

Pkd. 4, wt. 38 lbs.

No.	Retail
48	$13.00

TREE TRIMMING TRUCK
STRUCTO

Crank operation raises platform. Platform remains level at all elevations. Entire boom swivels 360°. 11⅞ x 4¼ x 12⅝ inches

Pkd. 6, wt. 18 lbs.

No.	Retail
939	$2.00

DUMP TRUCK
HUBLEY

All metal dump truck, 10 inches long. Red cab and chassis, yellow dump with aluminum trim. Dump raises and lowers with side lever. Individually boxed.

Pkd. 12, wt. 18 lbs.

No.	Retail
801	$1.50

DUMP TRUCK
STRUCTO

Dumps and lowers by means of a lever. Made of steel. 15¾ x 6 13/16 x 6¾ inches.

Pkd. 6, wt. 25 lbs.

No.	Retail
201	$3.00

FISH HATCHERY
HUBLEY

Metal truck with red chassis and aluminum trimmings. Transparent fish tank with "swimming" fish. Includes fish net. Length 10 inches. Boxed.

Pkd. 12, wt. 14 lbs.

No.	Retail
498	$2.00

READY-MIX CONCRETE TRUCK
STRUCTO

Mixer geared to axle rotates as truck moves. Ratchet simulates mixer noise. Mixer loads and unloads through openings. Body raises to discharge contents. Simulated water storage tank and "Diesel" motor. 20¾ x 7⅞ x 9¼ inches.

Pkd. 6, wt. 52 lbs.

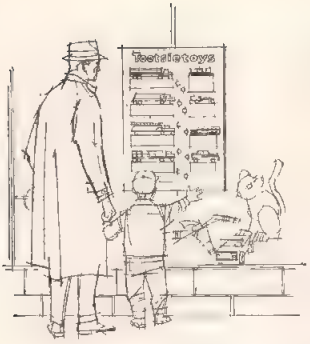
No.	Retail
700	$8.00

POULTRY TRUCK
HUBLEY

All metal red flat truck with three crates of chickens and ducks. Length 10 inches. Individually boxed.

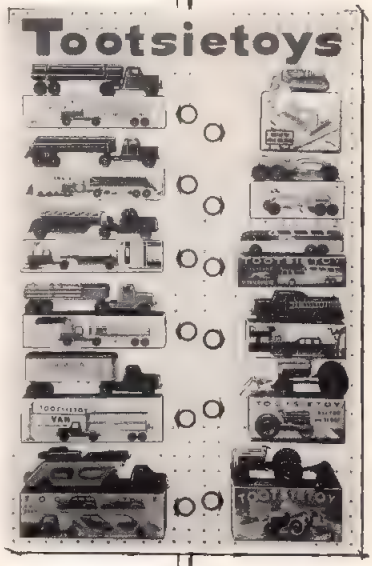
Pkd. 12, wt. 15 lbs.

No.	Retail
497	$2.00



to sell toys, too...

MASONITE panels



Many toymakers use Masonite® panels as component parts of quality toys for reasons of strength, durability and child safety.

But did you know that many also call on Masonite products when building effective displays and merchandisers? Example: the Peg-Board® rack for Tootsietoys shown here.

Either way, our design and engineering staff is always ready to help. Masonite Corporation, Dept. TN-4, Box 777, Chicago 90, Ill.

MASONITE CORPORATION

®Masonite Corporation—manufacturer of quality panel products

tootsietoy

more fun! stronger! lasts longer!

new tootsietoy "skin-packing" sells on sight!

No. 2925 Tootsietoy Rocket Launcher is "action-packed." Fires 3 color polyethylene rocket from 3 position adjustable ramp. Made of die-cast metal finished in hi-gloss Olive Drab baked enamel. Skin-packed on 3 color display card. **Retails $1.00**

No. 2900 Tootsietoy Tractor and Scoop. Authentic reproduction in die-cast metal of Ford Tractor with movable scoop. Finished in hi-gloss baked enamel. Skin-packed on attractive 3 color display card. **Retails $1.00**

New No. 2965 Display sells skin-packed tootsietoys by the truckload

This full profit truck display deal keeps cash rolling in steadily. Flashy 4-color display features award-winning tootsietoys. Display stops traffic and sells them. Size 22¾″ wide, 17½″ high, 11″ deep. Complete deal contains one dozen each of 6 different skin-packed tootsietoys that retail from 29¢ to 49¢. Wt., 19 lbs. . . . . Retail **$28.08**

TOOTSIETOY Rol-Ezy Cast Metal Toys

TOOTSIETOY AIRPLANE ASSORTMENT. Fun galore for the young man who has these authentic scale model planes! Grown up air enthusiasts will like them too, for decorating mantles, desks, offices. Made by the famous craftmen of Tootsietoys, these planes are not plastic but sturdy die-cast metal detailed to bring out the important features of each type of aircraft. Latest model jets plus propeller driven executive planes make a dandy assortment. Set includes Grumman Sabre, Panther, Skyray, Fought Cutlass, Starfire and Beechcraft Bonanza. Packed 12 to a carton. Planes are 3⅛ x 4⅛ in. Attractive colors in high gloss finish.

37N27X152 Dozen ..... Retail 2.40

TOOTSIETOY SPORTS CAR ASSORTMENT. Not just a toy, but 6 assorted authentic reproductions of European sports cars. More than a perfect gift for youngsters, these models can be used as decorations in gameroom, den or office. The owners of these "cars" can be proud of the accurate details and lifelike appearance. Each model is scaled down from life size, retaining the smart proportions and dashing style of the original. Finishes are as durable as they are attractive. Made of die-cast metal. Includes models of Volkswagen, Porsche, Jaguar, Mercedes Benz, Austin-Healy, MG. Flashy new color selection. Packed 12 to a carton. Cars are 6"

37N28X228 Dozen ..... Retail 3.60

TOOTSIETOY ARMY ASSORTMENT. Lifelike models of standard up-to-date army equipment. Solidly constructed to survive rough handling these vehicles are ideal as the basic units of a make-believe army. Jeep has army insignia painted on hood, and ambulance has painted red light and red cross. The mobile cannon are realistic in detail. Searchlight really moves. "Rol-Ezy" rubber wheel construction. A fine gift for playing either indoors or out. Made of die-cast metal. Set includes tank 3½" 2 cannon 4¼", ambulance 4" jeep 4" searchlight 2½" tall. Olive drab finish. Packed 12 to a chipboard box

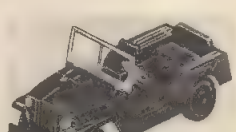
37N116X189 Dozen ..... Retail 3.00

TOOTSIETOY AUTO TRANSPORT. A toy that provides hours of pleasure for the youngsters. Gaily colored snub-nose cab has a removable 2 decker trailer and attachable ramp for "loading" and "unloading". Included in set are 3 late model cars each a different style. Entire set is in brilliant baked enamel finish. Made of die-cast metal. 6 piece set includes cab and trailer with ramp and 3 cars. Assorted colors. Skin packed on 3 color display card. 6 sets to a box (no less sold)

37N30X380 Box of 6 ..... Retail 6.00

TOOTSIETOY ROCKET LAUNCHER. Fires a plastic rocket from 3 position adjustable ramp. Rolls on treaded rubber tires. Looks just like a real launcher. Sturdily built for the rough-and-tumble treatment of playtime, it's a dandy toy for a young boy. Rocket and launching mechanism are safe and harmless for the smallest child. Made of die-cast metal. Includes 3 color polythylene rocket. Olive drab Rocket Launcher. Skin packed on 3 color display card. 6 to a box (no less sold)

37N29X380 Box of 6 ..... Retail 6.00



TOOTSIETOY JEEP. No play army is complete without its Jeep—and here's a jeep that's patterned after the latest designs amazingly detailed considering its very economical cost! "Rol-Ezy" construction with rubber wheels adds a touch the youngsters will go for. The all metal body will take a lot of punishment too. Olive Drab color like the real army. Die-cast metal construction. O. D. hi gloss baked enamel finish. Rubber wheels. Size 5 2" Packed 12 to a carton

37N63X304 Dozen Jeeps ..... Retail 4.80

TOOTSIETOY VAN TRAILER Here's an authentic sturdy metal replica of a real highway hauler. Trailer detaches from truck. Trailer roof is designed in miniature just like the real ones on the highway. Open end construction for easy loading. Tiny tots will love "driving" this realistic toy for the tootsietoy line! Attractive baked enamel finish is in true-to-life colors. Die-cast construction. Size 9 ½" Baked enamel finish. Skin packed on 3 color display card, 6 to a box (no less sold)

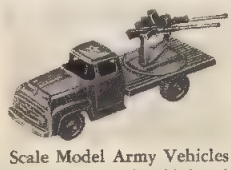
37N32X380 Box of 6 ..... Retail 6.00

TOOTSIETOY CANNON. A realistic toy cannon that actually shoots in detail it's strikingly like a real army gun. Rolls on rubber wheels and is die-cast constructed for plenty of hard treatment. Gun really shoots from spring action mechanism. Youngsters can get hours of pleasure from this fascinating toy. True to the army it's olive drab in color too with proportions similar to a real artillery piece. Made of die-cast metal. O. D. baked enamel finish. Size: 6" Packed 12 to a carton.

37N31X304 Dozen ..... Retail 4.80

TOOTSIETOY TRACTOR AND SCOOP. An exact scale Ford Tractor! It's amazingly detailed with a moveable scoop controlled from the driver's seat. Rolls easily on treaded rubber tires and is sturdily built for long play time service. Baked enamel finish in tractor colors give it an added touch of realism. Constructed of die cast metal. Hi gloss baked enamel finish. With rubber wheels. Size 7" Skin packed on 3 color display card. 6 to a box (no less sold)

37N33X380 Box of 6 ..... Retail 6.00



Scale Model Army Vehicles

TOOTSIETOY ARMY TRUCK ASSORTMENT. Authentic scale model army vehicles with movable equipment just like the big ones! All that's needed for an "air defence" group assortment includes Convoy trucks, Searchlight trucks, Anti-aircraft trucks and Radar trucks. Top of convoy truck is detachable. Searchlight truck has completely revolving searchlight that moves up and down as well. Anti-Aircraft guns aim up and down and revolve in a complete circle. The Radar truck has a radar screen that rotates just like a real radar! Surprisingly detail—for their size, this assortment of trucks—scaled to actual size—is bound to be welcome by any youngster. Durable cast zinc alloy takes rough punishment. Hi-gloss non-toxic enamel is olive drab, just like real army equipment. These realistic, harmless toys will provide hours of playtime pleasure for youngsters, indoors or out, winter or summer. Designs are based on latest model army equipment. Die-cast metal construction. Set includes Convoy trucks, Searchlight trucks, Anti-Aircraft trucks, and Radar trucks. Olive drab color. Average size 6" long. Packed 1 dozen to box.

37N35X448 Dozen ..... Retail 7.08

ENGINE POWERED . . . and ready to go!

Each sturdy plastic Wen-Mac model on this page is fully assembled—ready to speed into exciting action Each boasts either the new Cyclomatic or Rotomatic engine for FAST, fully automatic starting. Cyclomatic starts instantly when you pull cable . release . . . that's all! Simply wind prop counter-clockwise and release to start Rotomatic.

E WEN-MAC "AUTOMITE" RACER. Speeds 35 mph in controlled circle or on straight-away! New Cyclomatic engine starts automatically—just pull cable. Has rubber tires, chrome-plated driver and exhaust stack . racing bridle, pivot post and line, too.
894-485 B935 Racer, 9½" long . **$13.95**

F WEN-MAC ROTOMATIC ENGINE has fully automatic starter. Just wind prop counter-clockwise one turn and let 'er go! Maximum power; test run. Tank and prop included
894-600 B333 Rotomatic Engine . . **$4.95**

G COMPLETE ACCESSORY KIT. Everything you need to race all engine-powered models . . boats, cars, planes Includes long-life battery and ½ pint premium fuel. New pouring spout, all-purpose engine wrench, single unit battery wire with terminals installed. Control lines and handle included
894-618 B199 Wen-Mac Accessory Kit **$2.95**

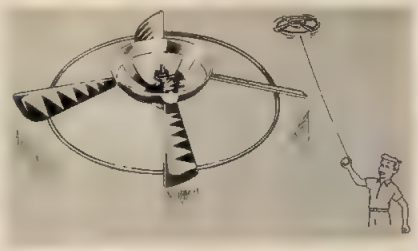
H USMC CORSAIR loops, dives, stunts! New Rotomatic starter. Thrillingly authentic with red-white-blue combat trim, detailed, easy-access fuselage. Rugged Duratlex canopy, nylon prop, rubber wheels. Lines and handle included. 12" long; 13⅛" wingspan.
894-493 B600 Wen-Mac Corsair . . . **$8.95**

K TURBOJET. New Cyclomatic engine plus advanced design! Jet-stream wing tanks, swept-wing design for speed and stability Tricycle gear allows super-cushioned landings. Chrome-plated pilot, plastic canopy, nylon propeller. Wingspan 13½"; 13½" long
894-576 B865 Wen-Mac Turbojet . . **$12.95**

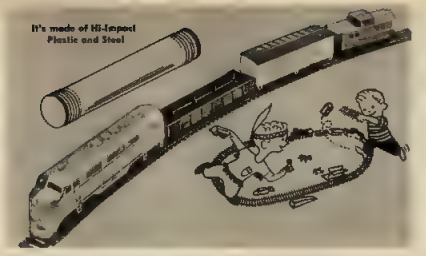
L BEECHCRAFT BONANZA by Wen-Mac Starts instantly, automatically with powerful new Rotomatic engine Flight-controlled with tri-cycle gear for smooth landings and takeoffs. Nylon prop, cockpit seats. Wingspan 14", fuselage 12" long.
894-477 B665 Green/red/white **$9.95**

M NAVY CUTLASS. New—automatic compensating flight control! Single line controls both throttle and flight. New Rotomatic starter engine! Pusher prop design with plastic canopy, pilot. Jet black, yellow combat stripes. Wingspan 13½"; fuselage 13¼"
894-584 B997 Wen-Mac Cutlass **$14.95**

"ELECTROMIC FLASH" FLYING MODEL. Push-button control sends battery powered model whizzing through graceful take-offs, climbs, dives, loops, figure-eights, inverted stunts . . brings it in for beautiful 5 point landings! Only two regular flashlight batteries (not included) are needed for operation. Here's the tops in flying fun without muss, fuss or fumes even terrific indoors Single control line and simple push-button switch are easy for any child to handle right away. 14" laminate wing; 11⅜" plastic fuselage
894-642 B333 Electrically Powered Flying Model **$4.95**



WEN-MAC'S U.S. SATELLITE. The envy of any neighborhood as you send it soaring over 1000 feet straight up! Here's the design of tomorrow for spectacular fun-flights today. The new Rotomatic starter automatically, instantly sets the gas engine to turning 18,000 rpm. The Satellite starts spinning . . . then with a whoosh it's off the ground . . . streaking into "space" or orbiting perfectly around and around You choose the launching pattern, free flight or controlled orbit. Gleaming aluminum and plastic. Controls included
894-343 B665 Wen-Mac's U.S Satellite, 18" diameter . . . **$9.95**



VARNEY LI'L RASCAL "HO GAGE" TRAIN . . . wreckproof, just about indestructible. Powerful locomotive and cars have steel axles, special flanged wheels that won't jump the track. Powerful Diesel engine pulls realistic gondola, refrigerator car and caboose—24½" long overall. NMRA automatic couplers that kids can uncouple with a yank. Set includes battery case with switch (holds 4 flashlight batteries not included) and 14 pieces of brass track that lock securely. Can even be set up on deep pile rug in a 36x45" oval.
896-993 8665 Varney "HO Gage" Train. **$9.95**

BATTERY OPERATED 23-PIECE TRAIN SET . . . exciting fun for junior railroad men as this 5-unit train runs around an oval track at high speed to deliver the freight on schedule. Steel locomotive pulls a tank car, flat lumber car, coal and dump cars . . . all realistically colored. Train is 23" long overall. Powered by 2 flashlight batteries (not included) in remote control box with on-off switch. Set includes 10 pieces of track, 2 animals and 9 accessory cutouts to add play value and set a realistic scene.
896-605 B350 Battery Operated Train Set **$4.98**

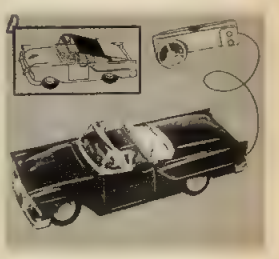
"TOOTSIETOY" TRUCK TERMINAL SET . . . a booming business for small fry truckers. Includes 7 brightly colored die-cast metal trucks van trailer, auto transport with 3 cars, oil tanker, logger, tow truck, metro-delivery van and local hauler, plus a rubber-like loading dock with freight, and a corrugated cardboard freight terminal.
897-306 B420 Truck Terminal. **$5.98**

"TOOTSIETOY" PLAYTIME VILLAGE SET . . . packed with exciting fun and creative action for little mechanics. Set includes 2 jet planes, tow truck, station wagon, panel truck, convertible, sports coupe, sedan, hot rod and 10 metal road signs plus rubber-like garage, gas pumps and airplane hangar. All cars are bright enameled die-cast metal.
897-330 B280 Playtime Village Set. **$3.98**

"TOOTSIETOY" ROCKET LAUNCHING SET . complete with 3-color polyethylene rocket that's launched from adjustable ramp on launching truck. Also includes radar car, command car, jeep, helicopter and 5 polyethylene soldiers. Rubber-like holding tray makes the quonset hut, fox holes, supplies and smoke screen. All cars die-cast metal.
897-348 B210 Rocket Launching Set. **$2.98**

REMOTE CONTROL CARS . . scale models of Ford Fairlane 500 Victoria and Chevrolet Impala Coupe, each 8" long. Driven by remote control (2 flashlight batteries; not included). Cars start, stop, reverse, steer while backing up . . . push button control on 7-ft. cable allows easy handling.
897-645 B210 Ford Fairlane 500. . . . **$2.98**
897-652 B210 Chevrolet Impala Coupe **2.98**

REMOTE CONTROL FLYING HELICOPTER fascinating and fun for all ages. Flexible plastic propeller blades turn as helicopter takes off, lands, taxies, flies left or right when you operate remote control box with 27" cable. Operates on 3 flashlight batteries; not included. 5½" helicopter body is bright-color lithographed metal.
896-555 B210 Helicopter **$2.98**



REMOTE FORD RETRACTABLE CONVERTIBLE . . scale model of Ford's new retractable hardtop convertible. Car goes forward, reverses, steers right or left by remote control. While in motion, the steel convertible top actually retracts into trunk automatically. 9¼" overall; enameled metal body. Operates on 2 flashlight batteries (not incl.).
896-944 B270 Convertible. **$3.98**

HERE'S THE BOAT...

for family fun afloat

The TOPPER Line for '59

Just look at these years-ahead features:

- ★ *V-type windshield*
- ★ *full-length locker for hanging clothing*
- ★ *full binnacle box*
- ★ *non-skid rubber mat covering entire cockpit deck*
- ★ *and many, many other exclusive Topper advantages*

The all-new 1959 Topper Outboard Sedan Cruiser has been designed with your family in mind. All the comforts of big boat cruising on a small boat budget. Just picture yourself and your family relaxing in the big, roomy cockpit, dining in the spacious cabin, or sunning on the cabin top and foredeck . . . just plain enjoying life afloat! Mom has come in for her share of consideration, too. There's a sink, stove, ice box, and loads of storage space for all the homey necessities that will make your time aboard your Topper an experience in casual living. And . . . this Sedan Cruiser will sleep a family of four in complete comfort.

This modern dreamboat offers a hull especially designed to handle the heavier horsepower outboard engines. **Her hull bottom is of ⅜" boat hull grade marine plywood . . . thicker, more rigid, and SAFER than any other boat of similar size.**

TOPPER HARDTOP SPORTSMAN
has all the style-plus appearance of a rakish sports car. You'll be the envy of the waterways in this Topper Hardtop Sportsman . . . just the thing for overnighting (there's sleeping accommodations for two), fishing, water-skiing, and all water sports.

SPECIFICATIONS:
(all models)
Length, 20'6"
Beam, 8'
Hull Bottom, ½" marine plywood
Speeds, up to 30 MPH

★

Write for full information and prices TODAY!

TOPPER BOAT COMPANY
Dept. M
5816 Ritchie Highway
Baltimore 25, Maryland

TOPPER OUTBOARD UTILITY
first choice with fishermen because of her ruggedness and wide-open rail space. This baby will get you to your favorite fishing spots in a hurry. Great for water skiing, too.

America's Oldest Specialists in Outboard Cruisers

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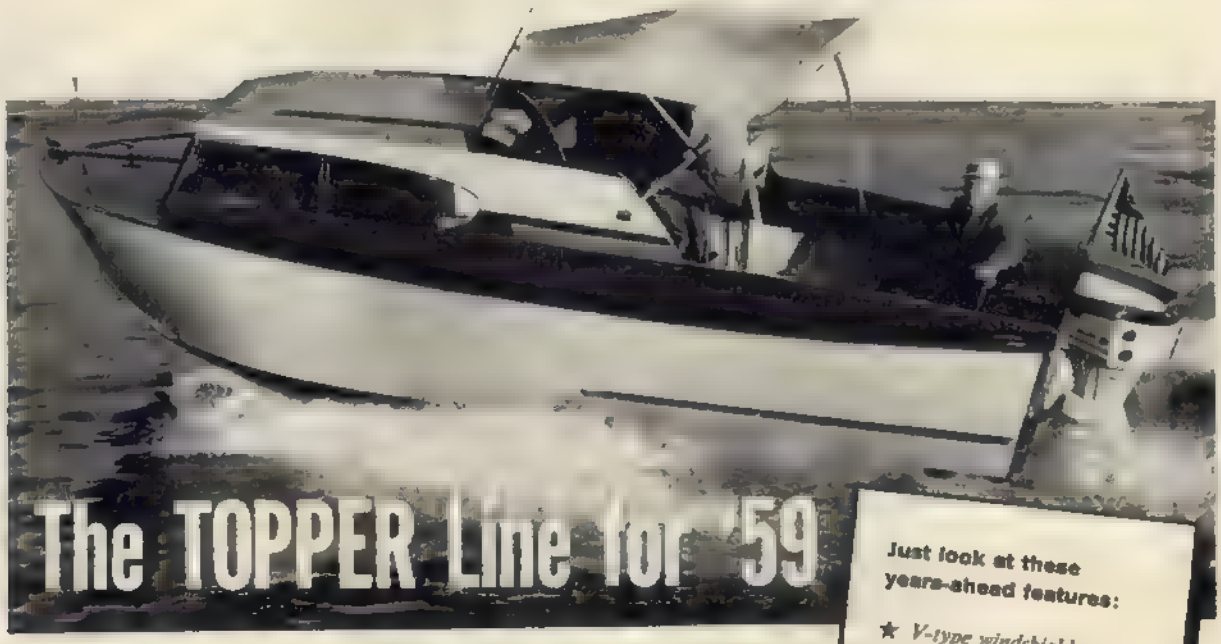
for family fun afloat



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Speeds, up to 30 MPH

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TOPPER
BOAT COMPANY
Dept. M
5816 Ritchie Highway
Baltimore 25, Maryland

TOPPER OUTBOARD UTILITY
first choice with fishermen because of her ruggedness and wide-open rail space. This baby will get you to your favorite fishing spots in a hurry. Great for water skiing, too.

America's Oldest Specialists in Outboard Cruisers

Rugged Play Construction Toys

Made to Thrill Junior Engineers—as well as Dad!

A Automatic Power Shovel Scoops, lifts, and dumps with the crank. Boom lowers, raises, shovel opens to dump. Cab revolves in 360° circle. Heavy-gauge steel. Rubber treads, 18 inches long
49 N 5646—Wt. 4 lbs. . . . $3.79

B Earth Hauler with Scoop Scoop lifts, drops into dump-type body. Loads spill through bottom. Swivel cab. Heavy-gauge steel. Dummy diesel motor, exhaust stack, rubber tires. 2 plastic figures. 18½ in. long
49 N 5615—Shpg. wt. 5 lbs. . $2.79

C Road Grader. Scraper raises, lowers, blade angle adjusts. Steering wheel; plastic dummy diesel engine; exhaust stack. Heavy-gauge steel, enamel finish. 6 rubber wheels. Includes 2 plastic figures. 17 in. long
49 N 5614—Shpg. wt. 5 lbs. . $2.79

D Hydraulic Dump. All steel with new wide-view windshield and design. Powered by real hydraulic cylinder. Body elevates, tailgate automatically swings open. Rubber tires. 21½ inches long.
49 N 5527—Wt. 7 lbs. 3 oz. $4.89

E High Lift Loader. Digs, scrapes, dumps into trucks or hopper. Scoop lifts, locks, lever releases. Heavy-gauge steel, dummy diesel motor, exhaust stack. Heavy-duty rubber tires. 2 plastic figures. 15½ in. long.
49 N 5618—Shpg. wt. 4 lbs. . $2.79

F Bulldozer Crane. Works and looks just like those used for housing projects' Heavy-gauge steel, baked-on enamel finish. Plastic dummy engine exhaust stack. 4 rubber wheels. Includes 2 plastic figures. 16 inches long
49 N 5596—Shpg. wt. 5 lbs. . $3.79

G Mobile Crane Construction Truck. 26-in. boom folds back to travel. Clam bucket closes on load, trip device drops it. Demolition ball. Heavy gauge steel. Rubber wheels. 2 figures incl. 16½ in.
49 N 5622—Wt. 10 lbs. . . $6.97

H Heavy-gauge Farm Tractor with High-Lift Loader Strong steel in bright enamel colors. Manually operated. Full details, plastic driver in seat. 2 oversize rubber wheels—2 small front ones. 17x10x8 in. high
49 N 5526—Shpg. wt. 4 lbs. $3.79

J Farm Set Typically Western. Genuine wood corral, farm stake truck 13¾ in. with removable panels, husky 16 g. in. cab and horse trailer with 2 polystyrene "thoroughbreds." Includes 4 other corral animals.
79N05616—Shpg. wt. 18 lbs. $11.95

K Newest Pickup Truck. Realistic miniature copied exactly from latest models, in heavy-gauge steel for years of play. Movable tailgate held open or closed by plated chain. Has trailer coupling for accessory trailers. 13 inches long.
49 N 5552—Shipping weight 3 lbs. $2.79

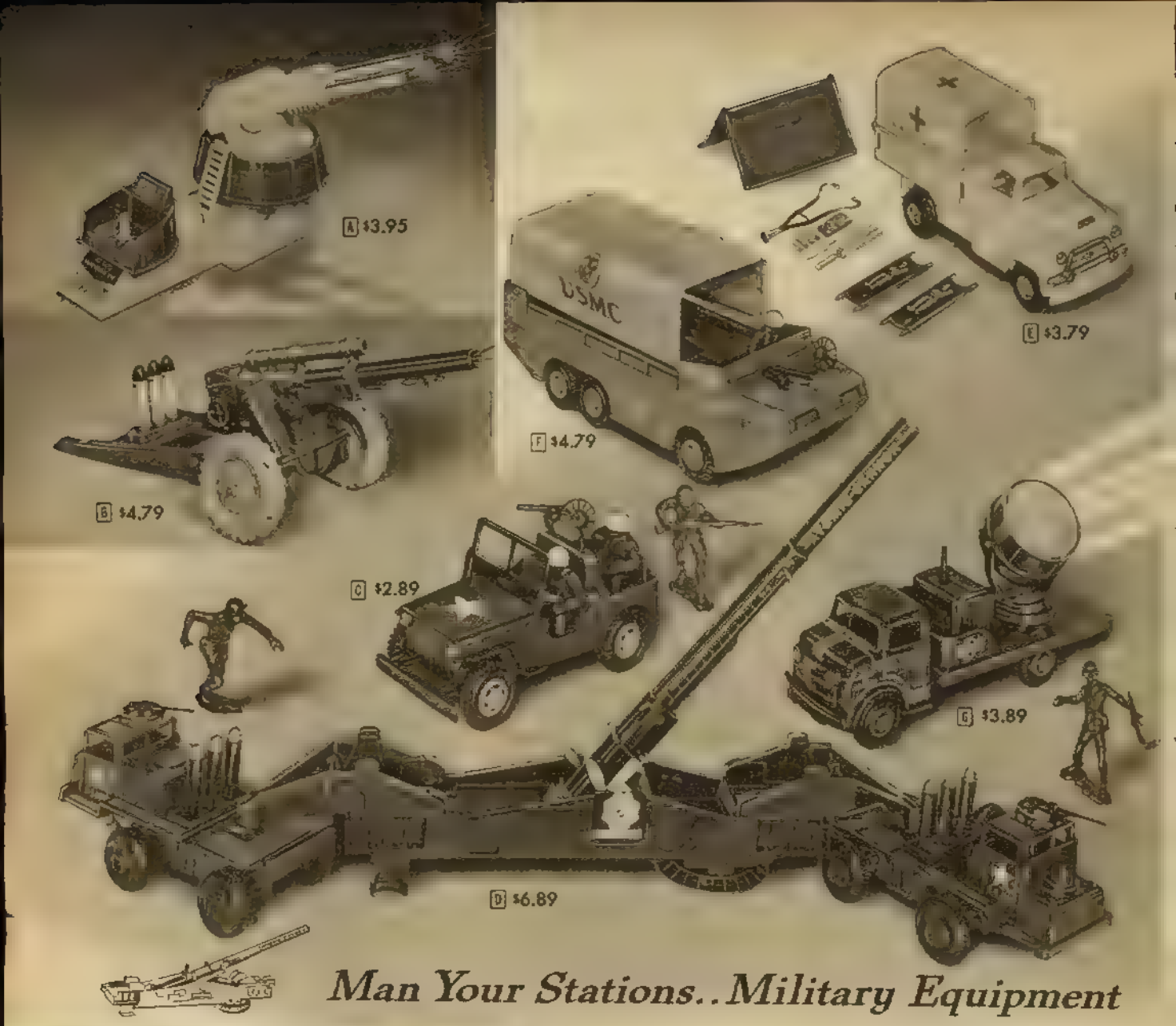
L Ready-mix Concrete Truck. Mixer rotates as truck moves. Body raises to dump . . . loads and unloads thru openings. Heavy-gauge steel. Dummy "diesel" motor, water tank. 10 rubber wheels, plated hub caps. 21 in. long
79 N 05566—Shipping weight 8 lbs. $6.98

Note. Plastic figures included with some items on these 2 pages may vary from those shown, but are always appropriate to item you choose

Sears Easy Payment Plan offers the most convenient Christmas shopping ever! Just 10% down on $20 or more, balance in easy monthly payments.

K $2.79

L $6.98



Man Your Stations..Military Equipment

Rider Fire Truck with Searchlight $8.95

Ride and steer to the scene of action seated on this big fire truck. Flick on giant 4-in. diam. battery-operated searchlight to spot trapped "vict ms." Authentically detailed, brightly enameled heavy gauge steel with simulated gauges and controls. Searchlight tilts, turns in all directions. 2 steel ladders interlock to extend to 38 in., can be mounted on rear of truck. Smooth-rolling rubber tires. 30½ in. long, 7 in. wide, 15½ in. high. Uses 2 batteries (not included; order below)

79 N 05571—Shipping weight 16 pounds $8.95
34 N 4650—Batteries for above. Shipping wt. for two 8 oz. 2 for 35c

A Electric Remote Control Pom-Pom Gun. Twin guns rotate 360°, fire and recoil realistically, make loud "pom-pom" noise; all by remote control. High impact plastic 14 in. long. Uses 2 batteries (not included; order below)

49 N 5885—Shpg. wt. 1 lb. 8 oz. $3.95
34 N 4659—Batteries. Wt. 4 oz. 2 for 35c

B Atomic Cannon. Giant 2-foot long cannon of high impact plastic with metal barrel. Fires 4-inch long harmless rubber tipped 'poly' projectiles when firing lever is released. Rack on rear stores missiles. 5 in. heavy duty easy-rolling rubber wheels.

79 N 05277—Shpg. wt. 5 lbs. $4.79

C Mobile Radio Jeep. Plastic "driver" and radar radio "operator." Radar scanner moves, machine gun shoots tiny pellets. Jeep hood raises, windshield flips down. Heavy gauge steel with rubber wheels. 5½x11x6 in. high.

49 N 5531—Shipping wt. 3 lbs. $2.89

D Giant Mobile Atomic Cannon. High impact plastic copy of army mobile cannon. Moves either direction; cabs detach from cannon platform. 17 in. cannon moves up, down; fires six soft plastic-tipped shells.

79 N 05525—42 in. long. Wt. 5 lbs. $6.89

E GMC Ambulance Outfit. No army is complete without front line first aid facilities for the "wounded." Includes field hospital tent, 2 stretchers, 2 litter cases and plenty of 'medical' supplies. Heavy gauge steel ambulance 14¹³⁄₁₆x5½x7½ in. high, with smooth-rolling non-marring "poly" wheels. Authentic baked-on enamel colors and markings.

49 N 5537—Shipping weight 4 lbs. $3.79

F Amphibious Army Truck. Rugged all-steel construction. Removable tarpaulin cover with authentic insignia. Six heavy duty rubber wheels; tandem rear wheels. Removable tail gate. 3-dimensional flexible plastic "driver." Equipped with adjustable radar scanner mounted together with shell firing machine gun. 20¹⁵⁄₁₆x6½x8½ in. high overall.

49 N 5538—Shipping weight 6 lbs. $4.79

G Air Force Searchlight Truck. Powerful beam splits the skies to spot "enemy" aircraft . . light swivels, tilts, turns in all directions. Rugged heavy gauge steel truck . . rolls smoothly along on rubber wheels. Dummy generator, motor and housing with exhaust stack. Authentic Air Force colors and markings. 6x17x9 in. high overall. Uses 2 batteries (not incl.)

49 N 5532—Shpg. wt. 5 lbs. 4 oz. $3.89
34 N 4650—Batteries. Wt. 8 oz. 2 for 35c

another exciting advancement in miniature

THE PINTO

cap cartridge loading
WITH FLIP-OUT CYLINDER

The Golden PINTO has all the play value, all the careful attention to detail that have made Circle N miniatures always popular. Designed to create new horizons in sales.

Flip-out cylinder
big toy detail in a miniature

Cap Cartridge loading
always popular, assuring maximum safety

Pearlescent Grips
gives a rich look

Finely Engraved Design
adds sparkle and eye-appeal

Backed by Service Policy
in U. S. and Canada

PINTO

in new rack package or box

NICHOLS

Industries, Inc.
CIRCLE N RANCH

JACKSONVILLE, TEXAS

Speciality Company; and H. S. Winzeler, Ohio Art Company. A novelty at the Imperial was an exhibit by the Los Angeles Chamber of Commerce, showing some of the fruits and other products of California.

Sam Coplon joined the selling force of the Riemann, Seabrey Company. He brought to his new connection the benefits of a long experience in the doll and toy trade.

D. C. Baker, Jr., who had recently received his honorable discharge from the U. S. Navy, joined the staff of the Baker & Bennett Company and immediately left on a selling trip through southern and western states.

The John C. Turner Company of Dayton, Ohio, announced that they had secured the services of Victor R. "Pop" Roehm as general sales agent. For 10 years previously he had held the same post with the Schieble Toy & Novelty Company.

Phil Eytinge, Max Bing, Maurice Long, M. S Silverman, and G. W. Nuneman, comprising the sales staff of the New Toy Company, Inc., were on the road showing the dolls made by that firm.

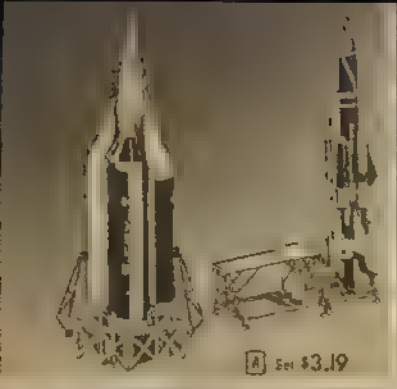
The Toy Manufacturers of the U. S. A., Inc., held a meeting at the Hotel McAlpin on February 14. It was decided to inaugurate a campaign of national advertising of American-made toys. An advertising committee under the chairmanship of A. C. Gilbert presented a plan, of which it was said that "broadly speaking, the plan involves the use of national publication of wide circulation reaching parents as well as children. Local advertising through window displays, store cards and dealer helps will enable the dealers to secure the benefits of the national advertising, supplemented by the use of printed matter which will be attached to, or packed with, every toy made by members of the Association and all contributing non-members." It was voted to form an annual fund of not less than $65,000 to be used in connection with this campaign.

Other committees announced at the meeting, with their chairmen, were: Tariff, M. Pretzfelder; Legal, Albert T. Scharps; Entertainment, Harry C. Ives; Membership, William Ritchie; and Collection Service, Joe L. Amberg.

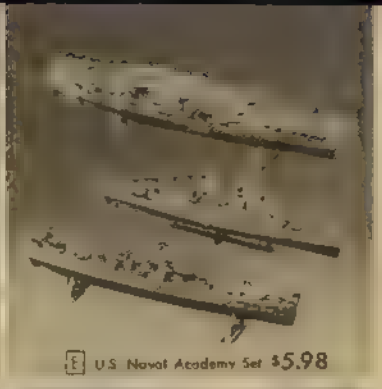
—1929—

The Toy Knights held their annual dinner at the Alamac Hotel in New York on February 16, with about 125 attending. Among those present were some of the founders: Elmer Bailie, Horace Bates, Max Bing, Norman Frank, Arthur Frey, Joe Martin, Jim McCann, Jarvis Smith, and Bob Whyte. "Six headliners from first-class vaudeville circuits furnished the entertainment and an excellent orchestra provided music for dancing."

At a meeting of the board of directors of the Toy Fair Chamber of Commerce during the annual meeting of that organization in February, the following officers were elected: James S. Lehren, president; William Caldwell, Allen H. Graham, George Heisler, C. R. Johnson, and David W. Knapp, vice-presidents; L. K.

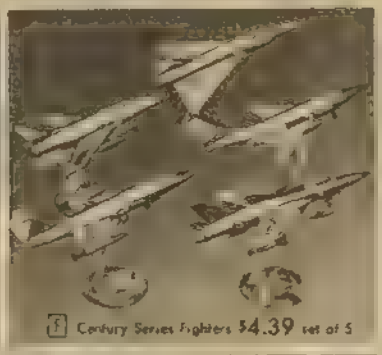


A Set $3.19



E U.S. Naval Academy Set $5.98

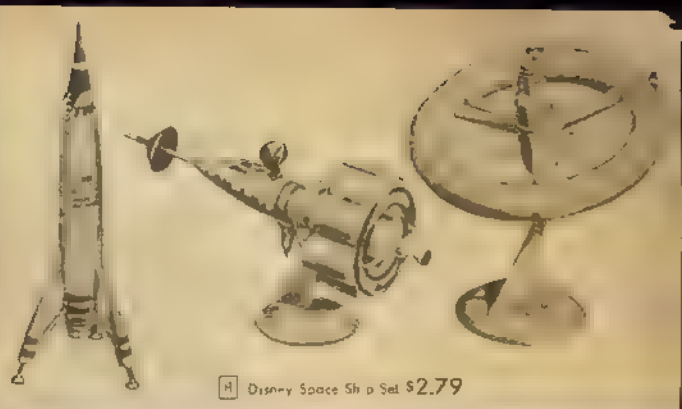
B Dinosaur Skeleton Set $3.79



F Century Series Fighters $4.39 set of 5

C $4.49 D $1.25

G Grow-A-Farm Outfit $2.69



H Disney Space Ship Set $2.79

Giant Ant Farm $5.98

Smaller Ant Farm $2.59

Marvel at the world's tiniest "engineers" at work

Fascinating, educational . . watch with amazement as your ants dig tunnels, build rooms and bridges, move mountains, plan and construct their intricate highways and subways. Escape-proof, unbreakable plastic case, with decorative barn, silo, homesteads. Sand, ant watcher's handbook, certificate for supply of ants * Giant set has feeder, year's supply ant food.

49 N 2196—Giant Set 10 in. high, 15 in. wide. Shipping weight 3 lbs. 2 oz. . . . $5.98

49 N 2055—Smaller Farm, 6 in. high, 9 in. wide. Shpg. wt. 1 lb. 2.59

* Ants airmailed overnight upon receipt of certificate. Tennessee laws prohibit shipment of ants; will send magnifying glass instead on Tennessee orders

Hobby Kits for "Do-it-yourself" Fun

A Outer Space Set. Two plastic models: 14-in. high XSL 01 Space Laboratory comes apart to demonstrate principles of space flight; 10-in. long Boeing Bomarc ground-to-air guided missile with moving parts, scaled from official blueprints. Instructions, cement included.

49 N 2047 Shipping weight 1 pound 7 ounces $3.19

B Dinosaur Skeleton Set. Authentic plastic scale models of two of the mightiest creatures of pre-historic times: Tyrannosaurus Rex and the Stegosaurus. Assembled models are specimens on display at museums. Each about 16 in. long, 9¾ in. high. With display stands.

49 N 2110—Instr., cement incl. Shpg. wt. 2 lbs. 6 oz. $3.79

C Mineralogy Outfit. Make your own study of the world's natural resources. Set includes assortment of 24 valuable mineral specimens, equipment for testing mineral specimens. Collector's manual. 13x10x1½-in. box

49 N 2265 Shipping weight 2 pounds $4.49

D Rock Collector's Outfit. Chicago Natural History Museum's official set for young geologists. With samples of 18 different rocks and minerals. Booklet explains rock formations, where and how to locate them.

49 N 2269—Shipping weight 11 ounces. $1.25

E U.S. Naval Academy Set. 3 Navy ships scaled in plastic from official blueprints: 22½-in. Supercarrier Kangaroo, 21-in. Cruiser U.S.S. Canberra, 5½-in. Destroyer U.S.S. Forrest Sherman. Paint, brush, cement.

49 N 2198 Instructions included. Shpg. wt. 2 lbs. 12 oz. $5.98

F Century Series Fighters. Five 10-in. jets scaled in plastic from official blueprints: F 100C Super Sabre, F-101A Voodoo, Convair F-102A, F-104 Starfighter and F 105B Thunderchief. Paint, brush, cement. Inst. incl.

49 N 2159 Shipping weight 1 lb. 12 oz. Set of 5 $4.39

G Grow-A-Farm Outfit. Have fun growing a small farm in your living room. Plant seeds, water and watch them grow. 10x13-in. waterproof tray. With plastic fence, figures, farmer, his wife, animals. Plant food, instructions.

49 N 2184 Shipping weight 3 pounds 14 ounces. $2.69

H Walt Disney Space Ship Set. 3 imaginative plastic models: 11-inch high "Rocket to the Moon"; 12-inch long RM 1 Rocket Ship with display stand; 8¾-inch high Space Station with stand. Cement, assembly instructions included.

49 N 2071—Shipping weight 1 pound 7 ounces $2.79

J Soldier Casting Set. Make your own army. 3-figure molds: BAR man, M-1 rifleman, squad leader. 110-120 volt, 60-cycle AC DC electric melting stove, ladle, mold clamp, 2 handles, 24 pigs casting metal, mold smoking candle. Figures 2 to 2¾ in. high.

49 N 2039 —Incl. 4 bottles paint, brush, Wt. 4 lbs. 4 oz. .$6.95

49 N 2023—Extra Mold. Three 2¾-in. high figures: submachine gunner, 2 riflemen. Shpg. wt. 1 lb. 8 oz. $2.49

K Indian Beadcraft Outfit. Make your own beaded belts, bags, headbands, rings, bracelets, etc. Includes bead loom, finished strip of beadwork, wrist strap, 10 bottles assorted seed beads, thread, needles, beeswax, wire, "jewels," and instruction booklet.

49 N 2175—Box 12x11x3 in. Shpg. wt. 1 lb. 8 oz. . . . $2.79

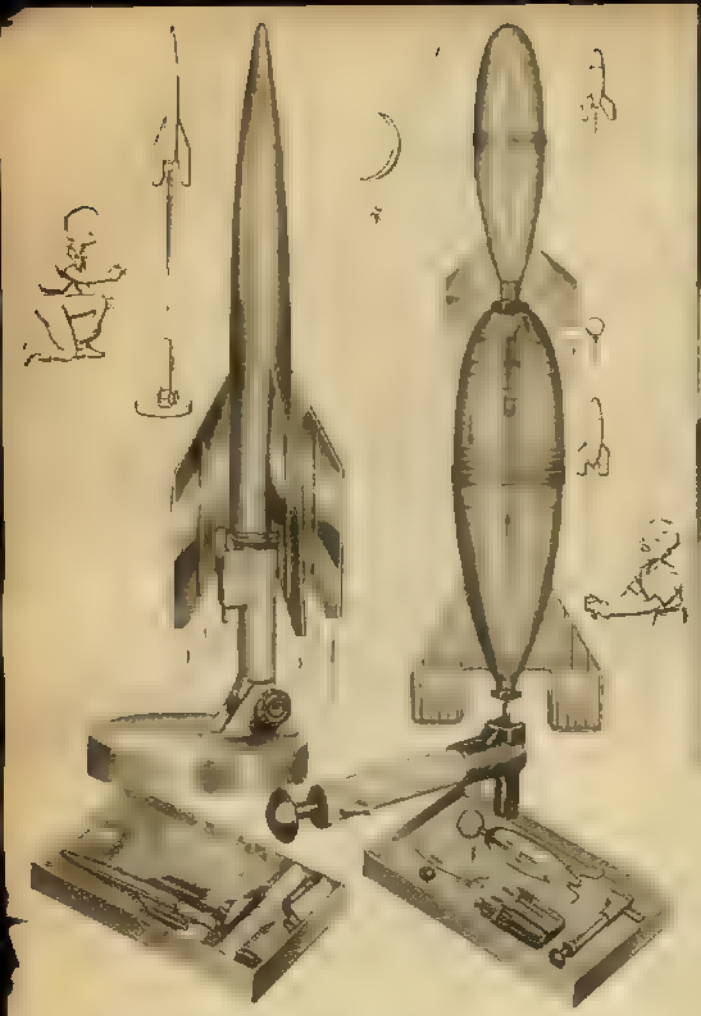
L Printing Press. Print your own news and cards with this all metal 2-color press. Prints area 3½x5½ in. Includes type case, over 200 rubber letters, punctuation marks; black, red ink; 4 picture dies, paper, extra roller, other accessories. Plastic storage unit.

49 N 2241—Box 18x12x3½ in. Shpg. wt. 3 lbs. $6.49

J Soldier Casting Set $6.95

K Indian Beadcraft Outfit $2.79

L Printing Press $6.49



ROCKETS THAT REALLY FLY HIGH!

Alpha 1 Ballistic Missile

$4.27

With a sudden whoosh this missile rises with increasing speed from its launching platform, and soars into the heavens. Here's one of the season's most exciting new toys guaranteed to thrill youngsters of any age Operates on non toxic, non flammable fuel and oxidizer . . . safe to use . . . designed by missile engineers. Rises 150 to 200 feet in the air . . enough "fuel" and "oxidizer" included for 30 flights. Tough plastic construction 10 inches high

49 N 2059—Shpg. wt. 3 lbs. $4 27

49 N 2060—One drum of fuel, one bag of oxidizer . . enough for 45 flights Shipping weight 4 ounces. 89c

Two-stage Rocket Set

$2.69

Up, up, up it goes, as though headed for the mysterious reaches of outer space. Then, as the first stage of the rocket gives out, the second stage is released to soar even higher. Identical in action to the rockets and missiles being tested at Cape Canaveral, Florida. Set contains booster first stage rocket, one second stage rocket, one second stage satellite, a fuel supply tank and an air injection pump. Made of almost indestructible plastic . . it is safe, and uses water as fuel. Sails over 100 feet into the air The first stage rocket is 8 inches high.

49 N 2070—Shpg. wt. 1 lb. 2 oz. $2.69

Space Watchers

A All Electric Spitz Planetarium. Projects hundreds of stars as seen from the northern hemisphere. Includes wand that outlines constellations over stars projected by planetarium. Wand fits over indicator that plugs into the base. Perforated plastic sphere is 7 inches in diam. UL approved for 110–120-volt, 60-cycle AC

49 N 2309—Shipping weight 3 lbs. 8 oz. $13.95

B Wand only. As above, but operates on 2 standard flashlight batteries (not included).

49 N 2006—Shipping weight 2 lbs. 8 oz. . . .$8 98

34 N 4650—Batteries. Shpg. wt 8 oz. . .2 for only 35c

C Sky View Observatory. Locates all visible planets, 33 constellations, satellites . . just set dial to date, time, and celestial object. Removable telescope. Steel. Constellation maps.

49 N 2073—Shipping weight 4 pounds. $8.95

D Moonscope. 40-power 3-inch reflecting telescope; see moon craters and planets. 17-in. fiberboard tube, plastic frame

49 N 2363—Shipping weight 5 pounds . .$11.49

E Tele-Micro. Can be used as telescope (10-power 19-mm lens), or microscope (50-power 180 to 300 mm lens). Adjustable tripod legs, leather case. Made in Japan

49 N 2093 –Shipping weight 2 pounds. . . $6.95

ASSEMBLE YOUR OWN 2.2-HP GASOLINE ENGINE

Wonderful training . . use motor for soap box racers, bikes, boats, etc.

It's not a toy . . . it's a real gasoline engine that will supply plenty of power for motor bikes, scooters, midget racers, boats, etc. Junior will get lots of practical training in engine assembly, too, as he puts this useful little beauty together . . . easy-to-follow instructions included in every kit.

2.2 horse power, 2 cycle, single cylinder, vertical shaft, air cooled type. 2-inch bore; 1½-inch stroke. 4.7-cubic inch piston displacement. 14 mm spark plug. Positive mist-type lubrication Float feed carburetor with vibration dampened float valve. Fly ball type governor. Two compression piston rings. Positive snap on-and-off stop switch.

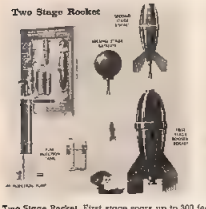
79 N 02203—Fuel tank holds one quart. Shipping weight 15 pounds. $28.95

$28.95 cash $3.00 down

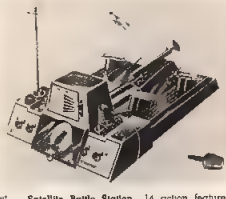
Golden Sonic Car. The action toy unlike any other in the world. No wires, cables or connections of any kind, yet it responds instantly to every command from a special, super-sonic whistle. Works indoors, outdoors—on rugs walks, floors anywhere. You can control it up a distance of forty feet away. The magic under screen hunts for the sound wave and actually follows it. One sound can control it completely and make him turn on a dime. Size: 8x13x10". Ship. wt. 5 lbs.
2SN206-3X1080/1133 ..... RETAIL **$17.00**

Trak-O Mystery Satellite. Emits an audible "beep-beep" signal as it rolls. Has a battery operated electronic brain that brings it out of corners, around obstacles, under objects. Emits a "beep" as it rolls on its course, can be steered by user. Absolutely safe in children's hands. Made of Butyrate plastic—practically indestructible. Non-wearing, long-life nylon gears. Batteries not included. Ship. wt. 2 lbs.
2SN207-3X320/333 ..... RETAIL **$5.00**

IMAGINATIVE SPACE AGE TOYS



Two Stage Rocket. First stage soars up to 300 feet, then second stage is released and blasts off to greater heights. Features: action of the rocket and mass let being developed by: Set contains first stage rocket one second stage rocket, one second stage satellite, a fuel supply tank and an air injection pump. Made of Butyrate plastic practically unbreakable. Simplified operation that permits any child to use it. Sails down water as fuel. Ship. wt. 1 lb.
2SN208-3X190/200 RETAIL **$2.00**



Satellite Battle Station. 14 action features—full instrument panel with all working features. 4 flying pursuit saucers that can be fired up to 30 feet 4 adjustable anti-aircraft guns. Detectable atomic cannon. Make believe microphone. Safe for all ages—made of durable hi-impact plastic. Size 15½ x 9½ x 5". In display box. Ship. wt. 2 lbs.
2SN209-6X330/347 RETAIL **$5.00**

PARA-JET. Exciting play action. Press the trigger and canopy springs open—pilot and sea, are ejected high into air, parachute opens and pilot drifts down. Complete with 2 pilots and parachutes and two planes. Sturdily constructed of tough, brilliantly colored plastic in streamlined jet design. Ship wt. 1 lb.
2SN210-6X127/133 ..... RETAIL **$2.00**

Fastest Gun Game. Battery operated electronic "draw" game for one or two players. Eye lights up to show winner. Children or adults can now stage an old holster set and "fight it out" with their opponent—all in the safety play. Game consists of two complete holster sets with belts and leg ties made of polyethylene. Two flashing mounted electronic timers and one electronic signal and meter. The two 10" long western style repeating guns are made of prime quality zinc with poly grips (will also shoot caps). Electronic indicator is placed between the players. Timing lever is pressed down. Each player gets into position and draws. Indicator eye declares the winner. Ship. wt. 6 lbs.
2SN211-3X785/867 ..... RETAIL **$13.00**

Jr. Dynamite Blaster. Combines sound, action and safety to produce hours of harmless play. A simulated "explosion" (harmless air) is produced to satisfy the destructive urge in all children. When plunger is pushed, soft plastic blasting unit erupts throwing blocks into the air with an authentic blasting sound. Blocks are made of light fireproof Styrofoam. Complete with a twenty seven inch color panorama of an actual stone quarry, high impact polystyrene detonator unit and blasting base, poly blasting dome and danger flags. Ship. wt. 5 lbs.
2SN212-3X480/533 RETAIL **$8.00**

Order Early for Holiday Delivery

GILBERT MICROSCOPE and LAB SETS

New Wonders for '58

Gilbert "Senior" Microscope and Lab Set. New for '58. New three-objective turret microscope, has large Ramsden type eye-piece, parfocalized lens system, precision optical glass lenses. Has 60-90 and 400 powers. Set contains live shrimp eggs ready to hatch, Polaroid filters, stains, chemicals, slides, etc. Steel chest is 9½x..3¼x3⅝". Opens to 1½ feet. Ship. wt 5 lbs

25N8-732 ....RETAIL **$11.00**

Professional Microscope 4 Lab Set. The ultimate in laboratories. Gold Medal Microscope has 4-step turret. Quick-switch power eye-pieces gives 90-, 100-, 150-, 250-, 350-, 405-, 550-power magnification. Micro-adjustable specimen table. Features micro-color shrimp eggs, polaroid filters, elaborate equipment. Steel cabinet is 9½x 13¾x5½" opens to 23½" wide. Ship wt. 7 lbs

25N11-1332....RETAIL **$20.00**

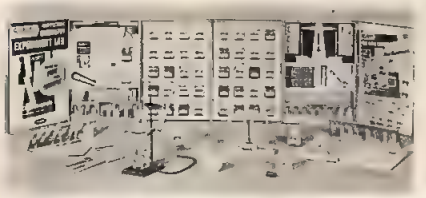
Advanced Microscope 4 Lab Set. Electronically timed microscope has 3-objective turrets with 150, 200 and 455 powers. Easy table focus and large clear field of view. Polaroid filters reveal beautiful specimen colors invisible to ordinary vision. Set has shrimp eggs, ready to hatch, plus array of chemicals and apparatus. Steel cabinet is 9½x13¾x3½", opens to 1½ feet. Ship. wt. 6 lbs

25N10-1132 RETAIL **$17.00**

Gold Medal Microscope. Professional quality, speed to switch quickly to the [illegible] power you need. Has 60, 90, 150, 250, 350, 405, 550 power. All achromatic objective lenses. Advanced lab equipment. Also specimens to please the most critical microscopist. Steel case 6½" wide, 3½" high, 4½" deep. Ship wt. 3 lbs.

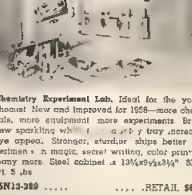
25N9-997 RETAIL **$15.00**

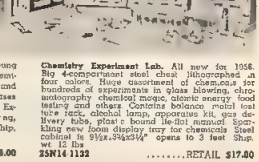
GILBERT *Career Building* CHEMISTRY SETS....



Professional Chemistry Experiment Lab. (*Left*) Giant 6-compartment steel cabinet, crammed with chemicals and equipment. Has two metal test tube racks, balance, ring stand, beaker, graduated cylinder, alcohol lamp, gas generating bottle, etc. Experiments in chemistry, hydrophonics, crime detection, mineralogy, plastics and more. Atomic energy apparatus. New white foam display tray with steel base measures 18x13¾x3¼", opens to 4 feet. Ship. wt. 17 lbs.

25N12 1867 RETAIL **$28.00**





Chemistry Experiment Lab. Exciting experiments in the field of pure detection, plus apparatus and chemicals for experimentation in glass-blowing chromatography, food testing, secret writing, inks, etc. combine to make this set a real value. Hundreds of experiments. Steel cabinet is 9½x13¾x3¼". Opens to 2 feet. Ship. wt. 9 lbs.

25N15-732. ....RETAIL **$11.00**

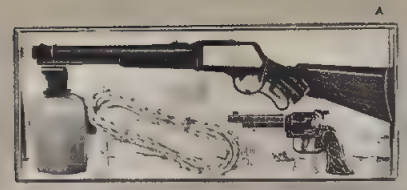
Chemistry Experiment Lab. Ideal for the young chemist. New and improved for 1958—more chemicals, more equipment, more experiments. Brand new sparkling white [illegible] tray increases eye appeal. Stronger, sturdier ships better. Experiments in magic, secret writing, color printing, many more. Steel cabinet is 13¾x9½x3¼". Ship. wt. 5 lbs

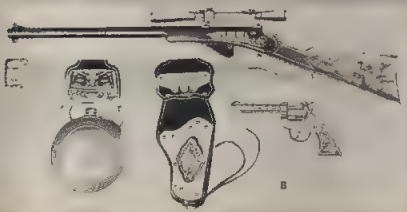
25N13-389 .... .RETAIL **$8.00**

ORDER EARLY for Holiday Delivery

Chemistry Experiment Lab. All new for 1958. Big 4-compartment steel chest lithographed in four colors. Huge assortment of chemicals for hundreds of experiments in glass blowing, chromatography, chemical magic, atomic energy, food testing and others. Contains balance, metal test tube rack, alcohol lamp, apparatus kit, gas delivery tube, plastic bound 96-fact manual. Sparkling new foam display tray for chemicals. Steel cabinet is 9½x..3¼x3¼" opens to 3 feet. Ship. wt. 12 lbs

25N14 1132 .....RETAIL **$17.00**





Authentically Styled For Young Gun Fighters

(A) 4-PC. SADDLE PALS SET. Includes all necessary gear for the young range traveler Outfit consists of automatic repeating cap rifle, pistol with loud "clicker," unbreakable water canteen and lasso for round-ups.
22N339X196 .....Retail **2.98**

(B) DAISY FRONTIER SCOUTING KIT. Durable 32 in. scope smoke rifle with real 11-in. scope, Western pistol, compass inset on 1 pint canteen. Leather belt, holster canteen holder Smart Golden metal strips on "Turquoise-style" holster
22N316X654 Set Wt. 6 lbs.....Retail **9.95**

(C) WINCHESTER SADDLE GUN by MATTEL. Lever action, repeating cap rifle with Blue steel barrel, wood grain stock, grip. Really loads and ejects 8 included play bullets, fires 50 roll caps too Realistic, safe smoking action 33" long
22N337X335 Wt. 2 lbs.....Retail **5.00**

(D) ANNIE OAKLEY SMOKE RIFLE. Pretty enough for any western minded girl. Shiny golden trim on White forearm, stock. Silvery hammer, trigger, cocking lever Adjustable Blue sling
22N318X325 32 in. long. Wt. 3 lbs.....Retail **4.98**

(E) DAISY SUPER SCOPE RIFLE. Shoots harmless smoke and makes a Big noise! Bronze-colored 11 in. magnifying scope, barrel, receiver jacket, Golden silvery trigger
22N317X325 32 in. long Wt 3 lbs.....Retail **4.98**

(F) STALLION SADDLE GUN 300 is designed after real saddle guns used in the Old West Carbine-type lever for easy loading of cap cartridges, ejected by ejector-lever. Bright chromed finish on metal parts contrasted by Brown forearm, stock
22N338X335 28½ in. long. Wt. 3 lbs .....Retail **4.98**

(G) TOMMY-BURP CAP GUN by MATTEL. Just turn crank for a "smoking burst" of fire, or squeeze trigger for single shot Realistic copy of Tommy gun, moveable sight. Uses roll caps
22N321X167 25 in. long.....Retail **2.50**

(H) MATTEL FIREBOLT DOUBLE-ACTION GUN. Big burst of fire of single shots by pulling bolt back! Flip "selector-switch" for smoky cap firing or "a-a-tat," vibrating machine gun action Moving firebolt, adjustable peep sight
22N336X392 27 in. long.....Retail **6.00**

(J) MATTEL THUNDERBURP GUN. Just pull trigger for noisy, rapid chattering, vibrating action of real machine gun. Also single shots or automatic fire Target sight adjusts.
22N320X196 15½ in. long.....Retail **3.00**

(K) STALLION "45" PISTOL. Durable chromed die-cast metal. Styled after the famous Peacemaker of the early west. Lustrous White pearlescent and Ebony bone grips Complete with belt clips holding 6 firing cap cartridges
22N394X267 12¾ in. long.....Retail **3.98**

(L) STALLION "38" PISTOL. Double action precision repeater Polished chrome plated metal with Ivory bone grips. Six shooter uses cap cartridges for safe firing
22N392X135 10½ in. long.....Retail **1.98**

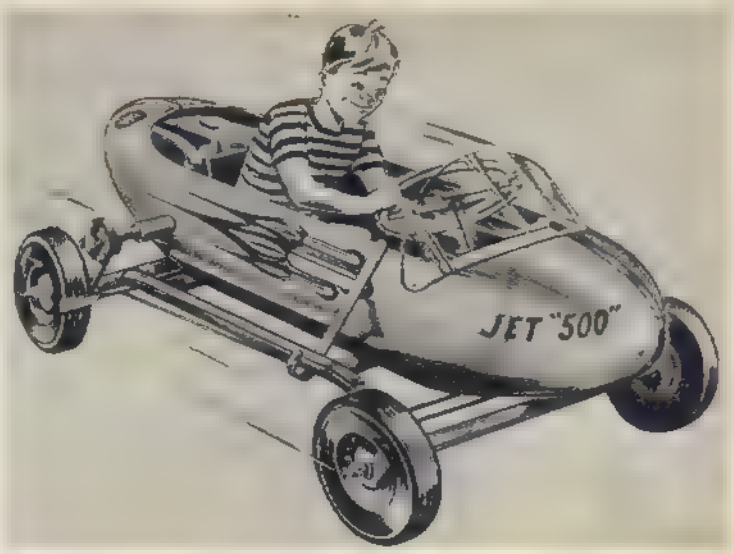
(M) STALLION "41-40" WESTERN SIX SHOOTER. Fancy scroll trim imbedded in shiny chrome finish Smart Ivory color simulated bone grips Flip-out cartridge cylinder flips out and ejects used cartridges all at once. 3 cartridges incl.
22N393X196 10 in. long .....Retail **2.98**

MOTORIZED JUNIOR RACER

Jet "500"

- **HEAVY GAUGE ALL-STEEL BODY**
- **2½ H.P. 2-CYCLE CLINTON ENGINE**

This all-steel motorized "racer" will tickle the fancy of any young racer. All steel heavy gauge body (over 5 feet long) is reinforced with a heavy, full welded 1¼" tubular frame. Streamlined design with bright red, blue and white fire jet exhaust decal on the blue metallic body. One-hand positive action dual throttle and brake control, centrifugal, pulley type clutch, safe, fire wall between driver and engine has 10"x2.75" semi-pneumatic tires with ball bearings and professional type plastic windshield. Clinton 2½ horsepower 2-cycle engine with built-in recoil starter, governor and throttle limit control screw. Completely factory assembled and packaged in cardboard carton. Size 5 feet long, 27" high, 3" standard clearance, 40" wheelbase. Ship. wt. 100 lbs.



228F500-10295.....RETAIL **$151.75**

The *Caravan*

STEEL THERM-A-CHEST

62-QT. CAPACITY

The mobility of the new Caravan brings a new concept to the Therm-A-Chest use. Picnics, outdoor parties, etc. Can be moved easily, simply grasp side handle and lift. Sturdy. Covers and bottom lined 1" thick fiberglas insulation throughout. Made of finest heavy gauge steel, air tight and leak proof, complete with sandwich tray, can opener and self-draining plastic drain cap. Smart clean lines are finished in beautiful, high baked enamel. Double latches secure the bronze lid. Size, outer dimensions 24½" long, 13½" wide, 17" deep. Color Buckskin body with Bronze lid. Ship. wt. 33 lbs.

S62A8S-1897.....RETAIL **$29.95**

Realtone

All Transistor MINIATURE RADIO

COMPLETE with Carrying Case Earphone and Battery

Ruggedly built—no bigger than a pack of cigarettes yet has big set reception—powerful enough to outplay radios several times its size. Built-in magnetic speaker and Ferrite antenna. Lightweight and small—weighs only 8 ounces—fits into trouser or shirt pocket, or handbag purse. Take it anywhere—no long wires, ground connections needed. Entirely transistorized—no tubes, starts playing immediately. High fidelity speaker—life-time, super dynamic, permanent, magnetic for crystal clear, distortion free sound reception. Consumes practically no current and uses an ordinary nine volt battery. Handsome black-vinyl and gold trim. Complete with antenna attachment, battery and handsome carrying case. Ship. wt. 2 lbs.

6-Transistor, 2 Diode model.

45E1093-2795.....RETAIL **$49.95**

Roto-Shine Electric Shoe Polisher

by RONSON

The gift for every family. An electric shoe polisher that shines, the work you used to do. Cleans shoes and buffs them. Two small wheels, one for black polish, one for brown, mounted with sponge. Separate buffer wheel. The quick, easy and fun way to bring shoes to a high shine. Kit includes shoe polisher, buffer and 5 extra pads, brown brush, black brush, tube of brown and tube of black polish.

16E432-6X1197/1290 RETAIL **$19.95**

Fire Starter Barbecue Set

Char-Glo by Cheftender—favorite of backyard chefs the world over. A handsome 4-piece stainless steel barbecue accessory outfit that consists of stainless steel knife, fork and turner—plus electrically operated can opener. Styled in handsome western style with richly grained Jacaranda Redwood handles and rawhide thongs. Keeps its fine appearance for years. Knife has serrated edge. Fine cutting bracket for any barbecue bowls. Complies with household current U.L. approved in handsome gift box. Ship. wt. 2 lbs.

16E436-6X595/845 RETAIL **$8.98**

See pages 157-160 for Full Barbecue Lines

Magnajector®

Patented

PROJECTS

A 4" PICTURE

TO FOUR FEET WIDE

IN ACTUAL COLOR!

(no slides, no films required.)

FUN!

EDUCATIONAL!

ALL AGES!

See MAGNAJECTOR at the Toy Fair. Room 1008, Hotel New Yorker

HANDY LUGGAGE-TYPE **CARRYING CASE!**

PATENTED

USES **STANDARD** HOUSEHOLD LIGHT **BULB!**

BIG **TV** PROMOTION!

$7.95 SUGGESTED RETAIL

ASK ABOUT SHOPPER-STOPPER **DISPLAY**

MAGNAJECTOR, destined for one of the biggest TV pushes in toy selling history! This handsome opaque projector enlarges any illustrated material up to 4 feet wide. **No films or negatives required!** Magazines, comics, newspapers, snapshots, coloring book figures—all are projected clearly in full color or black and white for endless hours of entertainment. Patented functional design in gleaming ebony black. Insulated socket housing takes ordinary household light bulb. Adjustable twin lenses. Approved by Underwriters' Laboratories, Inc. Overall dimensions. 12" long x 8" high x 4½" wide. Six to shipper. Wt. 14 lbs.

RAINBOW CRAFTS, INC.

CINCINNATI 12, OHIO

It's Rainbow Time...

New Play-Doh formula revolutionizes modeling dough, makes all others obsolete!
See for yourself in Room 1008, Hotel New Yorker.

NEW DESIGN

PLAY-DOH FOUR-PAK

SUGGESTED RETAIL: $1.00

PD-259: The best-selling $1.00 toy in the world! Four cans of PLAY DOH Modeling Dough . . . Red, Yellow, Blue and White . . . which blend perfectly into every color of the Rainbow. Absolutely non-toxic, won't stain furniture, clothing or hands. Carries Parents' Magazine Seal of Commendation, recommended by CBS-TV's Captain Kangaroo. Packed 12 to shipper: Weight 30 lbs.

NEW DESIGN

PLAY-DOH SINGLES

PD-24: 24 cans, solid color, in color-keyed shipper. Red, Yellow, Blue or White. Weight: 14 lbs.
PD-48: 48 can Rainbow Assortment. 12 each Red, Yellow, Blue and White in "zipper-shipper". Weight: 28 lbs.

FREE DUMP DISPLAY —Eye-catching full color display stand holds 8 dozen cans of PLAY-DOH. Ask how you can get this proven profit-builder without charge!

PLAY-DOH PIXIE-PAK

SUGGESTED RETAIL: $2.00

PD-300: The perfect gift at the most popular gift price! Six cans of PLAY-DOH Modeling Dough with Pifer-Proof PIXIE FUN KIT. Kit contains plastic molds, roller, trimmer, pipe cleaners and full color 16-page instruction book, for endless hours of safe, clean fun. Display carton with Parents' Magazine Seal. Packed 6 to shipper: Weight 26 lbs.

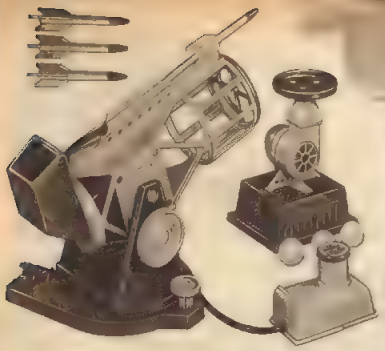
PLAY-DOH LITTLE BAKER'S SET

SUGGESTED RETAIL: $1.00

PD-266: All the fun of mud pies with none of the mess! ½ lb. can of dough-colored PLAY-DOH, plus genuine Mirro muffin pan, pie pan, cookie sheet, four cookie cutters, with rolling pin, pastry trimmer and full color 8-page "Cook Book" instructions. All packed in gaily colored oven-range box. Packed 12 to shipper. Weight 12 lbs.

Year-round profit from year-round TV!

RAINBOW CRAFTS, INC.
CINCINNATI 12, OHIO



Repel the Invaders

New Electronic Satellite Interceptor

Battery-operated motor keeps plastic satellite suspended in jet stream of air. Try to knock it down with missiles fired from launching pad. Plastic launching station includes sighting and tracking screen, power switch, action and aiming knobs, and remote control firing button. Powertron station, 4 satellites, 3 missiles, instruction sheet. Uses 2 "D" batteries (order below)

79 N 05085—Entire set in box 24x8x8 in. Shipping weight 3 lbs. . . $6.99

34 N 4650—Batteries for above. Shipping weight 8 ounces 2 for 33c

Stocking Fillers

Fun-on-Wheel Toys. 2-in. plastic figures on rubber wheels. Include Dumbo, Lady, others. Set of 8. Wt. 1 lb.

49 N 5139 . $1.49

Take Apart Plastic Puzzle Toys. Tank, jeep, truck, locomotive hot rod . parts color keyed. Weight 1 lb. 8 oz.

49 N 5140. . . $2.99

Two-Way Walkie-Talkie

[1] Looks like the type used by the marines. Operates electro-magnetically . . adds realism to "battle play" Talk to fellow soldier up to 25 feet away . . send and receive commands. Set includes two plastic sender-receivers, 25 feet of insulated conductor wire

49 N 5091 –Shipping weight 1 pound. . . . $2.79

Firebird "99" Auto Dashboard

[2] Insert key . . wipers swish . signals blink . speedometer accelerates. Blow horn. Glove compartment opens. Made of sturdy, colorful plastic. Uses 2 batteries order below.

49 N 5080—13 in. wide. Wt. 3 lbs. 2 oz. . . . $6.89

34 N 4650—Batteries. Shpg. wt. 8 oz. . . 2 for 33c

Overnight Maneuvers Kit

[3] When your junior-size marine goes on an overnight "patrol" this set makes an ideal companion. Sleeping bag of water-repellent tufted plastic, helmet with camouflage net, canteen, and mess kit with knife, fork, spoon . . all plastic.

49 N 5079—Shpg. wt. 2 lbs. 8 oz. . . . $5.79

Satellite Launcher Set

[4] Includes launcher gun that fires flying saucers (3 incl.) up to 50 feet in the air all plastic, two Dart 'n Skeet guns that launch target saucers and shoot darts . 6 harmless darts, 6 saucer targets.

49 N 5097—Shipping wt. 10 oz. $1.89

Young "soda fountain owners" love dispensing their own refreshments

Electric Corn Popper, Vendor

Heat-proof glass top on popper to show corn popping. Empty popped corn into dispenser by tilting hinged corn popper . . plastic bowls fill from dispenser's vending spout. Aluminum popping pan, red and white steel dispenser with shelf inside for storing bowls, etc. 4 plastic bowls, supply of popcorn, recipes. UL approved 110-120 volt, 60-cycle AC

49 N 1865—12x9x17 in. Wt. 10 lbs. $8.89

Toy Soda-Pop Fountain

Now "the neighborhood gang" can have their favorite form of refreshment in regular drugstore style. Fountain holds contents of three 9 oz. pop bottles . . dispenses by pressing any one of 3 pumps. 6 plastic cups, 3 ice cream compartments with lids. Flavor name inserts for each pump. Made of red and white high-impact plastic . 8¾x10¾x10¾ in. high

49 N 1805 -Shpg. wt. 3 lbs. 12 oz . $3.99

Coca-Cola Dispenser

Dispenses this famous soft drink so easily a child can operate it. Holds regular size bottle . . up to 9 ounces. Liquid pours freely at a pull of the handle. Bottle easy to insert, designed so perfect cleanliness is assured. Four small 2-inch plastic glasses. Red and white plastic dispenser 6x9x10 inches. Youngsters will love playing "soda jerk" for the neighborhood.

49 N 1819—Shipping wt. 3 lbs. . . $2.84

"Coin-operated" Dispenser

Place play coin in slot . put glass under opening and press button. Machine lights up, pours drink, shuts off. Uses whatever liquid is inside of tank. Sturdy steel and plastic . . 5x7x9½ in. high. 3 plastic glasses and "coins" included. Uses 2 batteries . . order below

49 N 1880—Shipping wt. 2 lbs. . . . $3.98

34 N 4650—Batteries. Wt. 8 oz. . 2 for 33c

Broadcast your own talent show; be a disc jockey, sports announcer

Electronic microphone and loud speaker set . . hours of creative fun Transmits and amplifies sound by means of 4 "C" cell batteries (not included). Aluminum mike stand adjusts from 10 in. to 45 in. Use on floor or table. Plastic mike, amplifier, cord.
49 N 5142—Shpg. wt. 2 lbs. . . . **$8.98**

34 N 4659 Batteries for above. Shipping weight for four, 8 oz. . . . . 4 for 64c

Test your skill . . try the Coney Island

Penny Arcade Machine

Including prizes **$9.99**

Put a penny in the slot, push slot in and watch turntable rotate by motor. Maneuver bucket claw by remote control to get a toy—but hurry, because automatic timer gives you only seconds to select your toy. When toy is chosen, use remote control levers to move claw to trap door. Drop toy down, it rolls out in front. Penny can be recovered. Mammoth bag of prizes included. Machine is molded of high-impact plastic, 15¾x10½x13 in. high. Operates on 2 "D" batteries (not included).
79 N 05081 Shipping weight 3 lbs. **$9.99**
34 N 4650—Batteries for above. Shpg. wt. 8 oz. 2 for 33c

Mr. Joggi and His Auto

Runs straight up, down, sideways, upside-down, around square corners, on any smooth, non-porous concave or convex surface. Sturdy plastic
49 N 5061—6 in. long. Wt. 8 oz.. . **87c**

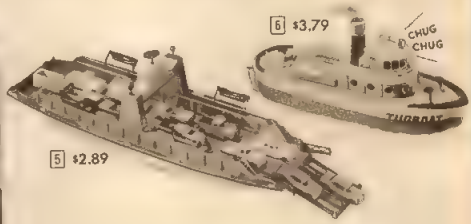
Little Orby

He's a happy-faced space age critter! Defies gravity as he climbs walls, mirrors, or smooth, non-porous surfaces. 5 in. long
49 N 4805—Plastic. Shpg. wt. 8 oz.. .**87c**

Waldo and Albert

It's baffling! They drink for days and days without stopping . . no springs or wires; simply fill plastic bowl, the water keeps them going. Both 7¼ in. high
49 N 4853 Shpg. wt. 12 oz. Set of 2, **$1.79**

Ship Ahoy! .. Seaworthy Boats for young sailors



1 Plastic Atomic Cruiser. Floats, rolls. Shell-shooting gun rotates, elevates, depresses, pom pom gun has launchers for its satellite, NIKE, 3 rockets, detachable play depth charges, ant.-aircraft guns; signal flags, landing net; 2 military vehicles; lifeboats; crew 26½x10½x3½ in. overall
79 N 05073—Shpg. wt. 3 lbs. **$2.98**

2 3-pc. Weekend Skipper Set. Lincoln Continental, sturdy metal with uncoupling plastic trailer. Unsinkable, high impact styrene cabin cruiser; electric, detachable outboard motor, ON-OFF lever. Operates on 2 "C" batteries (not incl.) Set 23 in. overall.
49 N 5146—Shpg. wt. 1 lb. 12 oz. **$5.39**
34 N 4659—Batteries. Wt. 4 oz. 2 for **33c**

3 Diving Submarine. Replica of the "Nautilus." Push remote control button on battery case, see it dive—push another button, it surfaces, conning tower lights up. Lithographed metal. Uses 2 size "D" batteries (not incl.). 14½x3½ in. high.
49 N 5144—Shpg. wt. 1 lb. 4 oz.. **$2.79**
34 N 4650—Batteries. Wt. 8 oz..2 for **33c**

4 Western Train and Wagon Set. 20-in. train including locomotive, tender, passenger car—authentically detailed; western wagon and team, 9 in. long, can be assembled; horse, 4 in. high, with mountable rider, cowboy in action pose, 3 in. high. All of unbreakable rubber-like vinyl
49 N 5145—Shpg. wt. 1 lb. 6 oz . . . **$1.98**

5 Car Ferry. It floats, it rolls on wheels. Carries 18 assorted vehicles: station wagons, convertibles, trucks, all on moving wheels. Retractable ramps fore and aft slide in and out of ferry. Lock gates on deck. 4 life boats. All unbreakable polyethylene. 17⅞x5⅛x4¾ in. high
49 N 5141—Shpg. wt. 2 lbs. 2 oz. **$2.89**

6 Smoky Tugboat with steering rudder. Smoke actually puffs from stack, boat makes "chug-chug" sound as it plows through the water. Powerfully propelled. Operates on 2 "D" batteries (not included). Beautifully lithographed metal. 12x6x4 in.
49 N 5095 -Shpg. wt. 1 lb. 8 oz. . . **$3.79**
34 N 4650—Batteries. Wt. 8 oz..2 for **33c**

romance begins with music by EMENEE

EMENEE MUSICAL TOYS

Electric Organs

FOR YOUNG ORGANISTS OF TOMORROW

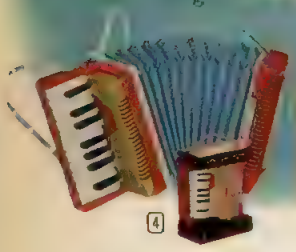
FULL, RICH, REAL ORGAN TONE

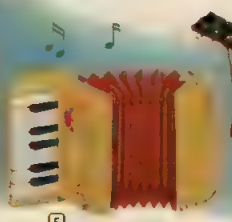
1 TO 3 You'll Hardly Believe Your Ears When You Hear the Full, Rich, Beautiful Tones of these wonderful Emenee Electric Organs. You'll be amazed, too, how your child learns to play quickly, accurately *from the keyboard* with the EMENEE EXCLUSIVE SELF-TEACH KEY-SELECTOR METHOD—a professional, educator-approved system, simplified for beginners . . . developed by the famous Juilliard School of Music. Instruction Book included. (1) to (3) UL, CSA Approved. 110–120 V AC.

1 Grand Console Organ. Superb decorator-styling makes this a handsome addition to any room. Beautiful walnut-finished wood cabinet. 37 black and white full size keys—3 full chromatic octaves—plays sharps, flats, chords. 31⅝ in. high, 25 in. long, 13¼ in. deep. FREE matching walnut-finished bench. Ship. wt. 45 lbs.
48T1682 R—Freight, Truck, Express. $8 Down, $8 Monthly . . Cash **79.98**

2 Studio Organ. Table top model—easily portable. 37 black and white full size keys—3 chromatic octaves—plays sharps, flats, chords. Walnut-finished wood cabinet. 25x 12x11¾ in. high. End handles.
48T1684MO Wt. 30 lbs. *Mailable.*
$5 Down, $5 Mo. . . . . Cash **49.98**

3 Golden Pipe Organ. Magnificent electric reed organ. Handsomely finished in walnut-colored plastic, gold trim. 27 black and white keys play sharps and flats—over 2 full octaves. 18x9x12 in. high. *Mail.*
48 T 1686—Wt. 9 lbs. 8 oz. **16.89**





Deluxe Golden Piano Accordion

4 Full Scale Keyboard—11 white, 7 black keys (for right hand) play real tunes; bass notes, chords (for left hand) play harmony and rhythm. 52 tuned reeds. Easy action—extends about 2 feet. Adjustable shoulder strap. Gold-finish trim. With Music Book.
48 T 1659—12 in. high. Wt. 3 lbs. 8 oz. . . **6.77**

350 WARDS CREDIT — Easy Credit Terms, Pg. 269

Keyboard Accordion

5 Play real tunes on this professional-looking instrument. Full scale keyboard—8 white, 5 black keys play sharps and flats. 26 tuned reeds. Easy to play. Luggage-type carry case. Music Book. Wt. 2 lbs. 4 oz.
48T1680-8½ in. high. **3.49**

Elvis Presley Guitar

6 Authentic 6-String Guitar. Professional size . . . *nearly 3 feet long!* Beautifully finished body decorated with full color portrait of Elvis Presley. Gear action metal tuning pegs. Silk shoulder cord, felt pick. Handsome luggage-type carrying case.
48 T 1664 M -Music Book. Wt. 4 lbs. **9.88**

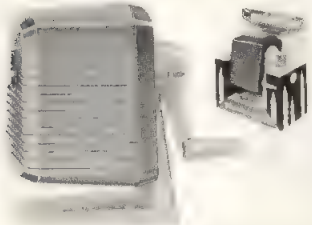
STERLING

THE School Supply and Stationery LINE for '59

BECAUSE...

Sterling Items Are WANTED Items
Sterling Items Are POPULARLY PRICED
Sterling Items SELL and SATISFY
Sterling Items MAKE MONEY For You

No. 561
Sterling PENCIL SHARPENER
For Desk or Wall



It's really NEW . . . it's unusually efficient . . . it's popularly priced for volume sales and profits. Constructed of high-impact and non-breakable plastic. Makes professional points. Comes with 2 extra Swedish steel cutters, mounting screws in display box

98¢ retail

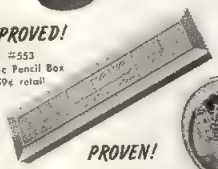
No. 562
ROTO
PENCIL SHARPENER

A revolving top does the sharpening here — and makes both short and long points in the process. Features jam proof operation, unbreakable plastic housing, easy emptying.

49¢ retail

NEW!
#556
Eight Ball Pencil Sharpener
15¢ retail

IMPROVED!
#553
Magic Pencil Box
59¢ retail



PROVEN!
#573
Student's Globe
1.29 retail

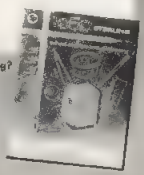
TIMELY!
#579
Satellite Pencil Sharpener
19¢ retail

We're looking forward to meeting and greeting you at our Toy Fair exhibit in Room 579, McAlpin Hotel

FULL JOBBER DISCOUNTS

Have You The Latest Sterling Catalog?

It illustrates and describes the entire Sterling '59 line of School, Stationery, Artists and Drafting Supplies, Sharpeners, Rules, etc.



STERLING PLASTICS CO.

1140 COMMERCE AVENUE · UNION, NEW JERSEY

DON'T MISS THE **NEW**

Magnajector®

Patented

PROJECTS

A 4" PICTURE

TO FOUR FEET WIDE

IN ACTUAL COLOR!

(no slides, no films required.)

FUN!

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HANDY LUGGAGE-TYPE **CARRYING CASE!**

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USES **STANDARD** HOUSEHOLD LIGHT **BULB!**

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RAINBOW CRAFTS, INC.

CINCINNATI 12, OHIO

...it's Rainbow Time...

NEW!
at the Toy Fair!
NEW!

COMMENDED PARENTS

Play-Doh®
MODELING DOUGH

ROOM
1008
HOTEL NEW YORKER

NEW
"THINGS TO MAKE"
Play-Doh
PACKAGING

NEW
PLAY-DOH
PIXIE
PACKAGE

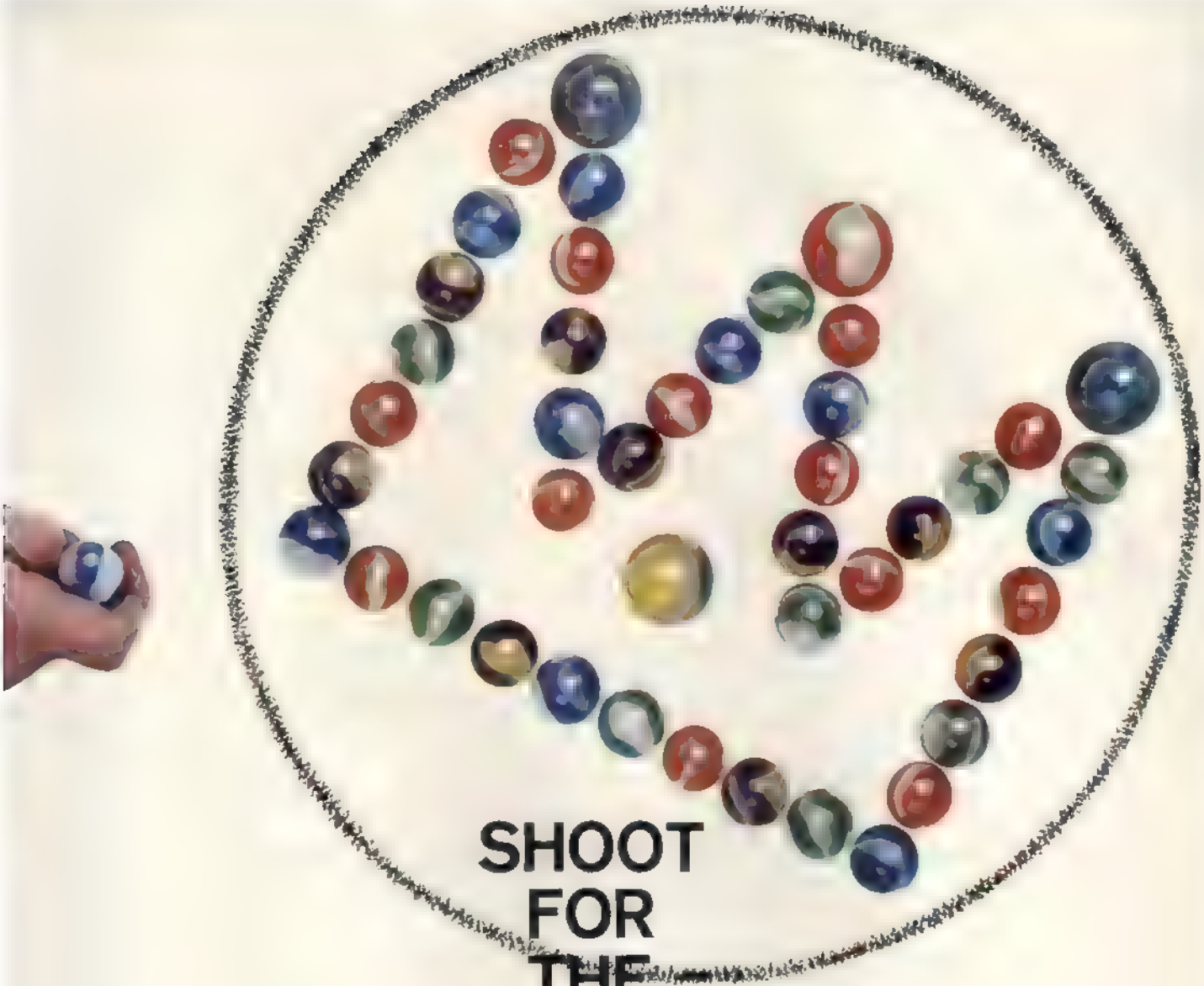
NEW
TV
PROMOTIONS
NEW
SALES AIDS

RAINBOW TIME IS
PROFIT TIME
ANYTIME!

NEW
Magnajector
!

SNEAK
PREVIEW
TAKE A LOOK!

RAINBOW CRAFTS, INC.
CINCINNATI 12, OHIO



SHOOT FOR THE BIG PROFITS

"MARBLE KING"

The World's Best Known, Best Loved, Quality Marbles

Every new idea, every new creation, every new packaging innovation, came and will continue to come from **BERRY PINK The Marble King**

Write for complete price list and samples of

CATS EYES, RAINBOWS, MOONIES, MARINE PURIES AND JUMBO SHOOTERS

BERRY PINK INDUSTRIES, Inc. 350 Fifth Ave., New York 1, N.Y.

For Over 30 Years the World's Largest Producers of Quality Marbles.

Wherever you find Marble Champs . . .
you will find them playing with **"MARBLE KING"**
the world's best known, best loved Marbles

BERRY PINK, The Marble King presenting the "Marble King" Trophy to Frankie Santo

BERRY PINK INDUSTRIES, Inc. 350 Fifth Ave., New York 1, N.Y.
For Over 30 Years the World's Largest Producers of Quality Marbles.

NEW PROFITS...NEW EXCITEMENT...NEW BEAUTY...

IN DOLL BODIES'

GREAT LINE FOR '59!

6" to 20" dolls

- UNDRESSED
- DRESSED
- BOXED
- CELLO-PACKED FOR SELF-SERVICE

Most advertised and publicized doll bodies in America!

DOLL BODIES COMPANY

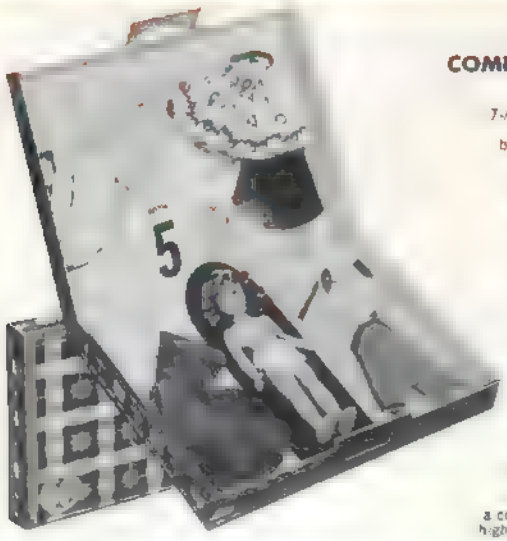
Room 218, 200 Fifth Avenue, New York 10, N. Y.

ALgonquin 5-7206

Doll Bodies on Parade
at the TOY FAIR
FIFTH AVENUE BUILDING
Room #218

Creators of the Doll Body Beautiful

JO-ANN AND MARY LOU DOLL AND WARDROBE



MARY LOU AND HER COMPLETE WARDROBE KIT No. 470

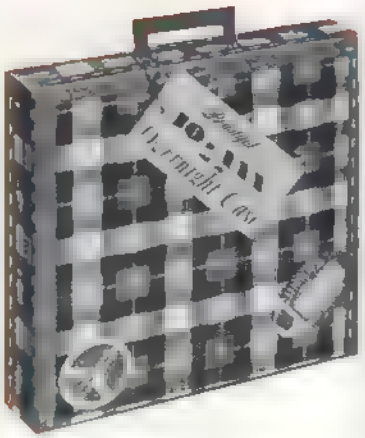
7-½" doll with head that turns, arms that move and big blue eyes that blink, eyelashes and genuine mohair wig. Dressed in her own bra and panty set. Mary Lou comes with 5 complete outfits, including some of the following pieces:

- Blouse changes • Halters
- Bermuda shorts • Nightgown
- Pedal pushers • Hair cape
- TV Lounging pajamas
- Party dresses and other ensembles
- Removable bra and panty set

Packaged in smart plaid luggage box 11½" x 1½" x 8¼", with 6 authentic travel stickers and luggage handle. Packed 3 doz. to carton.

Suggested retail **$2.00**

#570 Also available in a Deluxe set at $3.98 retail. Comprised of a 12" teenage doll dressed in a cocktail ensemble. Dyed-in-wool eyelashes, high heel shoes and 6 complete outfits.



#37 - 6" high, jointed at hips, with moving eyes.

Bra and panty set included in

KITS . . . . . PACKAGED FOR PROFITS!

BEAUTIFUL JO-ANN AND HER OVERNIGHT CASE No. 370

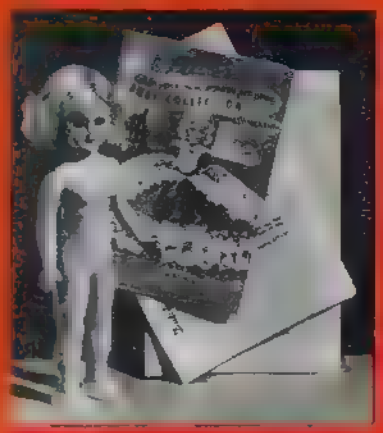
7½" doll with movable arms, legs, sleeping eyes and genuine mohair wig. Removable bra and panty set and her formal dress and raincape. Packed in smart plaid luggage box, 8¼" x 8¼" x 1½", with 6 authentic travel stickers and luggage handle. Packed 3 doz. to carton.

Suggested retail $1.00

#50 ... 8" ... head moving eyes ... Mohair wig ... stand ... Packed ... 12 doz. to carton.

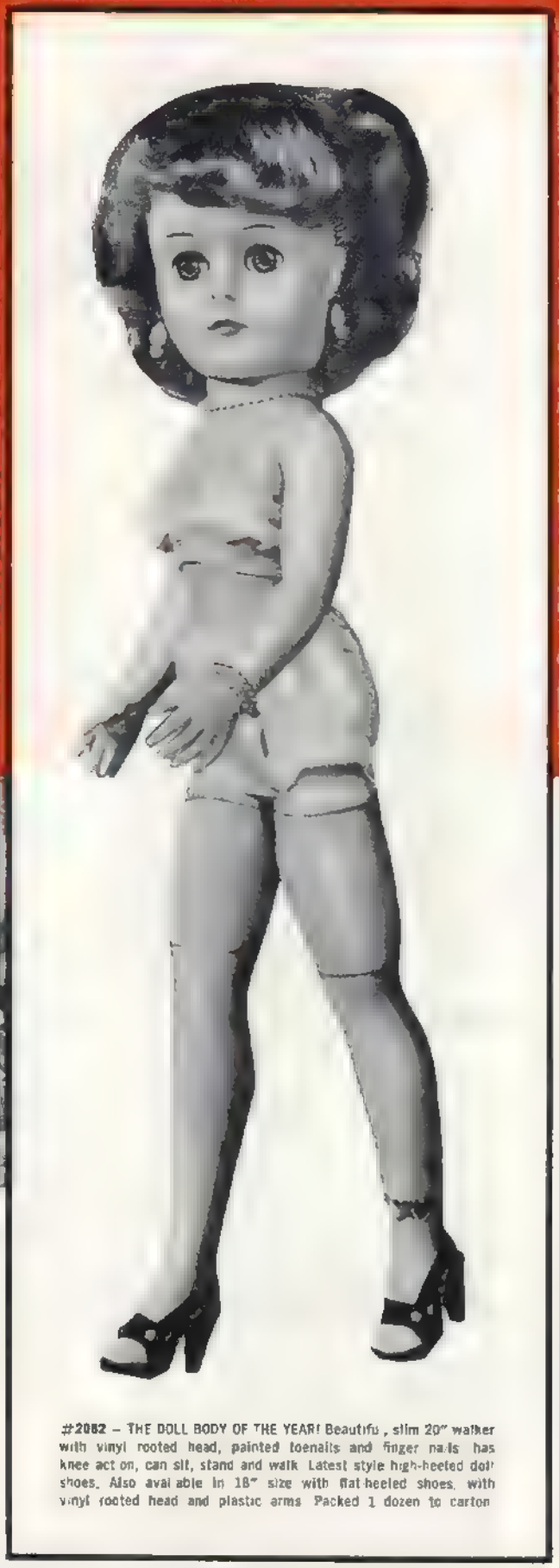
#1120 ... 11" ... with moving eyes ... genuine plaits and ready-to-dress ... Mohair wig ... and set. Movable head, arms and legs ... plaid ... heat sealed ... envelope. 2 doz. to carton ... plastic doll stand ... wood

#270 ... 16½" ... with ... mohair ... and ... Packed ... carton



carton

molded in durable virgin plast c



PAINT-A-DOLL KIT

32 DOLLS OF FARAWAY LANDS — ready to paint.

Includes:

- 32 dolls
- 24 stands
- 6 jars of paint
- brush
- glue

#725 – Each do l is molded in durable p.astic to show all the minute deta ls of the native costumes. It's d fferent! — It's exciting! — It's fun! — for Girls and Boys. They' l love creat ng and painting the colors for the nat ve costumes. An educat onal instructive kit for the young and adult hobbyist. Colorful plastic bases are included for mounting the painted dol s. Boxed in beautiful ful color box, 1 doz. to carton shipping we ght 23 bs.

Suggested retail **$2.98**

#2082 – THE DOLL BODY OF THE YEAR! Beautifu , slim 20" walker with vinyl rooted head, painted toenails and finger nails has knee act on, can sit, stand and walk. Latest style high-heeled doll shoes. Also avai able in 18" size with flat-heeled shoes, with vinyl rooted head and plastic arms. Packed 1 dozen to carton

DOLL BODIES COMPANY

Room 218, 200 Fifth Avenue, New York 10, N. Y.

DON'T MISS THE **NEW**

Magnajector®

Patented

PROJECTS

A 4" PICTURE

TO FOUR FEET WIDE

IN ACTUAL COLOR!

(no slides, no films required.)

FUN!

EDUCATIONAL!

ALL AGES!

See MAGNAJECTOR at the Toy Fair. Room 1008, Hotel New Yorker

HANDY LUGGAGE-TYPE **CARRYING CASE!**

PATENTED

USES **STANDARD** HOUSEHOLD LIGHT **BULB!**

BIG **TV** PROMOTION!

$7.95 SUGGESTED RETAIL

ASK ABOUT SHOPPER-STOPPER **DISPLAY**

MAGNAJECTOR, destined for one of the biggest TV pushes in toy selling history! This handsome opaque projector enlarges any illustrated material up to 4 feet wide. **No films or negatives required!** Magazines, comics, newspapers, snapshots, coloring book figures—all are projected clearly in full color or black and white for endless hours of entertainment. Patented functional design in gleaming ebony black. Insulated socket housing takes ordinary household light bulb. Adjustable twin lenses. Approved by Underwriters' Laboratories, Inc. Overall dimensions: 12" long x 8" high x 4½" wide. Six to shipper. Wt. 14 lbs.

RAINBOW CRAFTS, INC.

CINCINNATI 12, OHIO

...it's Rainbow Time...

NEW!
at the Toy Fair!
NEW!

COMMENDED PARENTS

Play-Doh®
MODELING DOUGH

ROOM
1008
HOTEL NEW YORKER

NEW
"THINGS TO MAKE"
Play-Doh
PACKAGING

NEW
PLAY-DOH
PIXIE
PACKAGE

NEW
TV
PROMOTIONS
NEW
SALES AIDS

RAINBOW TIME IS
PROFIT TIME
ANYTIME!

NEW
Magnajector
!

SNEAK
PREVIEW
TAKE A LOOK!

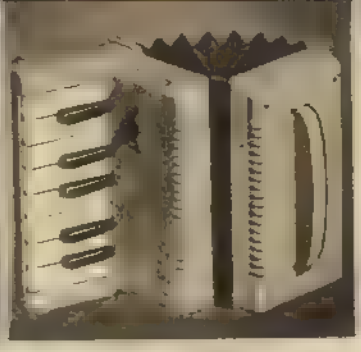
RAINBOW CRAFTS, INC.
CINCINNATI 12, OHIO

Toy Accordion

$1.59

Youngsters play easily by color . . each of the 8 keys a different color, with color music book included. Easy action bellows. Accordion is 6 inches high . . just the right size for little music makers. Plastic body. Case included.

49 N 657 Wt. 1 lb. 8 oz. $1.59



Toy Piano, keyboard Accordions

Keyboard Accordion **$3.39**

Keyboard Accordion. Has 26 tuned reeds that play full scale. Sturdy plastic body. Closed measures 8x7¼x4½ inches.

49 N 504 Shipping weight 2 pounds $3.39

Toy Piano Accordion. (Not shown.) 16 tuned reeds produce 8 rich notes. Plastic body, keys. Closed 7½x7x3½ in.

49 N 593 Shpg. wt. 1 lb. 8 oz. $2.69

Plastic Golden Piano Accordion

18 keys, 4 buttons **$6.59**

A handsome instrument that plays well over one octave . . produces fine tones. 11 white and 7 black keys on the right for harmony; 4 bass notes and chords for left hand harmony. 52 tuned reeds. Plastic body. Easy-action bellows. 9 inches high. Extends nearly 2 feet. Music book and case are included.

49 N 574— Shipping weight 3 pounds. . . $6.59

Our Finest Toy Piano Accordion

Italian imported **$12.50**

Plays over one and a half octaves with a rich, mellow tone. A real piano accordion, with 13 white keys and 8 black keys for the melody. 8 bass notes for harmony. Tuned brass reeds, easy-action bellows. Lightweight red plastic body. 9½x5½x10½ inches high closed . . expands to 16½ inches. Ideal for beginners.

49 N 614—Shpg. wt. 4 lbs. 8 oz. $12.50

Roy Rogers Guitar $4.59

Nationally advertised in leading magazines. Endorsed by the "King of the Cowboys" himself, Roy Rogers. Fiberboard. Hardwood neck, raised frets, real fingerboard, nylon and metal strings. Pick, music book. Order today.

79 N 0597 -30x11 inches. Shpg. wt. 3 lbs. $4.59

Harmonica 89c

Just like the real cowboys play. Rich-toned brass reeds give 20-note range . . play all western tunes. Metal-covered Roy Rogers emblem. 4x1 in.

49 N 622- Shpg. wt. 4 oz. 89c

NEW!

ZORRO

Official Guitar

With Push-button Playing Attachment

$8.98

Beautifully decorated with your youngsters' favorite Television hero, Zorro, pictured in silhouette on his horse. His famous "Z" mark appears in two other positions on the face of the guitar, too. This is almost as large as a regular professional guitar (¾ size), and includes a push button attachment that simplifies playing, snaps over neck of guitar. Instruction song booklet. Constructed of sturdy plastic with nylon and wire strings . . has metal gear action tuning pegs. Pick and neck carrying cord included.

79 N 0683 Shipping weight 4 pounds

Trap Set $3.29

Includes bass drum, with steel foot pedal; snare drum; and tomtom head. Strong cloth on drummer's side of drums. Metal shells. Cymbal, triangle, 2 bells, 8-in. drumsticks. Shpg. wt. 6 lbs.

79 N 0566 $3.29

Player Drum $3.39

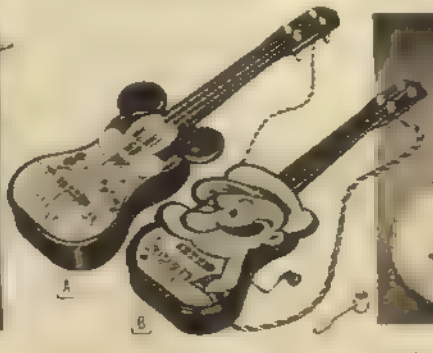
Turn the handle, drum plays a marching rhythm. Sturdy metal frame, colorful shoulder harness. 2 cloth heads with over 95 sq. in. of playing surface. Two regular drumsticks. Shpg. wt. 4 lbs.

49 N 596 $3.39

Field Drum $1.49

Colorful picture on 12-in. high metal shell. 10½-in. drum heads . . one cloth, one heavy parchment. One pair of 12-inch drum sticks and an 18-in. neck sling included. Shipping weight 3 pounds.

49 N 658 $1.49



Turn cranks, play tunes $1.39

A **"Mousegetar Jr."** Plays by turning crank or manually.

49 N 599 Plastic body. Wt. 8 oz. $1.39

B **"Popeye Getar."** Plays song when crank is turned . . use removable pipe as pick for playing manually.

49 N 510— Shpg. wt. 8 oz. $1.39

Ukulele and Banjo Set $2.39

Real music makers for beginners. Mahogany and ivory-colored heads, brightly decorated. Strung with colored nylon. Fingerboard marked with chord dots, tuning keys. Uke 21x6x2½ inches. Banjo 21x8x2½ inches.

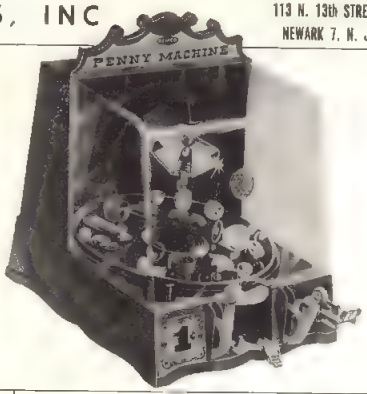
49 N 678— Shipping weight 2 pounds $2.39

49 N 626—Smaller set, uke 15½ x5x1½ inches. Banjo 15½x6x1½ inches. Shpg. wt. 1 lb. $1.22

REMCO INDUSTRIES, INC

113 N. 13th STREET
NEWARK 7, N. J.

CONEY ISLAND PENNY MACHINE
NO. 704



- Put a penny in the slot, push the slot in and watch the turntable rotate by motor
- Maneuver the bucket claw by remote control into position to get the particular toy you want.
- Once toy is selected, use remote control levers to move claw to trapdoor
- Drop toy down and it rolls out in front.
- Comes complete with mammoth bag of wonderful prizes.
- 15¾" long, 10⅞" wide and 13" high
- Operates on 2 "D" batteries (not included).

$12.98 retail

Standard Pack 4 only
Shipping Weight 10 lbs

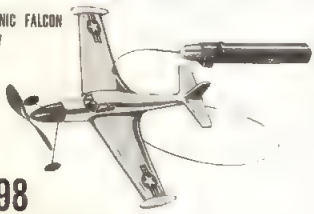
TINY TIM POCKET RADIO
NO. 608

- Powerful, Vest Pocket Size.
- Picks up Real Radio Programs.
- No Batteries Necessary.
- Ready to operate.
- Comes with Clip Antenna and earphone
- Small - only 1¾ x 3⅜ x 1"

$3.98

Standard Pack 12 only. Shipping Wt. 3 lbs.

ELECTRONIC FALCON
NO. 707



$2.98 retail

- Motorized plane flies, loops, dives
- Does figure eights
- Attached to beautiful plastic battery case by flexible cable.
- Plane flies on its own power
- Operates on 3 "D" batteries (not included)

Standard Pack 24 only *Shipping Weight 6 lbs.*

U. S. ARMY BULLDOG TANK
NO. 607

$12.98 retail

- Big! Realistic! Dramatic!
- Advances, retreats, climbs.
- Fires and ejects 4 brass shells by remote control.
- 22½" long, operates on 4 "D" flashlight batteries. (not included)

Standard Pack 4 only
Shipping Weight 9 lbs.

U. S. ARMY BULLDOG LIGHT TANK
NO. 706

$5.98 retail

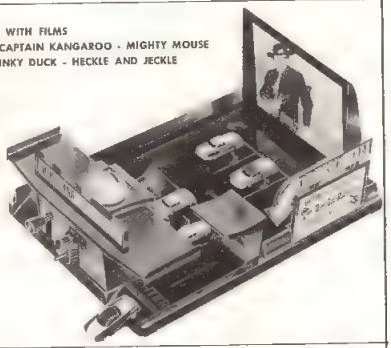
- Power packed • They advance, retreat, climb over obstacles, destroy barricades! • Load 4 shells in brass casings to a clip • Fire projectiles automatically from remote position • Eject empty brass shells after firing. • The new Light Bulldog Tank measures 13⅛" long and operates on 2 "D" batteries (not included)

Standard Pack 6 only *Shipping Weight 11 lbs.*

REMCO INDUSTRIES, INC. 113 N. 13th STREET — NEWARK 7, N. J.

MOVIE LAND DRIVE-IN THEATRE
NO. 303

COMPLETE WITH FILMS
HAVE GUN, WILL TRAVEL - CAPTAIN KANGAROO - MIGHTY MOUSE
FARMER ALFALFA - DINKY DUCK - HECKLE AND JECKLE



- Parking lot holds 6 cars (included)
- Projection booth contains battery-operated projector.
- Giant screen, marquee, ticket window
- Set includes 6 films
- 13⅜" long, 9½" wide, 6⅞" high
- Operates on 2 "D" batteries (not included)

$5.98 retail

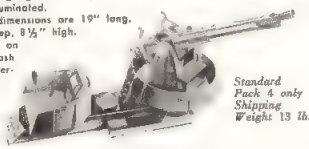
Standard Pack 6 only
Shipping Weight 8 lbs.

U. S. NAVY POM POM GUN
NO. 406

$12.98 retail

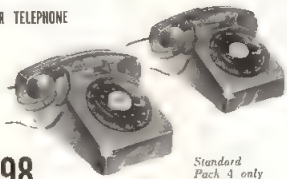
- Completely motorized.
- Rotate the entire gun area 360 degrees by motor action.
- Raise or lower the twin aluminum Pom Pom barrels by hand wheel gear action.
- Pom Pom barrels fire and recoil (by motor action)
- The firing light on the panel is illuminated.

Overall dimensions are 19" long, 8½" deep, 8½" high. Operates on 4 "D" flash light batteries (not included)



Standard Pack 4 only
Shipping Weight 13 lbs.

DIALMASTER TELEPHONE
NO. 402



$7.98

Standard Pack 4 only
Shipping Weight 9 lbs

- Regulation size professional desk type dial telephones
- Bell signals in opposite phone . . pick up and talk
- Assorted glamour colors.
- Operates on 4 "D" flashlight cells (not included)

2 WAY WALKIE TALKIE
NO. 500

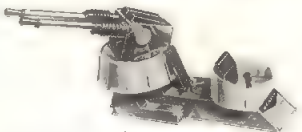
- 2 way marine type walkie-talkies
- 25' twin insulated conductor wires
- Electro-magnetically operated
- New hand carrying case

$2.98 retail

Standard Pack 12 only
Shipping Weight 12 lbs.

U. S. S. HAWKEYE POM POM GUN
NO. 603

$4.98 retail



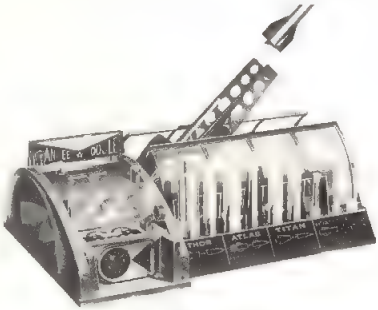
- Works by remote control
- Motorized twin guns
- 360 degrees rotation.
- Double barrel recoil action.
- Good-n-loud pom pom sound.
- Operates on 2 "C" flashlight batteries. (not included)

Standard Pack 6 only
Shipping Weight 9 lbs.

REMCO INDUSTRIES, INC. 113 N. 13th STREET — NEWARK 7, N. J.

YANKEE DOODLE ROCKET TEST CENTER
NO. 204

- Warning siren sounds when all's ready for launching
- Puff lever and doors automatically open and rocket launcher appears rising majestically skyward
- As rocket moves into firing position, automatic countdown clock ticks off 10-9-8 7-6-5-4 3 2-1-0
- At count zero rocket and satellite automatically fires
- 17½" long, 11½" wide, 8" high Operates on 2 "D" batteries (not included)



$9.98 retail

Standard Pack 4 only
Shipping Weight 12 lbs.

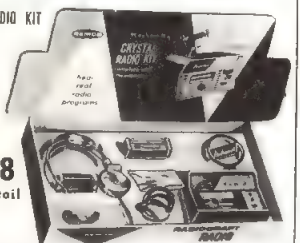
TRANSISTOR RADIO KIT
NO. 107

$6.98 retail

Standard Pack 6 to carton
Shipping Weight 18 lbs

- Eliminates radio tubes—the very newest development in radio • Kit contains striking pre-assembled plastic cabinet • Sensitive station tuner • Regulation head phone • Diode detector and transistor amplifier • Other essential parts also included • Operates on 1 "D" battery (not included)

CRYSTAL RADIO KIT
NO. 106

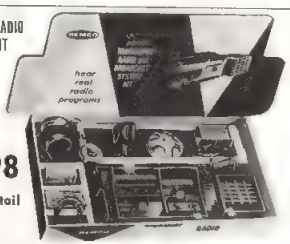


$3.98 retail

- Sensitive fixed crystal • Ideal for beginners! • Simple to assemble • Includes durable high-impact cabinet, regulation hi-impedance head phone, tuning coil and other necessary parts

Standard Pack doz. to carton Shipping Weight 16 lbs

TRANSISTOR RADIO BROADCAST KIT
NO. 108



$9.98 retail

- Engineer's delight: A truly professional radio set! Sensitive head set picks up local programs sharp and strong • Big 18" plastic cabinet, 4" Alnico loudspeaker, powerful broadcast microphone • Selective station tuner, diode detector plus all other required parts • Operators on 3 "D" batteries (not included)

Standard Pack 4 per carton · Shipping eight 16 lbs.

PEE WEE ROCKET RADIO KIT
NO. 705

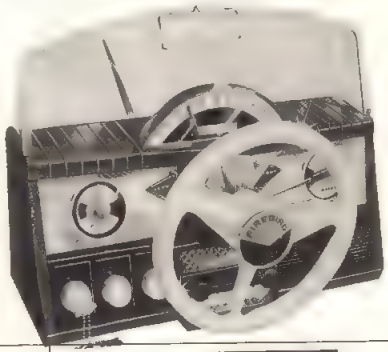
$2.98 retail

- Get a big kick out of putting this vest-pocket size radio together • Pick up local radio programs loud 'n clear • No batteries necessary!

Standard Pack 12 only Shipping Weight 3 lbs

REMCO INDUSTRIES, INC. 113 N. 13th STREET — NEWARK 7, N. J.

FIREBIRD "99"
NO. 209



$7.98 retail

- Insert and switch on the ignition key.
- Turn on and operate the motorized windshield wiper
- Right and left directional signals.
- Real horn blows
- Adjust rear view mirror.
- Glove compartment
- Speedometer accelerate and decelerate.

Standard Pack 4 only
Shipping Weight 9 lbs

PUP TENT AND CAMPING SET
NO. 306

- For "roughing it" in true Marine tradition
- Contains pup tent with all accessories
- Includes helmet with net, canteen mess kit, knife, fork and spoon

$7.98 retail

Standard Pack 6 only
Shipping Weight 31 lbs.

MARINE RAIDER PUP TENT
NO. 305

- A "must" for maneuvers
- Water resistant duck tent material.
- Comes with metal stakes, wood center poles, tie ropes
- 36" high, 42" long

$4.98 retail

Standard Pack 6 only · Shipping Weight 21 lbs.

CANTEEN AND MESS KIT
NO. 302

$1.29 retail

- Perfect for camping trips.
- Contains hi-impact plastic canteen.
- Mess kit, knife, fork, spoon

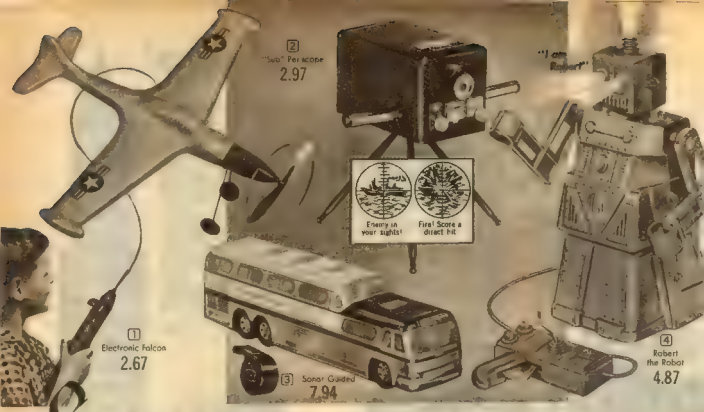
Standard Pack 12 only
Shipping Weight 11 lbs.

HELMET, MESS KIT AND CANTEEN
NO. 304

- Really rugged.
- Contains hi-impact plastic helmet, canteen
- Mess kit, knife, fork, spoon.

$2.49 retail

Standard Pack 6 only
Shipping Weight 11 lbs



Lots of fun with battery-power action!

1 IT LOOPS AND DIVES! Remco Electronic Falcon flies, does figure 8's! Polystyrene plastic; 14-in. wingspan, 13 in. long. Pilot it from sturdy battery case (uses 2 "D" cells, order separately below).
35 J 5502. (1 lb 13 oz).. 2.67

2 COMMAND YOUR SUB . . . get enemy ship in periscope sights! Fire torpedo, see a direct hit! Black 4x4x8-in. steel case; stands 12 in. high. Chrome grips; rubber tip tripod. Uses 2 "D" cells; order below.
35 J 5505. (2 lbs 10 oz) 2.97

3 SONAR GUIDED BUS. No wires, connections! Blow magic sound control, make scale model Greyhound Scenic-Cruiser stop, go, turn. Hi-impact plastic, battery operated (uses 2 "D" cells, order below). 5x4x18 in. long.
K36 J 5506. Mail. (4 lbs.)... 7.94

4 ROBERT THE ROBOT walks, talks . . . by remote control! Turn crank in back, he talks. Eyes and antenna light up. Hi-impact plastic, 14 in. high. Uses 1 "D" battery; order below. Mailable.
K36 J 5513. (5 lbs.).....4.87

EVEREADY BATTERIES
"D" cell (1 lb.)
35 J 5534 4 for 67¢
"C" cell batteries, (8 oz)
35 J 5535 4 for 67¢

6 3.66

7 1.88

8 2.88

5 3.27

5 FORD "SUNLINER" Newest model! Press button; top retracts into trunk . . . press another, it goes back up. Steer it, drive it back and forth, left or right. All steel; smart two-tone finish. Dual "headlamps". Size: 11 in. long. Uses 2 "D" cell batteries; order separately above. Shipping wt. 2 lbs 8 oz
35 J 5512 3.27

6 MYSTERY BULLDOZER backs, turns when it hits obstacle. Motor "roars," lights flash. Steel, 10 in. long. Uses 2 "D" batteries; order above.
35 J 5508. (2 lbs. 7 oz.).. 3.66

7 OLD TIME LOCOMOTIVE turns corners on table edge, won't fall off! "Engineer" waves, bell rings. Steel; 11 in. long. Uses 1 "D" cell, order above.
35 J 5511 (1 lb. 7 oz.).... 1.88

8 LIL TUGBOAT chugs realistically thru water, "toots," blows smoke rings—a drop of oil does it! Steel, 14 in. long. Uses 2 "D" cells, order separately above.
35 J 5515. (1 lb. 14 oz.) 2.88

9 HAWKEYE POM-POM GUN rotates 360°, recoils when fired, just like real one. Hi-impact plastic; 14 in. long. Uses 2 "C" cells, order separately above.
35 J 5516. (2 lbs. 6 oz.).....3.87

9 3.87

Use Budget Power for a brighter Christmas on the same old income

Engine-powered Airplanes with Automatic Starters

- Do everything a real plane does . . loop, climb, dive for the ultimate in thrilling action . . 1 cylinder engines
- They're all assembled and ready to fly except for fuel and starter-battery which you order below
- Also available with sensational Remote Control Unit for only a little more

A Marine Corsair. A replica of the famous fighter plane . . *Rotomatic starter* . . fully automatic Just wind prop 1 turn and let it go . . engine catches immediately. Durable plastic Blue with red and white trim. Cockpit pilot, canopy. Rubber tires, nylon prop. Lines and handle. 13¾-in. wingspread. Order fuel, battery below

49 N 2389—Shipping weight 2 pounds..... $7.98
49 N 2206 Combination of Corsair above and remote control unit below. Shpg. wt. 3 lbs..... $11.88

Yellow-Jacket. Same as above except has *Flexomatic (automatic) starter* . . yellow with black trim
49 N 2111—Shipping weight 2 pounds..... $5.98

B Air Force Turbojet. Sleek swept-wing design for speed, stability . . . jet-stream wing tanks. Flies like a dream as it loops, dives, stunts. Instant-starting *Cyclomatic starter* . . . you pull on cable and the engine catches . . . you never have to touch the prop. Thus is the "ultimate" in the engine field. Constructed of almost unbreakable plastic. Pilot in cockpit. Tri-cycle landing gear. 3-bladed prop. Red fuselage, white wings, 15¾ in. wingspread. Order accessory kit, battery below.

49 N 2299—Shipping weight 2 pounds..... $11.95
49 N 2174—Turbojet above and remote control unit below. Shipping weight 3 pounds..... $15.44

C Navy Cutlass. Our finest ready-to-fly airplane Beautiful, sweeping lines that are as modern as tomorrow. Fully automatic *Rotomatic starter*. Automatic compensating flight control makes flight failure almost impossible Aerodynamic delta wing for extra lift, precision flight. True-to-life sculptured pilot Cockpit canopy. Thrilling jet-black night interceptor color . . Lines and handle included. Sturdy plastic 13¾-inch wingspread. Fuselage 13¾ inches long Order fuel, accessory kit, battery below

49 N 2272—Shipping weight 2 pounds..... $13.95
49 N 2251—Navy Cutlass above and remote control unit below. Shipping weight 3 pounds..... $16.77

Hobby Battery 98c

D 1½-volt battery for planes, boats, racers
49 N 2259—Wt. 1 lb. 12 oz. 98c

E Accessory kit. ½ pint V-73 engine fuel, pouring spout, engine wrench and battery wire with clip
49 N 2250 Wt. 1 lb. $1.37
49 N 2143 ½ pint V-73 fuel, Shpg. wt. 10 oz..... 57c

$4.59

1-cylinder Rotomatic .049 engine . . . for do it yourself enthusiasts. Engine has fully automatic starter . . . wind prop back 1 turn and let it go . . . motor roars to life instantly. Maximum power for model planes. Gas tank, prop included. Order fuel at left.
49 N 2278—Shpg. wt. 8 oz. $4.59

NEW Remote Control Unit . . authentic stick control

It's fun to operate . . . like being the pilot in a real plane. You actually control the flight of the plane through the use of a stick . . . just like regular pilots use.

Pull back the stick, the plane soars into the air, push forward and plane zooms downward. You operate the remote control from outside the flight circle . . no more turning round and round with the plane as it flies around you

Works perfectly with any engine-powered model airplane. Order it with any plane above and take advantage of the special prices listed above.
49 N 2185 Shpg. wt. 1 lb. $4.69

USE EASY TERMS
. . . see page 264
for complete details

$4.69

Zoom . . look at them go . . action, thrills . . speeds up to 35 mph

$12.49

Aquamite Speedboat. Speeds up to 15 knots. *Cyclomatic starter* . . . twin air scoops. Plastic hull. Rudder locks for circular or straight racing. 15 in. Wt. 1 lb. 4 oz.
49 N 2353..... $12.49

Automite Racecar reaches speeds up to 35 mph . . . has real gas engine. *Cyclomatic* clutch starter 15-inch Plastic. Racing bridle, pivot post, line incl. Shpg. wt. 2 lbs.
49 N 2318.. ..... $12.49

$12.49

Battery not incl. Order (D) and (E) 49 N 2250 above

It's Showtime

Theater fun for young "stars"

Shirley Temple Theater

1 Hours of creative fun for imaginative children as they produce, direct, and act out their own TV shows with this metal frame TV theater. Three scripts included: "Sleeping Beauty"; "The Three Bears"; "Little Red Riding Hood". Also 1 TV title screen, 16 figures that can be moved about, with 4 magnetic bases and control units. 2 backdrops, 12 props. Over-all size of the theater 18x10x15 in. high. Assembled. Use Easy Terms . . see page 294.

49 N 5075—Shpg. wt 6 lbs. **$4.99**

Drive-In Theater

2 Big "Movieland" Drive-In . . miniature of a real outdoor theater. Has parking lot, 6 metal cars, entrance and exit lanes, marquee, ticket window, screen. Booth with projector (uses 2 batteries . . order below) Theater is plastic, 13⅞x9¼x6½ in. 6 film strips include "Have Gun, Will Travel", "Mighty Mouse", "Dinky Duck", "Capt. Kangaroo", and 2 others. Assembled.

49 N 5078—Wt. 2 lbs. 2 oz. . . . **$4.99**

34 N 4650—Batteries for above. Shipping weight 8 ounces. . . . . 2 for 33c

Electric Magnajector

3 Favorite snapshots, photographs, comics, etc. are projected in rich color, and true-to-life detail . . lets you see pictures clearly. Enlarges many times . . flash images on a white surface, the bare wall or hang up a sheet as a screen. Two German lenses. Underwriters' Laboratories approved for 110-120-volt AC. Uses up to 60 watt house bulb (not included). Plastic housing . . magnajector is 8 inches high. A wonderful gift for young picture-viewing fans.

49 N 5109—Shpg. wt. 2 lbs. 10 oz **$6.89**

Build a colorful clock that really works

So interesting that youngsters lose all track of time Plastic clock actually keeps time up to 14 hours . . spring-driven movement can be taken apart and put together through color-keyed gear assembly Instructions included. Will keep any tot busy for hours.

49 N 5077—11½ in. high. Shipping wt. 2 lbs. 4 oz. . . **$4.49**

Electric Film Projector. Shows picture on special screen (incl.). 3 loops of 16 MM film project "still" picture . . change frame with control box. UL approved 110-120-volt, 60-cycle AC. Plastic. 6½x4¾x5 in

49 N 5099 Wt. 1 lb. 12 oz. **$3.98**

Extra Film. 9 loops per set.

49 N 5148—Adventure. Wt 8 oz **97c**

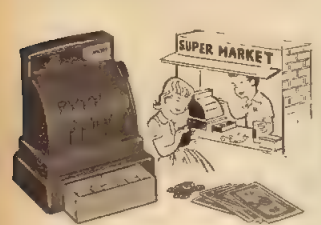
49 N 5149—Storybook. Wt. 8 oz. . **97c**

3-Dimensional Viewer. Uses 3-Dimensional slide-in picture cards (not included . . order at right). Scenes stand out in full detail and color . . make you feel you are part of them Plastic case 5¼x3½x3½ inches Order one today . . avoid the Christmas rush.

49 N 5108—Shpg wt. 8 oz. **$1.98**

3-D Color Albums. Each album has 3 cards . shows beautiful 3-dimensional pictures in true-to-life colors. *State title of album.* Disney, Fantasy-land; Mickey Mouse Club Circus; Fairy Tale; Lone Ranger; Robin Hood; and the Christmas Album. Wt. each, 4 oz.

49 N 5129—Each album . . **98c**



Happi-Time Cash Register

Turn dial to indicate the department in which sale was made Push lever to open cash drawer. Heavy steel. Toy paper money, coins, pad of Sears sales checks and pencil. 9 keys register sales from 1c to $1.00. Wt. 4 lbs

49 N 4815—8¾x7½x6½ inches. **$3.19**

Steel Combination Safes

Rugged replica of real Hercules-Mellink office safes. Double number combination dial locks. Sliding drawers. Plenty of room for your youngster to hide his "valuables". Electrically welded steel. Size: 12½x9½x8 in.

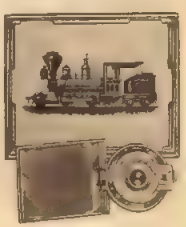
49 N 5104—Shpg. wt. 7 lbs. 13 oz. **$6.79**

Safe with Burglar Alarm

When safe door is opened it sets off a burglar alarm that can be shut off by closing door, or with an inside switch. Operates on 1 "D" battery . . order below Steel. 2 number combination dial lock. Coin tray, 2 money bags, saving-booklet incl. 7x9x6 in.

49 N 5094—Shpg. wt. 4 lbs. 6 oz. **$3.98**

34 N 4650—Batteries. Wt. 8 oz. 2 for 33c



Super Secret Wall Safe

Safe hidden behind attractive 8⅛x10¾-in. plastic frame containing a colorful picture. Swing frame open on its hinged mounting to reveal 7-in. diameter, round safe. Safe is plastic, with 2 number combination lock . . has roomy interior for storing coins, etc. Coin slot on top for speedy deposit.

49 N 5147—Shipping wt. 1 lb. **$1.79**

USE SEARS EASY TERMS . . only 10% down on orders of $20.00 or more see page 294

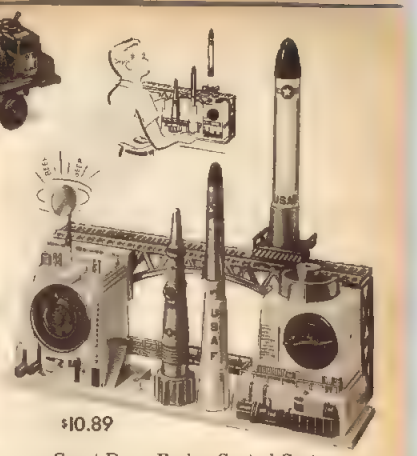
Giant Atomic Cannon

1 Close replica of the giant mobile atomic cannon now being used by our Armed Forces. Comes in 3 sections

2 cabs detach from cannon platform when gun is ready for action . . all of high impact plastic. Entire unit can be moved either direction. 17-inch cannon barrel moves up and down . . fires six soft nose shells (which are included) by spring action. Unit is 42 in. long over-all.
79 N 05525—Shipping weight 5 lbs. **$6.89**

Electronic Cannon Truck

7 Cannon elevates, swivels and fires 4-inch soft-nose projectiles . operates by push button from electronic control panel on top of cab Heavy-gauge steel construction Fully detailed radar screen. Five missiles supplied, plus 10 plastic toy soldiers in action poses. Heavy-duty rubber tires, treads. Truck is 28 inches long. Uses 2 "D" batteries (order below)
79 N 05664—Shpg. wt. 10 lbs. **$12.69**
34 N 4650 Batteries. Wt 8 oz. ..... 2 for 33c



$10.89

Count Down Rocket Control Center

10-9-8-7-6-5-4-3-2-1-0 . "Fire" . . and another rocket heads into "outer space" As soon as the set is turned on, the radar scanner operates continuously, emitting radio signals. A remote controlled flat car transports the rocket to a launching pad, while the "fuel" control indicates the distance to nearby planets. When count down lever is depressed pointer starts its revolution . when it reaches firing position "fire" lever is pressed and rocket blasts off to height of 20 feet. "Radar" screen lights up and 'tracks" rocket into space. Moon missile, Lunar Probe, Atlas included. Plastic. 22 inches long
79 N 05721—Uses 2 "D" batteries (order below). Shpg. wt 7 lbs. **$10.89**
34 N 4650—Batteries. Shipping weight for two, 8 oz. ..... 2 for 33c

Remote Control Toys

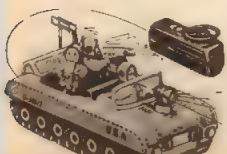
Operate from attached battery boxes

3 **Old-Fashioned Plane.** Press first button on control box, plane runs along floor, with propellers spinning . . press second button and plane changes direction. Metal 15-inch wingspread. 11 inches long. Uses 2 "D" batteries (order below). From Japan
49 N 5749—Wt. 1 lb. 8 oz **$1.83**
34 N 4650—Batteries. Shipping weight for two, 8 oz. ..... 2 for 33c

4 **Electronic Flash Plane . .** actually takes off, climbs, dives, loops, flies upside down, lands. Operates by push button control Light, flexible plastic . . 12 in. long, 14 in. wingspread. Spring steel landing gear Uses 2 "D" batteries (order below).
49 N 5753—Wt. 1 lb. . . . **$2.59**
34 N 4650—Batteries. Shipping weight for two, 8 oz. ..... 2 for 33c

5 **Police Car with Machine Gun.** Car roars forward, or moves rapidly in reverse . . steers to the right or left As car moves along, machine gun moves from left to right with rat-tat-tat noise. Sturdy steel, with baked on enamel finish. 7¾ inches long Uses 2 "D" batteries (please order below) Japanese.
49 N 5743—Wt. 14 oz. **89c**
34 N 4650—Batteries. Shipping weight for two, 8 oz. ..... 2 for 33c

6 **Hard Top Convertible.** Long and low, like a sports car. Metal top raises and lowers with a touch of a button . rear of car opens to receive it. Car goes forward and backward, steers by remote control. Colorful metal body, 8¼ in. long. Imported from Japan. Uses 2 "D" batteries (order below)
49 N 5889—Wt. 1 lb. 8 oz **$2.89**
34 N 4650—Batteries. Shipping weight for two, 8 oz. ..2 for 33c



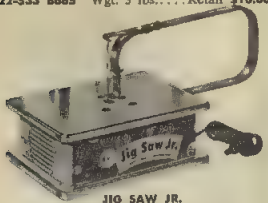
Futuristic Armored Car. Real action! *Remote control!* Guns revolve and fire. Makes siren noise . . headlight flashes. Vehicle steers right or left . . moves forward or back. Metal. 8 in. long. 2 batteries, not incl. Japanese.
49 N 4249—Wt. 1 lb. 8 oz. **$2.29**
34 N 4650—Batteries. Shipping weight for two, 8 oz. ..... 2 for 33c

TOYS — Scientific and Educational

PORTABLE PLANETARIUM

Develop your children's interest in science. Projects over 60 constellations on ceiling and walls — turns any darkened room into an educational planetarium. Adjusts for time of year. Regular dry-cell battery operation. Flashlight pointer (batt. incl.) for professional lectures. Decorative, colorful constellation chart.

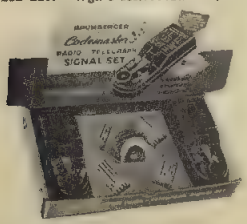
22-533 B665 Wgt. 3 lbs.....Retail **$10.00**



JIG SAW JR.

A safe electric jig saw made especially for youngsters. Build bird houses, shelves, toys. Cuts wood or plastic up to ½" thick . . . leaves clean, smooth edge. Safety-sealed motor. Cushioned base. Switch, UL approved. Extra blades. 6 patterns included.

22-282 B697 Wgt. 5 lbs.....Retail **$10.95**



CODEMASTER SIGNAL SET

Three types of communication . . . buzzes for wireless, flashes for night signaling, clicks for telegraphing. International code imprinted on molded plastic transmitter. Battery and wire included. Wgt. 1¾ lbs.

22-543 B265.....Retail Set **$4.00**

SKY POINTER OBSERVATORY

One of the most scientific and educational toys of the year. Finds and automatically aims telescope at constellations, planets, and satellites. Incl: removable telescope, compass, penlight for night operation. Constellation charts.

22-798 B665 Wgt. 3 lbs.....Retail **$9.98**

CUB PRINT SHOP

Youngsters can print their own newspaper, club notices. Dad will want to help. All metal press prints two colors. 200 pcs. type in alphabetized type case. Post-card size paper. Idea Book, Instructions. Wgt. 9½ lbs.

22-273 B498.....Retail Set **$7.49**

DIAL PHONES

Endless hours of fun with these adult sized dial phones. Dial and bell rings. Handy for adults — saves many steps. Battery operated. Molded of high impact Styrene. Coil of wire included

22-250 B535 Wgt. 2¾ lbs....Retail **$8.00**

"HIT PARADE" TRANSISTOR RADIO

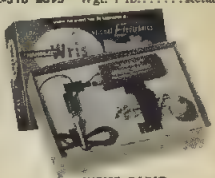
Here's something new, a top performing radio low priced! Rich tone and wide reception. Hi-Fi earphone for private listening enjoyed by all ages. Long-life plastic. Two-tone color.

22-797 B330 Wgt. ⅜ lb.....Retail **$7.95**

SPACE SATELLITE "MOON RADIO"

Get the latest in space communication. Just attach the grounding clip and intercept any local station. Ear plug type speaker. Fully assembled. Requires no tubes or batteries

22-516 B395 Wgt. 1 lb.....Retail **$5.98**



WRIST RADIO

The latest innovation in wrist radio sets! Sensitive electronic instruments are presealed — requires no batteries or tubes. Tune in any local station. Gives private listening pleasure with ear plug speaker. Colorful plastic.

22-518 B333 Wgt. ¾ lb.....Retail **$4.98**

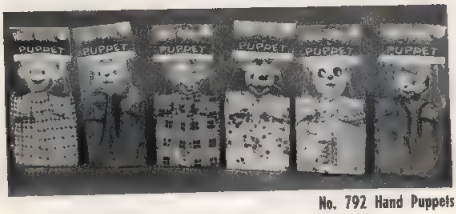
TWO-WAY HOME RADIO — BROADCAST SET

Give your own radio broadcast, or use as P.A. system at parties. Kit builds 1-tube receiver. No soldering, no wire connections, broadcasts through any radio. Plastic case, antenna, speaker-headphone set, microphone.

22-517 B1066 Wgt. 2 lbs....Retail **$15.95**

ROOFUS GOOFUS . . . has added 2 new lines of puppets to retail at 79¢ to its family of surprise toys! See them in Room 1504, Hotel New Yorker.

No. 791
Sock Puppets



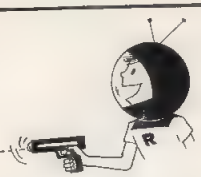
No. 792 Hand Puppets

Wallace Brands Co.
1917 Jefferson Ave., Toledo, Ohio

GO FOR A NEW SALES HIGH

with the new toy that's loaded with appeal . . .

SLING-SHOT ROCKET PISTOL



98¢ SUGGESTED RETAIL

- Ruggedly constructed of high impact poly styrene
- Propels a stock 1¼" rubber ball up to 30 feet.
- Cocking is selective, with 6 different positions for desired tension
- Attractive self-sell package ideal for rack display.
- Colorful, harmless, newest of the rocket toys.

Attention sales territories still available. Contact us immediately if you are interested.

PLATZ PRODUCTS CO. 1710 STEVENS AVENUE, MINNEAPOLIS, MINNESOTA

Always first . . . Always best . . . New for '59

V-F
Vanity Fair Electronics Corporation

Magnetic Recorder

Use it as you would an expensive tape recorder!

ELECTRONIC • TUBES • VOLUME CONTROL

RECORD–PLAY BACK–SAVE OR ERASE

Baby's First Words
Lessons—Speeches
Fun at Parties
Minutes at Socials
Radio & TV Shows

NO. 70 MAGNETIC RECORDER — World's most amazing recorder provides hours of sheer enjoyment for the whole family records anything, plays back instantly, erases and records again

- Erase Magnet is easy to operate — asts a lifetime.
- One switch control for recording and play-back.
- Specially designed Microphone-Speaker combination
- Recording Material same as on tape recorder.

V-F
Vanity Fair Electronics Corporation

4 Speed Phonograph

THE FIRST...THE BEST CHILDRENS 4-SPEED PORTABLE PHONOGRAPH

Now! Plays louder, clearer than ever, with . **DUAL TONE SOUND CHAMBER** ***New for '59***

NO. 607 "RIVIERA" – Play any record size and any speed on easy-to-operate electric acoustic phonograph. Promotionally priced

- No Tubes — No Crystals . . . No expensive parts to break
- 4-SPEED Electric Motors . . same as used in high-priced amplified sets.
- Portable metal-reinforced Rigid-Lite case in orange and white, or red and white. Bold modern design.
- Vani-Tone Volume Control.

V-F
Vanity Fair Electronics Corporation

Disc Jockey

COMPLETE STUDIO OUTFIT ENDORSED BY LEADING DISC JOCKEYS

Professional Equipment Includes

4 SPEED PHONO • MICROPHONE HEADPHONE • LOUDSPEAKER

NO. 42 DISC JOCKEY — Component-type outfit, completely electric, including tubes, rectifier, and volume control; separate speaker; studio microphone; sensitive headphone and built-in storage compartment . . . basic equipment to launch Disc Jockey careers. Plays any record size and any speed

DOZENS OF USES • Personal Phono • Sing-a-Long with Any Record • Train for Public Speaking • Broadcast

DURING TOY FAIR

See the Most Complete Line of Adult phonographs Designed for Young America.

Room 732, HOTEL NEW YORKER • **Room 1453, 200 FIFTH AVE.**

VANITY FAIR ELECTRONICS CORP., 50 South 4th St., Brooklyn 11, N.Y.

"Sleeping Beauty"—to be released February 1959, the greatest movie ever made by Walt Disney!

Tie-in with Transogram's "Sleeping Beauty" Paint and Coloring Sets and get on the profit wagon of the most extensive publicity and promotional campaign ever undertaken in the motion picture industry! Every medium will be used including TV, newspapers, Sunday supplements, radio billboards and magazine advertising.

ITEM	DESCRIPTION	SUGG'T RETAIL
1269	Sleeping Beauty Coloring Fun	1.98
1264	Sleeping Beauty Erasable Pictures	1.00
1251	Sleeping Beauty Mag. Eras. Crayons	1.00
1463	Sleeping Beauty Crayon & Stencil Set	1.98
1453	Sleeping Beauty Crayon & Stencil Set	1.00
1443	Sleeping Beauty Crayon & Stencil Set	.59
1822	Sleeping Beauty Paint by Number	1.98
1811	Sleeping Beauty Paint by Number	1.00

Don't miss the biggest profit opportunity you ever had! Stock up now on the exciting, exclusive Transogram "Sleeping Beauty" Paint and Coloring Sets!

TRANSOGRAM COMPANY, INC.

200 Fifth Ave., N. Y. 10, N. Y. • Factories: Easton, Pa. • Sturgis, Mich. • Sikeston, Mo.

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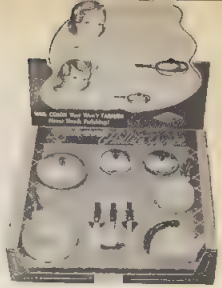
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Toy Cooking and Serving Sets

(A) 9-Pc. SET REVERE WARE COPPER-CLAD MINIATURES. Faithful reproductions in little-girl size of the famous stainless steel cooking ware. 2" covered saucepan, 4¼" skillet, covered sauce pot, coffee pot with cover, mixing bowl and whistling tea kettle. In 18x24½x4" box Wt. 3 lbs.
25N203X654 .....Retail **9.98**

(B) 5-Pc. SET REVERE WARE COLONIAL KITCHEN SET. Copper-bottomed, stainless steel just like Mother's cooking ware, with black bakelite handles, knobs. Set includes mixing bowl, 3⅜" skillet, 2⅛" sauce pan, sauce pot and cover Charming box is 13⅞x15⅞". Wt. 2 lbs.
25N206X325 .....Retail **4.98**

(C) 16-Pc. SET HALLITE WEAR-EVER ALUMINUM. Styled with copper-colored covers just like the Hallite adult cooking ware. Heavy gauge aluminum alloy 6½" skillet, 5⅛" saucepan, 4" tea kettle, all covered. Stainless steel spatula, ladle and fork on matching hanging rack.
25N195X325 .....Retail **4.98**

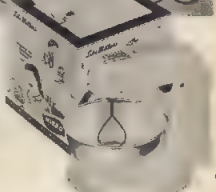
(D) 23-Pc. COMPLETE KITCHENWARE SET. All in bright aluminum, everything a little cook needs, from "electric mixer" through all kinds of cake pans, cooky and muffin pans, cutters, to roaster, skillet, sauce pan, measuring cup, spoon, and many more Boxed Wt. 1¾ lbs.
25N284X335 .....Retail **4.95**

(E) 46-Pc. PERCOLATOR SET. Copper-tone tray has hammered effect, sets off the bright aluminum service for 6. Percolator has Red trim. 6 each plates, cups, saucers, knives, forks, spoons. 1 tray, 3-pc. percolator. In 19x16½x4" box. Wt. 3¼ lbs.
25N207X196 .....Retail **3.98**

(F) 35-Pc. TEA AND BAKING SET. All metal set brilliantly lithographed in new satellite design. Consists of pastry board, rolling pin, 4 measuring spoons, 4 covered canisters Plus tea pot, sugar and creamer, 6 each cups, saucers, plates and cake plates Wt. 3½ lbs.
25N289X196 .....Retail **2.98**

D

F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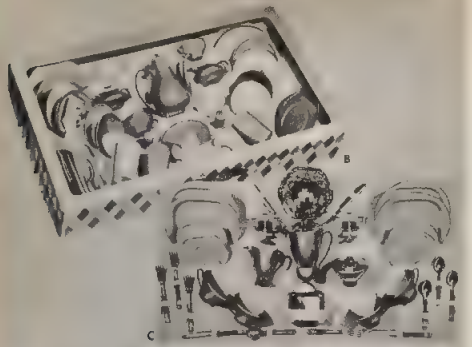
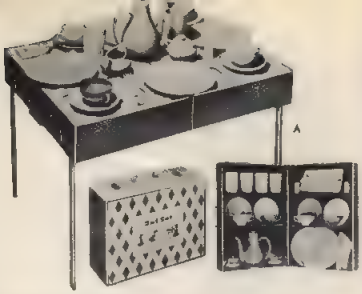
(G) "ELECTRIC" MIXER BY MIRRO. It really works, powered by a flashlight battery! Not included Made of sturdy, attractively finished aluminum it is designed to look and operate like Mother's, with convenient tilt-back head. Aluminum mixing bowl is included. Any child can use it with complete safety, and "really mix" liquids. Measures 5½x3½x6".
25N193X196 .....Retail **2.95**

(H) 8-Pc. MIRRO ALUMINUM COFFEE SET. Beautifully styled set for "morning coffee" for two Smart new designs on plates and saucers, with plain gleaming cups. The coffee pot looks real as can be with black knob and easy-hold handle All in unbreakable, easy-to-keep-clean aluminum and packed in colorful box that measures 13x9x3⅜". 1 doz. to box no less sold.
25N210X784 Doz. .....Retail each **1.00**

(J) 20-Pc. TROPICANA TEA SET. Metal dishes, with fascinating lithographed flower pattern on all the pieces. 9x13" heavy-quality tray decorated with gay cockatoos. 4 each cups, 4 saucers, 4½" diameter. 5½" dinner plates, 2½" salad plates. Tea pot is 4⅜" high, and the sugar bowl and creamer are smart footed style. In 9x13" box. Wt. 3¼ lbs.
25N211X133 .....Retail **2.00**

(K) 30-Pc. MIRRO COFFEE SET. Serves four, for any "pretend" meal the little hostess plans Each piece is in shining aluminum, so it won't break and is so easy to wash-up when the "company" is gone Real-looking coffee pot has Red trim. 4 each plates, saucers, cups, knives, forks, spoons, and bright trimmed napkins. In box 18½x14½x4".
25N208X133 .....Retail **2.00**





(A) 3 in 1 DOLLY DINNER SET. Closed, an all-metal carrying case with piano-hinge, latches and handle, 11x16x6". Half-open, a cupboard to display the dishes. Fully open, a table with sturdy legs, 22x16x14". Inside is 42-pc. modern design dinner service for 4, complete to salt & pepper shakers and cutlery in tray and napkins. Wt. 6 lbs.
25N212X533 .....Retail **8.00**

(B) DREAM GIRL DELUXE 54-pc. PLASTIC DINNER SET. Comprehensive service of all pieces needed for the little hostess, in beautifully styled modern design. Smart two-tone set of covered teapot and sugar, creamer, tureen; oval tray, ladle, salt and pepper shakers, 4 each cups, saucers, soups, plates, tumblers, knives, forks, teaspoons, soup spoons, napkins; plus serving pieces and tray Wt. 3 lbs.
25N213X333 .....Retail **5.00**

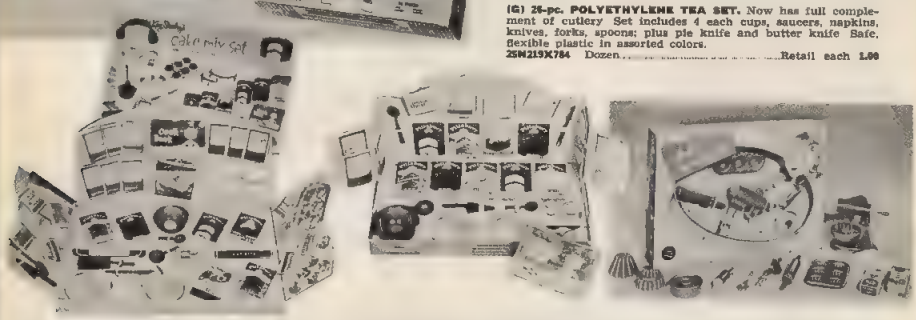
(C) 2-TONE PLASTIC FORMAL DINNER SET WITH "SILVER" SERVICE. Glamorous light and dark lavender dishes, 4 each plates, cups, saucers, plus salt and peppers. Delightful metallic-silvered candelabras, cutlery, candy dish, creamer, covered teapot, sugar bowl, and toaster. Wt. 3 lbs
25N214X267 .....Retail **3.98**

(D) 30-pc. PLASTIC AND METAL TEA SET. Gay flowers and butterfly design in Red and Yellow on plates and saucers, other dishes two-tone red and ivory. 4 each saucers, cups, plates; polygon 8-sided teapot with cover, covered sugar bowl, creamer, amber candy dish Silver plated cutlery, 4 each knives, forks, spoons Wt. 2¼ lbs.
25N215X196 .....Retail **2.98**

(E) WINDMILL DESIGN TEA SET FOR 6. Beloved Dutch design in Blue baked on metal Contains 6 each cups, saucers, plates; teapot with cover, sugar bowl with cover, cream pitcher Perfect for "party" serving for many "guests."
25N218X135 .....Retail **1.98**

(F) 33-pc. POLYETHYLENE TEA SET. Assorted soft colors in sturdy, unbreakable polyethylene plastic. Set has teapot with cover, sugar, creamer, 2 candelabra, pie knife, butter knife and cutlery tray, plus 4 each cups, saucers, napkins, knives, forks, spoons.
25N216X135 .....Retail **2.00**

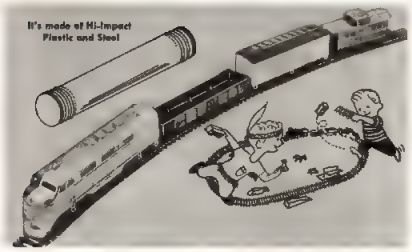
(G) 28-pc. POLYETHYLENE TEA SET. Now has full complement of cutlery Set includes 4 each cups, saucers, napkins, knives, forks, spoons; plus pie knife and butter knife Safe, flexible plastic in assorted colors.
25N219X784 Dozen .....Retail each **1.00**



KAY STANLEY'S PILLSBURY CAKE MIX SET. Biggest of all! 5 boxes cake mix, box cookie mix, 12 pkg. frosting, 8 pkg decorations; 2 cake pans, muffin pan, gingerbread pan, with liners; mixing bowl & spoon, 2 measuring spoons, spatula, cake knife and tester, cookie sheet and 6 cutters, sponge, wax paper, cookbook, apron
25N221X400 Wt. 4¼ lbs.....Retail **5.98**

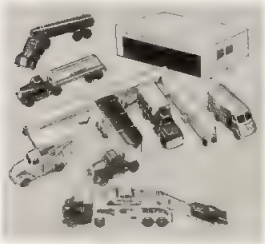
KAY STANLEY'S JUNIOR CAKE MIX SET. 45 pcs. of fun! 9 boxes Pillsbury cake mix, 8 pkg. frosting, 4 pkg decorations; mixing bowl and spoon, 2 measuring spoons, 2 layer cake pans, cup cake tin, both with liners, spatula, cake knife and easy to follow cook book High quality, and good-tasting. Wt. 3 lbs
25N220X265 .....Retail **3.98**

DELUXE BAKE SET. Delightful set all in heavy, durable plastic in assorted colors Hand-operated mixer, complete with bowl, muffin molds, rolling pin, ring cake mold and pie crust trimmer. Plus cup cake mold, egg beater and pretend-mixes, cake decorator. Hours and hours of fun and learning, too
25N217X135 .....Retail **2.00**



VARNEY LI'L RASCAL "HO GAGE" TRAIN . . . wreckproof, just about indestructible. Powerful locomotive and cars have steel axles, special flanged wheels that won't jump the track. Powerful Diesel engine pulls realistic gondola, refrigerator car and caboose—24½" long overall. NMRA automatic couplers that kids can uncouple with a yank. Set includes battery case with switch (holds 4 flashlight batteries not included) and 14 pieces of brass track that lock securely. Can even be set up on deep pile rug in a 36x45" oval.
896-993 B665 Varney "HO Gage" Train **$9.95**

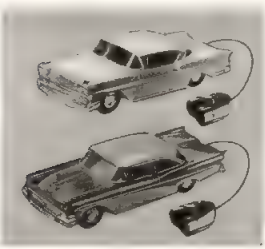
BATTERY OPERATED 23-PIECE TRAIN SET . . . exciting fun for junior railroad men as this 5-unit train runs around an oval track at high speed to deliver the freight on schedule. Steel locomotive pulls a tank car, flat lumber car, coal and dump cars . . . all realistically colored. Train is 23" long overall. Powered by 2 flashlight batteries (not included) in remote control box with on-off switch. Set includes 10 pieces of track, 2 animals and 9 accessory cutouts to add play value and set a realistic scene
896-605 B350 Battery Operated Train Set **$4.98**



"TOOTSIETOY" TRUCK TERMINAL SET . . a booming business for small fry truckers. Includes 7 brightly colored die-cast metal trucks: van trailer, auto transport with 3 cars, oil tanker, logger, tow truck, metro-delivery van and local hauler, plus a rubber-like loading dock with freight, and a corrugated cardboard freight terminal.
897-306 B420 Truck Terminal **$5.98**

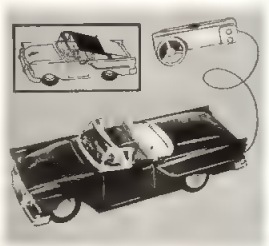
"TOOTSIETOY" PLAYTIME VILLAGE SET . . packed with exciting fun and creative action for little mechanics. Set includes 2 jet planes, tow truck, station wagon, panel truck, convertible, sports coupe, sedan, hot rod and 10 metal road signs plus rubber like garage, gas pumps and airplane hangar. All cars are bright enameled die-cast metal.
897-330 B280 Playtime Village Set **$3.98**

"TOOTSIETOY" ROCKET LAUNCHING SET . complete with 3-color polyethylene rocket that's launched from adjustable ramp on launching truck. Also includes radar car, command car, jeep, helicopter and 5 polyethylene soldiers. Rubber-like loading tray makes the quonset hut, fox holes, supplies and smoke screen. All cars die-cast metal
897-348 B210 Rocket Launching Set **$2.98**



REMOTE CONTROL CARS . . scale models of Ford Fairlane 500 Victoria and Chevrolet Impala Coupe, each 8" long. Driven by remote control (2 flashlight batteries, not included). Cars start, stop, reverse, steer while backing up . . . push button control on 7-ft. cable allows easy handling.
897-645 B210 Ford Fairlane 500 . . . **$2 98**
897-652 B210 Chevrolet Impala Coupe **2.98**

REMOTE CONTROL FLYING HELICOPTER . . . fascinating and fun for all ages. Flexible plastic propeller blades turn as helicopter takes off, lands, taxies, flies left or right when you operate remote control box with 27" cable. Operates on 3 flashlight batteries, not included. 5½" helicopter body is bright-color lithographed metal.
896-555 B210 Helicopter. . **$2.98**



REMOTE FORD RETRACTABLE CONVERTIBLE . . . scale model of Ford's new retractable hardtop convertible. Car goes forward, reverses, steers right or left by remote control. While in motion, the steel convertible top actually retracts into trunk automatically. 9¼" overall; enameled metal body. Operates on 2 flashlight batteries (not incl.).
896-944 B270 Convertible **$3.98**

ENGINE POWERED . . . and ready to go!

Each sturdy plastic Wen-Mac model on this page is fully assembled ready to speed into exciting action. Each boasts either the new Cyclomatic or Rotomatic engine for FAST, fully automatic starting. Cyclomatic starts instantly when you pull cable . . release . . that's all! Simply wind prop counter-clockwise and release to start Rotomatic.

(E) **WEN-MAC "AUTOMITE" RACER.** Speeds 35 mph in controlled circle or on straight-away! New Cyclomatic engine starts automatically just pull cable. Has rubber tires, chrome-plated driver and exhaust stack . . racing bridle, pivot post and lure, too
894-485 B935 Racer, 9½" long . . **$13.95**

(F) **WEN-MAC ROTOMATIC ENGINE** has fully automatic starter. Just wind prop counter-clockwise one turn and let 'er go! Maximum power; test run. Tank and prop included
894-600 B333 Rotomatic Engine **$4.95**

(G) **COMPLETE ACCESSORY KIT.** Everything you need to race all engine-powered models . . boats, cars, planes. Includes long-life battery and ½ pint premium fuel. New pouring spout, all-purpose engine wrench, single unit battery wire with terminals installed. Control lines and handle included
894-618 B199 Wen-Mac Accessory Kit **$2.95**

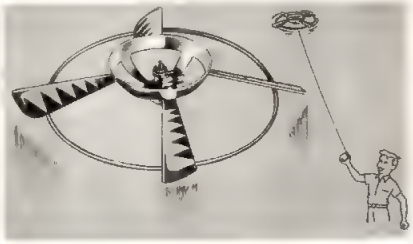
(H) **USMC CORSAIR** loops, dives, stunts! New Rotomatic starter. Thrillingly authentic with red-white-blue combat trim; detailed, easy-access fuselage. Rugged Duraflex canopy, nylon prop, rubber wheels. Lines and handle included. 12" long; 13½" wingspan.
894-493 B600 Wen-Mac Corsair **$8.95**

(K) **TURBOJET.** New Cyclomatic engine plus advanced design! Jet-stream wing tanks, swept-wing design for speed and stability. Tricycle gear allows super-cushioned landings. Chrome-plated pilot, plastic canopy, nylon propeller. Wingspan 15½"; 13½" long.
894-576 B865 Wen-Mac Turbojet . . **$12.95**

(L) **BEECHCRAFT BONANZA** by Wen-Mac Starts instantly, automatically with powerful new Rotomatic engine. Flight-controlled with tri-cycle gear for smooth landings and takeoffs. Nylon prop, cockpit seats. Wingspan 14"; fuselage 12" long
894-477 B665 Green/red/white . **$9.95**

(M) **NAVY CUTLASS.** New automatic compensating flight control! Single line controls both throttle and flight. New—Rotomatic starter engine! Pusher prop design with plastic canopy, pilot. Jet black, yellow combat stripes. Wingspan 13½"; fuselage 13¼".
894-584 B997 Wen-Mac Cutlass . . . **$14.95**

"ELECTROMIC FLASH" FLYING MODEL. Push-button control sends battery powered model whizzing through graceful take-offs, climbs, dives, loops, figure-eights, inverted flights . . . brings it in for beautiful 3-point landings! Only two regular flashlight batteries (not included) are needed for operation. Here's the tops in flying fun without muss, fuss or fumes—even terrific indoors. Single control line and simple push-button switch are easy for any child to handle right away. 14" laminate wing, 11¾" plastic fuselage
894-642 B333 Electrically Powered Flying Model . **$4.95**



WEN-MAC'S U.S. SATELLITE. The envy of any neighborhood as you send it soaring over 1000 feet straight up! Here's the design of tomorrow for spectacular fun-flights today. The new Rotomatic starter automatically, instantly sets the gas engine to turning 18,500 rpm. The Satellite starts spinning . . then with a whoosh it's off the ground . . streaking into "space" or orbiting perfectly around and around. You choose the launching pattern: free flight or controlled orbit. Gleaming aluminum and plastic. Controls included.
894-543 B665 Wen-Mac's U.S. Satellite, 18" diameter **$9.95**

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"WHIRLEY-WHIRLER"

T.M.R.
Patent Pend ng

A Beautiful Aquamaid Demonstrates the Original WHIRLEY WHIRLER at Florida's Famous Cypress Gardens

Over 1,790,000 sold to date. The ORIGINAL Whirley-Whirler has already been seen by over 114,000,000 people on 19 network TV shows; 293 local TV shows; 1,310 newspapers; and 14 magazines . . .

SO A GREAT BIG THANK YOU TO (Non-alphabetical):

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Paint Sprayers For The Home Handyman and Professional Painter

DIRECT DRIVE SPRAYER OUTFIT (LESS MOTOR). A sturdy, direct-drive sprayer for the mechanic, home owner and hobbyist Sprays paints, calcimine, insecticides Oversize diaphragm assures clean, oil-free air, Lubricated for life Develops 25 lbs. pressure used with a ¼ hp. 110-120 V A.C Motor Comes with rubber cushioned base, No 112 all-purpose gun, aluminum pint cup and 10' hose. Wt 14 lbs. Less motor Works with any paint

55G131F1980 ..... Retail **27.50**

Direct Drive Sprayer Outfit With Motor. As above, with ¼ hp. 110-120V A.C Motor

55G22F4464 Wt 31 lbs Retail **62.00**

SPEEDY SPRAYER OUTFIT (LESS MOTOR). Pull the trigger—jobs that take hours are done in minutes! Delivers 2 cubic feet per minute at 30-40 lbs pressure Replaceable diaphragm Operates on any ¼ hp. motor 1750 rpm 110-120V A.C Includes No 112 spray gun, 15' air hose, V-belt, pulley, 3 nozzles, tire chuck

55G133F3060 Wt 21 lbs. ..... Retail **42.50**

As above with ¼ hp motor, mounted

55G19F5249 Wt 42 lbs Retail **72.95**

Mobile Kit For Above. For rolling sprayer right to the job Kit consists of handle, 2 rubber tired wheels, mounting bolts

55G20F540 Wt 6 lbs. ..... Retail **7.50**

HEAVY DUTY TWIN OUTFIT (LESS MOTOR). Mobile, efficient. Roll it to the job, do an hour's work in minutes! Twin sprayer delivers 4 cu. ft. of clean, oil free air per minute at 40 lbs pressure Easily operated by ½ hp electric motor or gasoline engine. It's complete with "fatigueless" No. 131 gun and 15' air hose, V belt, 2 nozzles, tire chuck and motor pulley—fits ⅝" shaft Paints the outside of a house or a single room Paints car or screens 5 times faster than the brush-by-hand method Wt 41 lbs Less motor Shipped from Northern Illinois

55G135F6335 ..... Retail **88.00**

HEARTSAVER MAGNESIUM LADDERS. Lightweight, strong Reeded non-skid steps riveted to strong channel side rails Hard rubber, non-skid feet add to safety, avoid floor marking

5' STEP LADDER. Wt 8 lbs

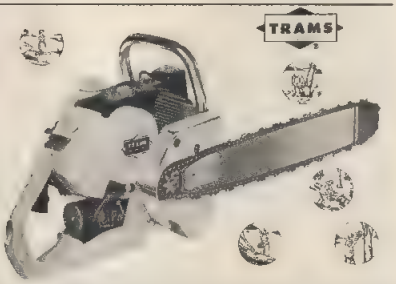
8G33P1398 ..... Retail **20.98**

5' STEP LADDER. Wt 7½ lbs

8G32P1198 ..... Retail **17.98**

26" JUNIOR STEP LADDER. Wt 5½ lbs

8G31P666 ..... Retail **9.98**



TRAMS DIRECT DRIVE CHAIN SAWS. Lightweight, easy to operate, Trams chain saws are efficient, durably built "one man" saws that breeze through the toughest cutting operations! Saws deliver full 3½ hp. to cutting chains Aviation type diaphragm carburetors permit cutting in any position or angle Safe to operate, all saws are equipped with flame and sparkproof mufflers that direct exhaust away from operator 4 pint capacity fuel tank has spill proof automatic vented cap Famous Oregon Chipper Chain with hard chromed teeth Balanced for easy handling when pruning, felling, bucking and limbing trees or cutting fence posts. Ideal for general use, for farmers, estate and resort owners Specify ½" or ¾" pitch chain teeth Shipped from Northern Illinois Available in 16", 19" and 22' chains, as listed below

55G45F14300 16" Chain Saw Wt 24 lbs ..... Retail **189.95**

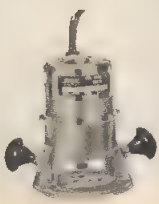
55G46F14950 19" Chain Saw Wt 26 lbs. ..... Retail **198.95**

55G47F15750 22" Chain Saw Wt 28 lbs. ..... Retail **209.95**

28' MAGNESIUM EXTENSION LADDER. Two 14' sections, Strong, non-skid rungs are punched through channel section side rails, and fastened by an outside continuous weld Strong, rigid construction With rope, pulley, non-failing gravity locks Wt. 42 lbs Shipped from Indiana or New York. Wide selection of straight and extension ladders avail Write for information

8G37F5236 .....

Retail ..**78.40**

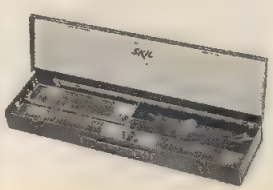


SKIL ¾ HP. ROUTER. Lightweight powerful For grooving, dadoing beading rabbetting, mortising, veining and cove-cutting Handles a big range of decorative cuts Easy depth adjustment Exclusive spindle lock makes bit changing fast and easy Plastic chip guard for added safety Wt 8 lbs

50G39X4165 ..... Retail **59.50**

HINGE-BUTT-TEMPLATE KIT. For mortising 2½" to 5½" hinge butts on 6'8" or 7' wood doors, jambs with 7'11" hinge placement. Wt 11½ lbs

50G40X3920 ..... Retail **56.00**



Lambert SWEEPERS MAKE LAWN CARE EASY

WHISK UP GRASS, TWIGS and CLIPPINGS IN ONE-TENTH THE TIME

Lambert Special 25" Lawnsweeper. Whisks away grass clippings, leaves, twigs and all other lawn debris. Cleans lawn, sidewalks and driveway in one easy operation. Use it Spring, Summer and Fall. Exclusive brush height adjustment features just raise or lower the front bumper bar—no nuts or bolts. All parts of rugged non-breakable steel plate—yet it is light weight and easy to handle. 40 ounce canvas hamper with galvanized steel bottom. 10¾x1½" semi-pneumatic rubber tired wheels. Tubular steel handles. Alternate tufted fiber brush revolves in ball bearings. Ship. wt 36 lbs. F.O.B. Factory, Ohio.

D585A10-1275 RETAIL **$34.95**

Lambert Ranger 30". Wonder-Bar-X control handle at operator's finger-tips permits instantaneous brush height adjustment (0 to 2½") to sweep high or low areas, or driveways and sidewalks. Same control provides simultaneous positioning of front shield assembly. Sweeps a full thirty inch swath. Exclusive features include machine cut steel drive gears in both wheels, steel channel, replaceable canvas hamper, swivel casters under hamper, semi-pneumatic tires. Flexible stripping at front protects sweeper lets you glide over tree roots and other obstructions. Fiber brushes are locked in steel. Sweeper folds to less inch depth for space saving storage. Ship. wt. 49 lbs. F.O.B. Factory, Ohio.

D565A6-3240 ..... RETAIL **$48.95**

As above: 25" Sweeping Width. Ship. wt 45 lbs.

D565A12-3070 ..... RETAIL **$41.95**

Lambert Sweep-O-Matic. Sweeps full 30" swath completely clear of leaves, grass clippings, twigs and other lawn debris. Features include Wonder Bar-X finger-tip handle control for adjusting brush height (0 to 2½") for lawn, sidewalks or driveways. Same control provides simultaneous positioning of front shield assembly. Colorful, weatherproof, Saran hamper; alternate tufted fiber brushes locked in steel, machine cut steel drive gears in both wheels; semi-pneumatic tires. All steel chassis—no breakable parts. Hamper disengages for use as an all purpose garden cart. Flexible strips ag ot front for protection of sweeper, lets you glide over obstructions. Hamper cover of tough vinyl plastic for sweeping on breezy days. Ship. wt. 50 lbs. F.O.B. Factory Ohio.

D565A6-4350 ..... RETAIL **$62.95**

REMOVE SNOW THE EASY WAY

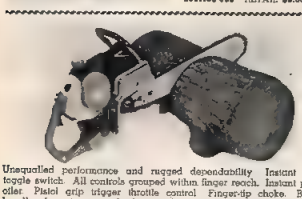
No need to strain back or heart with this plow. Hours of shoveling reduced to minutes. Will remove seven inches of light or heavy snow. Glides smoothly over sidewalk driveway or street. The blade is 21½" wide and 11" high. Finished in Red. 6" wheels with 1¾" nonskid tires. Tubular steel handles. Packed K.D. for parcel post. Ship. wt. 15 lbs.

S35A65-435 RETAIL **$8.50**

"PLAINSMAN" POWER SWEEPER LAMBERT'S FINEST

Cleans lawn and driveway in minutes instead of hours! Rugged heavy duty 1.6 H.P. 4 cycle engine with recoil starter. 30" sweeping width. Power is supplied to both wheels through hardened all-steel machine cut drive gears. Finger-tip clutch and throttle controls conveniently mounted at handle. All steel frame and hamper. Heavy duty alternate tufted brush reel (prevents damage to lawn). Heavy duty swivel casters and semi-pneumatic rubber tired tires. Plated tubular steel handle. Exclusive Lambert Flip-O-Matic feature. Permits flipping debris back and away from front area of hamper for larger capacity and easy dumping action. Nothing to lift or carry. Ship. wt. 120 lbs. F.O.B. Factory, Ohio.

D585A2-12250 RETAIL **$174.95**



TRAMS DIRECT DRIVE CHAIN SAWS

Unequalled performance and rugged dependability. Instant "on-off" toggle switch. All controls grouped within finger reach. Instant pressure oiler. Pistol grip trigger throttle control. Finger-tip choke. Balanced handles for easy control of saw. Spill-proof gas cap with exclusive vent and keeper chain. 4-pint capacity fuel tank. Diaphragm type carburetor permits all-angle cutting without adjustment. Flame and spark-proof muffler—directs exhaust away from operator. Approved by all states. Completely enclosed motor housing. Automatic centrifugal clutch engages when proper engine speed is reached. Welded-hard tip gives guide bar extra long life—(specify choice of Oregon or Pond-eld Bar). Oregon chipper chain—hard chrome teeth available in ¼" or ⅜". Completely enclosed spark plug can't shock operator or "short-out" from moisture. F.O.B. Factory, Northern Illinois

3½ HP All Position, Aviation Diaphragm Type Carburetor

No.	Bars & Chains	Saw Wt. with bar and chain	Ship. wt.	RETAIL
D585A18-14300	18"	24 lbs.	30 lbs.	$189.95
D585A19-14850	18"	28 lbs.	32 lbs.	$199.95
D585A20-15750	22"	28 lbs.	34 lbs.	$209.95

3½ HP Two Position Float Type Carburetor

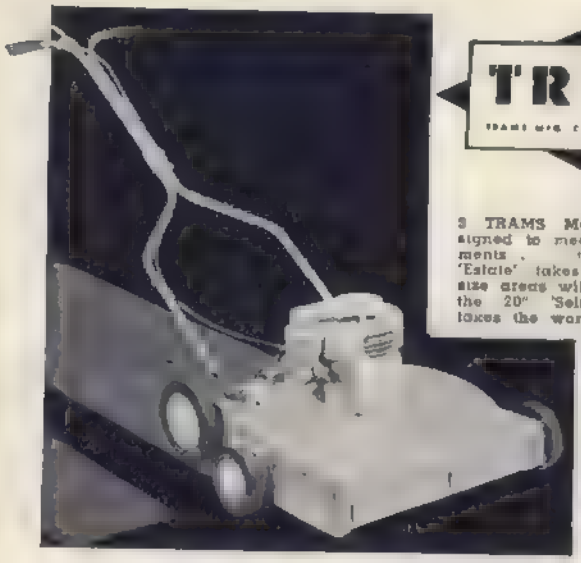
D585A21-12750	18"	24 lbs.	30 lbs.	$168.50
D585A22-13500	19"	28 lbs.	32 lbs.	$179.95
D585A23-14300	22"	28 lbs.	35 lbs.	$189.95

5½ HP All Position Aviation Diaphragm Type Carburetor

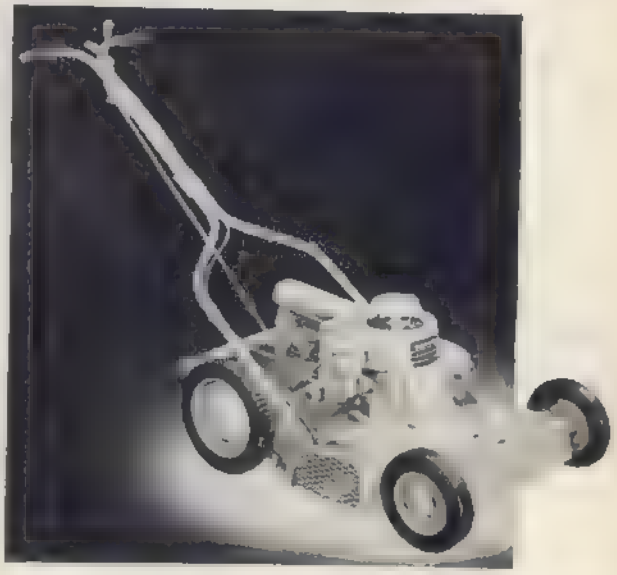
D585A16-18800	24"	29 lbs.	34 lbs.	$249.50
D585A17-19500	30"	30 lbs.	34 lbs.	$259.50

TRAMS SAWS F.O.B. FACTORY, NORTHERN ILLINOIS

TRAMS Power Mowers



3 TRAMS MODELS — each designed to meet specific requirements . . . the big swath 24" 'Estate' takes care of medium size areas with little effort . . . the 20" 'Self-Propelled' which takes the work out of any size lawn . . . the Riding Mower which is constantly increasing in popularity where relatively large areas must be kept in perfect condition . . . In every case a Trams model scores! Long life, dependability, and labor-saving efficiency.



TRAMS ESTATE 24" ROTARY MOWER

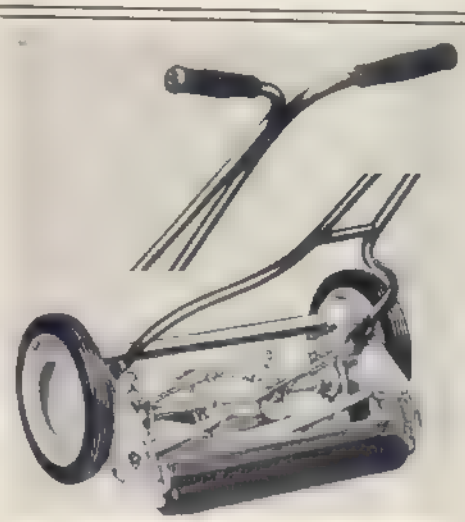
Cutting on every raised feature, it completely [illegible] lawn [illegible] gives a swath [illegible] 2¼ HP [illegible] Built-in safety clutch protects blade. [illegible] 6" [illegible] 15" [illegible] Drive [illegible] weather [illegible] with rubber tires. [illegible] F.O.B. Factory Kansas.

D569A5-7450 RETAIL $99.50

TRAMS SELF-PROPELLED AMBASSADOR

Lawn mowing [illegible] Ambassador [illegible] Adjustable cutting height from 1 to 2¾" [illegible] Ship. wt. [illegible] lbs.

D569A10-9350 ..... RETAIL $124.95



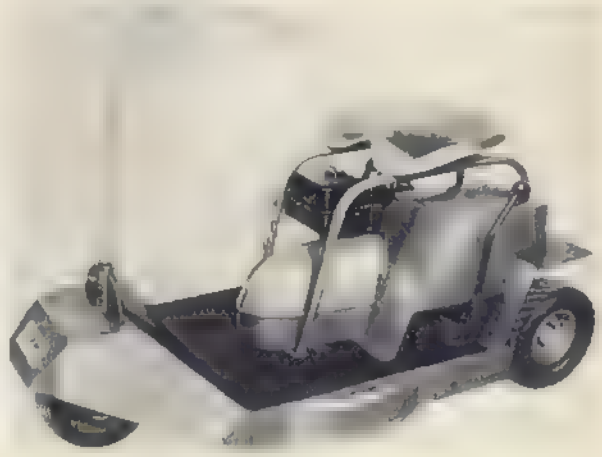
Tru-Cut HAND MOWERS

Has More Features For Top Performance! A sturdy mower with self-adjusting [illegible] Other features [illegible] with [illegible] Ship. wt. 15 lbs. F.O.B. Factory Kansas.

18" Cut.
D568A50-1534 ..... RETAIL $22.95

18" Cut.
D568A51-1667 ..... RETAIL $24.95

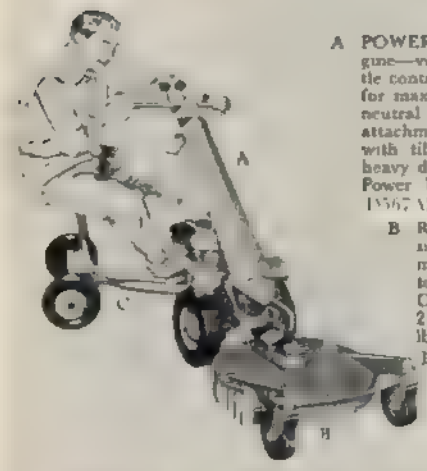
Trams HEAVY DUTY 24-IN. RIDING ROTARY MOWER



Makes Mowing The Large Lawn A Pleasant Pastime. Easy to [illegible] handy maneuverable—an outstanding performer in every way. S[illegible] with [illegible] stable [illegible] Features include [illegible] roller chain drive with one-piece steel sprocket, 12 gauge steel [illegible] construction for added support, finger-tip throttle control, chrome [illegible] 50" long, 24" wide, seat height 23". Ship. wt. 200 lbs. F.O.B. Factory Kansas.

D568A20-14950 ..... RETAIL $199.50

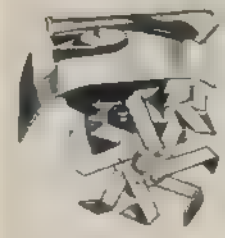
GEORGE *self-propelled* **POWER UNIT** and **ATTACHMENTS** that change in seconds



A POWER UNIT New, modern design Husky 2¾ H.P. engine—vertical shaft Briggs and Stratton, recoil starter. Throttle control Power transmitted directly to traction tread tires for maximum power 2 separate clutches: one for forward, neutral and safety power reverse—other for power take-off attachments. Adjustable traction forward speed clamp (used with tiller) . . . chrome plated, adjustable handles heavy duty, long life bearings . . . spring loaded kick stand Power Unit only Shpg Wt. 100 lbs. ($149.50) Retail
D567A22-11200

B ROTARY MOWER Finely cut grass is blown from side. Full swivel wheels set inside cut to allow trimming close to sidewalks. Flexible hitch allows mower to "float" over uneven ground for a smooth, even cut. Cutting height adjustable 1" to 2¾". Zerk fittings . . . 21" rotary blade Rotary Mower only Shpg. Wt. 30 lbs. ($59.50) Retail
D567A31-4450

C. RIDING SULKY Utmost in comfort and pleasure . . . sturdily constructed . . . has 36" turning radius. Power unit can be steered with handles, foot control or both while in forward or reverse. Full swivel spring seat Riding Sulky only. Shpg Wt. 35 lbs. ($49.50) Retail.
D567A35-3700



ROTARY TILLER. Tines cut to exact depth, break up soil to correct uniformity, work in fertilizer in one operation! Anti-clog design, other knives heat treated. Cutting path 15 inches — from 2 to 8 inches deep Shpg Wt. 30 lbs. $59.50 Retail
D567A28-1150
Extension Tines 7 lbs. ($13.75) Retail per pair.
D567A10-1175

CULTIVATOR & WEEDER HOE has 5 cultivator steels and one right and one left hand weeder sweep for complete garden care. Adjustable depth. Ideal for between row cultivation Shpg Wt. 10 lbs.
($19.75) Retail.
D567A24-1480

DOZER BLADE. Adjustable right, left or straight as desired . . . blade snap-locks into place Heavy gauge steel. Adjustable shoes under ends of blade prevent snagging. Shpg Wt. 20 lbs. ($19.75) Retail.
D567A29-1480

SICKLE MOWER Malleable iron guards steel shoes at end of 28" bar high tempered steel knives. Oscillating weed shield prevents weed clogging. (Timken Bearing equipped.) Shpg Wt. 40 lbs. ($59.50) Retail
D567A27-4450

REAR HITCH TOOL BAR for attaching hoe (at left). Shpg. Wt. 7 lbs. ($4.50) Retail
D56[illegible]

GEORGE *self-propelled* **TERRO-TILLER and QUICK-TACH TOOLS**

POWER UNIT. Rolls on large wheels. No wrenches or tools are needed to [illegible] attachments. 2¾ cu. in. Briggs & Stratton air cooled engine with recoil starter, throttle control. Easy working clutch. Attachments may be raised for transport or adjusted to proper working height for best cut. Heavy duty bearings throughout, plated seat handles. Shpg. wt. 75 lbs.
D566A13-6750 . . . . . RETAIL **$90.00**

ROTARY MOWER. 21" tempered heat treated steel blade. Grass [illegible] discharged to the rear chute. Several years in the [illegible] driven rear wheels [illegible] to stop forward speed. Wheels are set inside blade for close trimming. Shpg wt. 75 lbs.
D566A15-4450. . . . . RETAIL **$59.50**

REEL TYPE MOWER. For the smoothest cut [illegible] Ball bearing equipped. 6" rear tool wheels. 21" cut. Shpg wt. 50 lbs.
D566A16-5225 . . . . RETAIL **$89.50**

ROTARY TILLER. Cuts from 2 to 8" deep [illegible] Buggy-type guard, 15" wide. Shpg. wt. 45 lbs.
D566A9-4450 . . . . RETAIL **$59.50**
Extension Tines to extend tiller to 21" Shpg. wt. 7 lbs.
D566A10-1175.....RETAIL, PAIR **$15.75**

EDGER AND TRIMMER. Neatly cuts [illegible] comes a trimmer in a second for tel[illegible] Heavy duty heat treated blade. Guard enclosure. Shpg wt. 15 lbs.
D566A17-4450 . . . . RETAIL **$59.50**

TRANSOGRAM

TOYS AND GAMES In millions of homes—every day precious moments of FUN are filled by Transogram toys, games juvenile furniture and hobby crafts For 45 consecutive years, Transogram has been your "Quality" line backed by CHILD-TESTED IDEAS AND DESIGN • SELF SELLING PACKAGING • STRONG CHARACTER TIE INS AND POWERFUL NATIONAL AND LOCAL ADVERTISING AND PROMOTION!

Transogram Company, Inc., 200 Fifth Avenue, N.Y.C., N.Y. • Factories: Easton, Pa. • Sturgis, Mich. • Sikeston, Mo.

It's a

Thimble-Drome

POWERED MODEL YEAR

Thimble-Drome Models exclusively are demonstrated at world-famous Disneyland before 3,000,000 visitors annually and at other leading exhibitions and fairs.

POWERED with the most comprehensive advertising-merchandising campaign in ready-to-fly plane history!

30,428,572

Sales-making impressions on the flush 'teen age and pre-'teen age market with action on their minds and money in their blue jeans.

PLUS a bonanza of tie-in material for your store use

FULL COLOR WINDOW BANNERS • COUNTER CARDS
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MAILING ENCLOSURES • AD MATS
GLOSSY PRINTS • PUBLICITY RELEASES

Contact your jobber salesman or write direct! Cash in on Thimble-Drome's continuous promotion and store aids.

L. M. COX MANUFACTURING CO., INC., SANTA ANA, CALIF.
National Sales: Milt Grey Sales, 8693 Wilshire Blvd., Beverly Hills, Calif

NEW!

AMERICA'S FIRST

AT 19.95

LOOK AT THESE WEST COAST SALES OF

COASTER ASSEMBLY KIT

Ramrod Racer

100 in 1 1/2 days FREDERICK and NELSON Seattle

166 in 3 days HALE'S San Francisco

100 in 2 days MAY COMPANY Los Angeles

FEATURES

1. Foot operated positive action brakes
2. Safety engineered for balance, strength and maneuverability
3. Built of weather-resistant plywood for long life
4. Ball bearing, rubber tired wheels.
5. Positive rope steering for full control and easy uphill return.
6. Springboard type body construction reduces bump shock.
7. Equipped with seat belt.
8. "Jump seat" and package compartment behind driver's seat

SEE RAMROD AT THE TOY FAIR
Room 525-526, Hotel New Yorker
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RAMROD PRODUCTS INC.

701 HUDSON ST., SAN FRANCISCO

. . . Sptg. Goods

(*Continued from page* 192)

as the Burbank Barracudas, and was open to boys between 12 and 16. About 20 boys participated, and only masks and snorkles were used. They studied skin-diving books and gave reports on what they had learned," he explained.

Because the skin-diving outings involved the aid of parent supervisors, Mr. Blue has not repeated the course, although it was very successful.

A target has been set up in the junior sporting goods section of the store, so that youngsters may get the feel of a bow. There's a removable opening in the pegboard wall, so that a target can be placed in front with the stack in the storage room behind.

INCENTIVE PLAY

"This has encouraged youngsters to buy," he said. "When they hit the target, they want to learn more about the sport."

"We carry a wider variety of these lines of merchandising than the average toy store," he pointed out, "because we are selling to youngsters who are learning the proper use of the equipment, and these are the youngsters who want better-than-average gear. It's up to us to see that they get the right-sized bow with the proper pull."

The lessons were advertised in the San Fernando Valley *Times*, and the *Citizen News*, a valley throw-away, although word-of-mouth brings most participants in, Mr. Blue explained. "They start asking about the class months before school lets out."

"These boys know more about what we stock than we do. They come in after school just to browse around. Anything we don't have we'll order for them. They tell us what they want, leave their phone numbers, and we get it for them, even if we have to make a special order.

"We carry parts to replace anything which may be defective, and will send it back or replace an item, even if we have to take a loss," he

SPAN AMERICA BOAT CO.

Sandwiched between restyled versions of the 14' Span Jet and de luxe 25' V I P is the new 14' family runabout, Span-Flite, with which Span America Boat Company, Inc., Fort Dodge, Iowa, greets 1959.

Oral Musick, firm president, said of the Span Flite

"Our scientifically designed hydrofoil hull and seat placement give a new weight distribution which results in better planing, a faster ride, sharper turns without skidding and perfect control on water."

Span America has gone in for large motor wells. The new offering features a motor well large enough to accommodate any current make or size of outboard motor—up to 70 hp, in other words. The rear transom of the 1958 Span-Jet has been replaced by a large self-draining motor well.

The new version of the V I.P. has a larger motor well.

The glove compartment in the V.I.P., which can be locked, has been moved from the rear section to the front dash board, and a speedometer has been added as standard equipment. In addition, the V I.P. is now available with either a removable hardtop constructed of fiberglass or a folding canvas top that can be neatly tucked out of the way

The Fort Dodge firm also manufactures a 17' cruiser.

INDUSTRIAL SHIPPING

The Nova, a 16' molded plywood boat built expressly for fishing, is one of the new models of the Paceship line produced by Industrial Shipping Co., Ltd of Mahone Bay, Nova Scotia, Canada. A cockpit, well forward in the starboard forward deck is designed to give the helmsman better visibility for spotting fish, debris and shoals. Beam is 5' 8"

Privateer, another 16-footer, is Paceship's offering to those who want a boat handy enough to be in the runabout category but big enough to carry the family Her safe gross load capacity is 1,249 pounds. Beam is 5'6

Budget boat for '59 is Industrial's Keelso, a 15' outboard that, its manufacturer claims, performs especially brilliantly for water skiing, powered by a 35-horse

In all, 11 models will make up the new Paceship line—from a cartop of 11' to the two 16-footers named above The line is constructed entirely on molded birch veneer hulls

POLAR KRAFT

Polar Kraft, Memphis, Tenn., has announced two additions to its line of aluminum boats—the Ski-King 14 and 16.

Fully equipped with upholstered seats, these models also feature steering and windshield as standard equipment The front seat is walk-through

Heavy gauge aluminum is used throughout all Polar Kraft boats.

CUSTOM-CRAFT KITS

The kit builder now can save half the time, using the completed one-piece molded fiberglass decks introduced by Custom Craft, Buffalo, N. Y., makers of kit boats. These decks mark a new advance in this rapidly developing field

After the hull is assembled, the completed deck is placed in position, fastened and the job is finished. Only tasks remaining are installations of hardware, motor and controls

Custom-Craft's 1959 offering of 70 models, ranging from eight to 22', includes the new 22' line of Victory cruisers and runabouts, and the 20' line of Viking cruisers. This cruiser has an 82" beam. A 52-page catalog is available

CLINTON STEEL BOATS

A fleet of boats, welded with heavy-duty, 14-gauge, alloy steel—ranging from the 13' Clinton duck boat to the 24' inboard day cruiser—are offered by Persch and Riehl Mfg. Co., Port Clinton, Ohio.

The company says that the solid construction assures against warping, drying out and leakage. And there are no rivets to work loose. Included among the other models are Wave Master Deluxe for water skiing; Utility V-Bottom CUV for fishing and hunting, Utility Flat Bottom especially useful to resort and livery operators; Skimmer for fishing and a hull into which an inboard motor can be fitted.

The Most Completely Equipped Cruiser of Its Size Today!
TROJAN
Sea Breeze 23-4
FAMILY SEDAN CRUISER
Boat Company • Lancaster 10, Pa.
A PAST FULL OF PROGRESS • A FUTURE FULL OF PROMISE

SEA BRIGHT SKIFFS

(Continued from page 113)

Lines of the old 21-foot Sea Bright skiff mentioned in the text. Note the sweeping sheer line and the air of buoyancy so long associated with these excellent open fishing boats

time came to install engines. The problem was to protect the propeller shaft, propeller and rudder from damage in landing when these appendages struck bottom. The shaft, obviously, could not simply pierce the flat keel. In the first engine-driven skiffs a hole was bored close to the bottom of the stern post and fitted with a stuffing box through which the shaft protruded. Then a rudder was attached to the stern with an iron outrigger, close to the transom at the deck and far enough away at the bottom to permit a propeller to swing between it and the stern post. The fault with this arrangement was that the propeller was too close to the stern with nothing over it to slow down cavitation, and it raced when the propeller was lifted out of the water in a sea. To overcome this fault new skiffs were given an over-hanging transom.

The drawing of the lines and above-water profile which I made in 1922 shows the general characteristics of the "new look" (circa 1907) of a skiff of that era 21 feet over all; 6 feet 7 inches beam; by 1 foot 8 inches draft. The bottom of the keel is a straight line and has considerably more drag than the skiffs designed for rowing and sailing. It is to be supposed that the higher speeds of the engine-driven boats dictated this change from earlier times. The water lines are less full forward and the contour of the transom varies considerably from the accustomed shape.

In proportion to its length the box deadwood is noticeably longer and deeper than heretofore, adding displacement to the hull where, because of the weight and location of the engine, it is needed.

The buttock lines of the 21-footer show a distinct downward reverse curve as they approach the transom; this is to prevent the stern from settling. To accomplish the same thing many of the early skiffs were fitted with squat-boards. These were flat boards secured to the bottom aft near the water line. They might be anywhere from 4 feet long by 2 feet wide (sometimes projecting abaft the stern) to as little as 2 feet long by 18 inches wide. The size, shape, and angle, if any, were determined more or less by trial and error. However, these contraptions were soon abandoned, probably because speeds were increased very little; and more fuss was created in getting through the water.

The favorite marine engines in the early years of the century were single cylinder slow-turning, low-tension, make-and-break ignition, two-cycle machines. In fact, this type was the most popular and was cheap, reliable, efficient, and very long-lived therefore of especial interest and value to workboat owners. There were many builders of these engines; including Palmer, Bridgeport, Miami, Sneetner, Lathrop, Globe, Little Giant, Hubbard, Eagle, Fay and Bowen, Lozier, Leighton, Cushman, Royal, Barker, Barbor and Knox. In those days there was a wide choice. One was as good as the other and, as I remember all were first class. As for power, they came in a happy range —1½ to 10 hp. The revolutions of all at full power ran between 500 and 600 rpm. This involved the use of efficient large-diameter propellers coupled with generous pitch.

With the introduction of engines, dimensions of these handliners were increased in length, breadth and, to a less extent, draft. Despite these changes all the skiffs from Sandy Hook

(Continued on next page)

Setting Outboarders' Hearts Aflutter. . .from Coast to Coast
TROJAN
Sea Queen-17
She's a Queen who captures the magnificent of all who behold her! From flaring bow to rakish stern, every regal inch of her commands attention. Features like these: Front seat converts to double berth extending under for wood deck! Now enclosed aft deck construction offers lots of storage space, ensures safety from following seas or when boating down. See all the wonderful features of this 17. See Queen now at your nearest Trojan dealer's and write for free brochure
TROJAN BOAT COMPANY, Lancaster 10, Pennsylvania
A PAST FULL OF PROGRESS . . . A FUTURE FULL OF PROMISE

over the lake by ourselves. It was too cold and windy for other skiers, but we didn't c-c-c-care. My skier shot across the wake, then glided back again. This was too good to be true. He swooped out to the other side of the boat, raised his hands in victory and crashed face first into the water.

I cut the motor and circled to pick him up. He struggled aboard, pale and dripping. After carefully testing his limbs he decided he must be all right and should dive back in the water immediately to try the new ski again. I asked if he was sure he had recovered and as he nodded there was a gentle grinding of broken ribs.

That was a wonderful vacation; just the five of us, several yards of elastic bandage, and a winterful of tomorrows to go over "my" mistakes.

☆ ☆ ☆

ST. CLOUD MANUFACTURING

A new approach to the outboard cruiser that is how the St. Cloud Marine Manufacturing Co., P. O. Box 595, St. Cloud, Fla., describes its 1959 Regal-line 18-21 Emperor. It is 18' of boat with 21' of utility, the company declares.

Designed by Richard C. Cole, the cabin and cockpit are extremely large for a boat of this size. Because of its sled-type bottom, the boat is claimed to be non-broaching. Motor capacity: 50 to 70 hp.

DUNPHY

The Bluewater is the flagship of the expanded line of lapstrakes offered by Dunphy Boat Corp., Oshkosh, Wis. The Bluewater measures 18' 6" x 84".

The 75" oak-reinforced transom will handle outboard installations up to 140 hp for speeds up to 42 mph.

A forward deck hatch, stern lockers and an under-the-seat sea chest are some of the convenience features. A large safety plate glass windshield in a mahogany frame provides for the top mounting.

Seven models in four hull sizes complete the Dunphy lapstrake line. The Beachcomber and Reefmaster are 13' 2" long, the Surf Rider and Surfmaster are 14' 6", and the Whitecapper and Coastliner are 16' in length.

Major design changes have been made in Dunphy's molded mahogany models. The bow and forward sections have been softened to provide a smoother ride. All Imperial models have re-designed cockpits and the finish of molded hulls is in the new Dura Spar marine finish.

Added to the line is the Senior Ski Rider, a 16' version of the smaller specialty ski boat.

The Blue Fin series of molded all-mahogany construction is 16' long, the Albacore series is 14' 6" and the Bonito series is 14' 2".

A 14' sturdily built open fishing boat rounds out the line.

PARSONS

The Lake 'n Sea division of Parsons Corp., Traverse City, Mich., presents 11 new Parsons Lake 'n Sea fiberglass boat models, retaining from its 1958 line only the 15' Biscayne Runabout. The current line includes 12' and 14' fishing boats; 14', 16', and 18' utilities; 14', 16' and 18' runabouts; 16' and 18' semi-enclosed models, and an 18' two-sleeper cruiser.

The 14' Caribbean Runabout generally typifies the functional styling of the line. This model features a wide forward seat, self-bailing motor well, adequate flotation equipment, double bottom, and molded flat surface. Beam is 68", depth 32". Load-ing capacity is 780 pounds, and outboard power rating 45 hp.

Except for the fishing boats, all Lake 'n Sea models' equipment will include curved windshield, steering controls, buoyant cushions, lights, cleats, chocks, and step pads. These boats are molded-of aircraft-quality fiberglass.

BROADWATER

A sturdy outboard, the Family Utility 18, is produced by the Broadwater Boat Co. She is 17' 3" over all, with a 7' 4" beam, she is framed with mahogany and features a windshield, steering assembly, and roomy cockpit.

For complete specifications, write to D. Ritchie, Broadwater Boat Co., Shady-side, Md.

Most Beautiful . . . Most Beautifully Built 28' Cruiser Afloat!
TROJAN
Sea Breeze 28
Luxury liner for the American family, this lovely four-berth cruiser offers more living comforts, more performance than can be found anywhere else in her class. Available with single or twin engine up to 225's, she's built to last a lifetime! Check her out and see the other breath-taking models in the '59 Trojan line at your nearest Trojan dealers or write for free brochure today.
Boat Company • Lancaster 10, Pa.
A PAST FULL OF PROGRESS • A FUTURE FULL OF PROMISE

to Cape May retained characteristics of the first one built by its originator, Isaac Seaman, more than 100 years ago.

The skiff on the sand-dolly shown in the photograph is typical of those in use today. Propeller, rudder and shaft are protected against damage with a cast metal shoe; the two-cycle engines have given way to multi-cylinder four-cycle types, some of these being automotive units with a minimum of conversion. Others are powered with present day high-speed marine engines, very different pieces of machinery from the old two-cyclers. The boats do well with the new engines, but because of greater power naturally cost more to operate and maintain.

The fisherman-owner of the skiff illustrated is Chris Nelson of Sea Bright. He has been "working" the beach since 1896 and at the time the photograph was taken was 77 years old. He estimates that, accompanied by a shipmate, he has caught between 10,000 and 30,000 pounds of fish every year for the last 57 years, an impressive figure by any measure. Fish along the Jersey shore are scarcer each year. Fewer fish mean fewer fishermen and Mr. Nelson's skiff (or, as he terms her, surf-boat) is the last one up on the shore at Sea Bright. A few linger at Galilee and Monmouth. Thus ends, after a hundred years, an era—but not its memorie.

Exceptional Ability in Rough Going

On and off during the last twenty years I have designed Sea Bright skiffs of V bottom form, retaining as much as possible the features which make this type outstanding. It is renowned for its exceptional ability in rough going and the ease with which it passes through the water, to say nothing about its handiness to move when on shore. No special cradle is needed to transport it by truck; the little lady sits on her flat keel and needs only a poppet each side to keep her upright against swaying.

The drawings of the lines herewith show a V bottom Sea Bright skiff, the original "We're Here" which my son John and I designed for our use about ten years ago. She is 25′ 8″ in overall length; 23′ 6″ on the water line; 5′ 11½″ in breadth; and draws 1′ 9″. Like all Sea Bright skiffs she has the flat double-ended keel which distinguishes her kind.

The introduction of hard chines was incorporated to improve performance and obtain higher speeds as dictated by my earlier experiments with this innovation. She maintains the same straight keel, in elevation, but is without the bold sheer of the round bilge models. In We're Here the topsides are molded. Forward sections have flare and flam, those abaft amidship well rounded and not unlike those of the original skiffs.

Below the corners of the chines all sections are made up from straight lines extending from the keel to the top of the box deadwood, and from the top of the "box" to the corners of the chines. Because the frames are sawn the seam in this part of the construction can be more easily made both water-tight and strong. In a round bilge boat built from steam-bent frames this part of the construction is difficult to build, to keep watertight, and to make long-lasting.

We're Here is lapstrake planked on her topsides; carvel planked on her bottom. The seams in the bottom are caulked. Both the side and bottom frames are set on 2¾″ centers; however, between them along the bottom are intercostals made from ⅝″ by 1¼″ oak fastened from the inside to the planking with screws. This makes easy construction and there is no necessity for a steam box, a worthwhile consideration if the little packet is amateur-built.

I suppose it is most unusual to have an old-fashioned engine in a new fashioned skiff. Nevertheless, that is the odd combination we have in the V bottom design shown in these pages. Borrowing from the common sense practice of the past we decided to install a single cylinder 5 hp Lathrop two-cycle engine. Where to get one? A classified advertisement in MoToR BoaTinG brought in by mail a number of replies,

(Continued on next page)

For "Blue-Water" Fishermen . . . Big, Safe, Comfortable
TROJAN
Bimini-23
SPORTS FISHERMAN
Popular lapstrake construction (tough white oak framing and a Trojan ocean tested 5mm bottom are combined for fishing fun and comfort in the new 1959 Bimini 23. A big, comfortable party boat, the 23′ Bimini offers plenty of cockpit space for fishing chairs, tackle, water skis, ice chests, picnic gear . . . and your friends! Under the shelter cabin are two full length berths and private toilet compartment forward. The Bimini 23 is available with power options from 109 to 170 H. P. See her at your Trojan dealer's or write for free brochure showing this truly complete line of Trojan Boats for '59.
TROJAN BOAT COMPANY, Lancaster 10, Pennsylvania

Tru-Kay

Gold Filled and Sterling Silver

Prices include beautiful gift box

#5401/5432 $12.75
Sterling Silver Set

SIDE VIEW

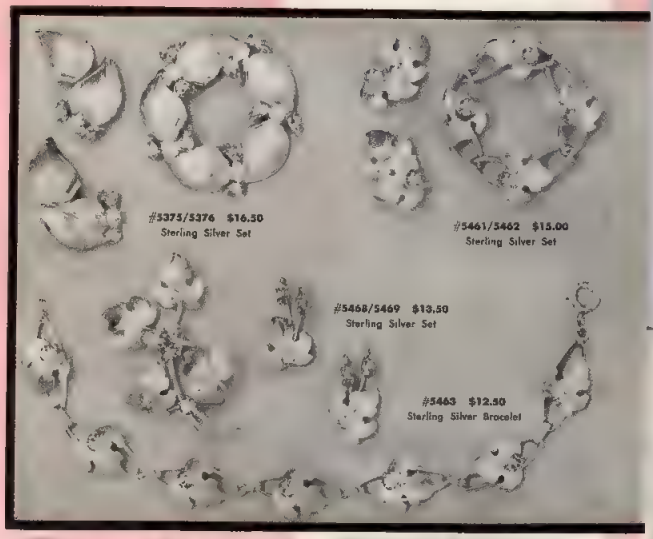
#5049/5030 $14.00
Sterling Silver Set

#4272/4275 $12.50
Gold Filled Set

#5378/5379 $15.00
Sterling Silver Set

#5411/5427 $13.25
Sterling Silver Set

#4371/4372 $15.00
Gold Filled Set
Genuine Onyx



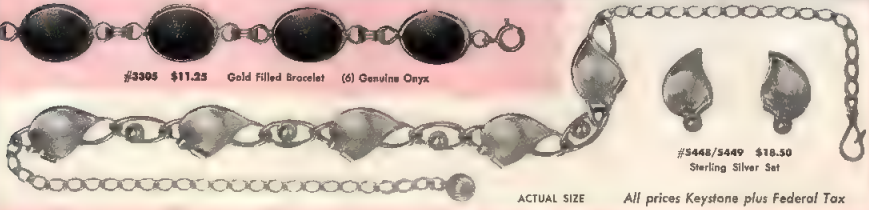
#5375/5376 $16.50
Sterling Silver Set

#5461/5462 $15.00
Sterling Silver Set

#5468/5469 $13.50
Sterling Silver Set

#5463 $12.50
Sterling Silver Bracelet

#3305 $11.25 Gold Filled Bracelet (6) Genuine Onyx



#5448/5449 $18.50
Sterling Silver Set

ACTUAL SIZE

All prices Keystone plus Federal Tax

#3096 $10.50
Gold Filled Charm
Cultured Pearls

#3717 ..... $5.00
Gold Filled Charm
Cultured Pearls

#3444 ..... $3.00
Gold Filled Charm
Cultured Pearls

#3336 ... $6.00
Gold Filled Charm
Cultured Pearls

Tru-Kay

12 KT. GOLD FILLED AND CULTURED PEARLS

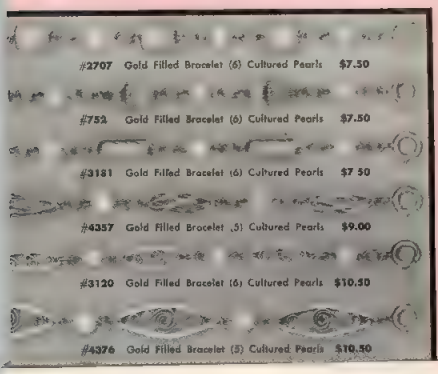
Prices include beautiful gift box except charms

#3028 ... $3.00
Gold Filled Charm
Cultured Pearls

#4308 ... $3.75
Gold Filled Charm
Cultured Pearls

#4101 ..... $4.50
Gold Filled Charm
Cultured Pearls

#3092 $3.00
Gold Filled Charm
Cultured Pearls



#2707 Gold Filled Bracelet (6) Cultured Pearls $7.50

#752 Gold Filled Bracelet (6) Cultured Pearls $7.50

#3181 Gold Filled Bracelet (6) Cultured Pearls $7.50

#4357 Gold Filled Bracelet (5) Cultured Pearls $9.00

#3120 Gold Filled Bracelet (6) Cultured Pearls $10.50

#4376 Gold Filled Bracelet (5) Cultured Pearls $10.50

#4134/4136 $10.50
Gold Filled Set
Cultured Pearls

GIFT JEWELRY *by* *Van Dell* ARTISTICALLY DESIGNED

BEAUTIFUL GIFT PACKAGE FURNISHED WITH EACH ITEM

No. 912401, Per Set, $21.00
14K 1/10 Yellow Gold Filled Pendant and Curb Chain. Mounted with

No. 912402, Per Set, $21.00
1/20 12K Yellow Gold Filled Pendant and Curb Chain. Set with Genuine

Complete Keystone
FISHING SETS
for SPRING and SUMMER SALES!

Kids love 'em
You'll sell 'em

$1.00 and up
Attractive, SELF-DISPLAYED

Send for our NEW Catalog showing the Complete Keystone Line

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YEAR 'ROUND FAST SELLING AND PROFITABLE
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STURDY NEW TRAMPOLINES
FOR CHILDREN 1 TO 12
TO RETAIL AS LOW AS 17.95

THE "TRAMPLER"
ROOM 612
SHERATON-McALPIN
AMERICAN TOY FAIR
The PORTA-PRODUCTS CO.
DALLAS 2, TEXAS

TRU-TOY TRUCKS

DT-222
LINEMAN'S
TRUCK
$1.49
CARTER TRU-SCALE MACHINE CO.
1916 ELEVENTH ST. • ROCKFORD, ILLINOIS

Selling BIGGER and better than ever!
ORIGINAL OUIJA
WILLIAM FULD
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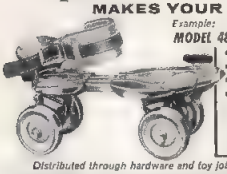
ATTENTION BIRDMEN
(ALIAS TOY BUYERS)
MAKE IT A POINT TO SEE

Rooms 611-612 • Hotel New Yorker
March 9th thru 14th
BACHMANN BROS., INC., Phila. 24, Pa.

Speed King
MAKES YOUR PROFITS SING!
Example:
MODEL 480 RED RACER



- Beautiful eye appeal
- Matching Pads
- Extra Long Extension
- Ball Bearing Wheels

All Speed King Skates are shaped to the foot for comfort. Investigate the complete line today.

Distributed through hardware and toy jobbers from coast to coast
RUSTLER CORPORATION STERLING, ILLINOIS

IRRESISTIBLE!
LYNNE DOLLS

Sales-generating! Profit-producing! The fastest selling complete line of promotional dolls from miniature to 25 inch in all classification of dolls and doll costumes.

TOY FAIR
Room 1277—Hotel New Yorker
Catalogue & price list sent on request

"Created By"
RITE LEE MFG. CORP.
810 East 152nd St. Bronx 55, New York

Put SPRING in your TOY SALES all year 'round!

Tru-Vue

3-DIMENSION COLOR PICTURE STORIES and VIEWERS

seeing is buying with the NEW

SELF-PROMOTER SET!

Story card is in the viewer, ready to see in 3-D Your customer picks up . . . looks . . and *buys two Tru-Vue items* (Junior Viewer and Story Card) *packaged as a single unit sale!* This colorful new Self-Promoter Set displays, demonstrates, and sells itself . . . boosts your Tru-Vue profits the easy way. Suggested retail, $1 29.

4 Exciting Packages

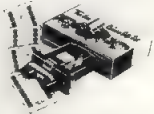
No. 5236-1	Sleeping Beauty
No. 5236-2	Mighty Mouse
No. 5236-3	Lone Ranger
No. 5236-4	Donald Duck

JUNIOR VIEWER in gaily colored plastic. Suggested retail 98c

BUDGET VIEWER, with film card advance lever. Suggested retail $1.98

BUDGET GIFT SET has 3 D viewer, 3 picture stories. Suggested retail . . . $2.98

JUNIOR GIFT SET holds 3 story cards, Junior Viewer. Suggested retail $1.95



DELUXE GIFT SET . deluxe lighted viewer, 4 stories Suggested retail . . . $4.89

Kids come a-running to the store that sells Tru-Vue! Because Tru-Vue picture stories feature all their movie, storybook and TV favorites, in the 'alive' magic of 3-dimension. . Disney characters, western heroes, Lassie, Sleeping Beauty and many more' Tru-Vue is the lowest-priced, quality 3-D line, a year 'round best-seller for birthdays, shut-ins, and countless kids who "collect" Tru Vue stories. It's colorfully packaged nationally advertised Feature Tru-Vue *today* for lightning turnover and easy profits *every* day.

Top Selling Favorites for Kids 4 to 14!

order now for immediate delivery from

TRU-VUE COMPANY

division of Sawyer's Inc.

SEE YOUR SAWYER'S REPRESENTATIVE or send to 3456 North Kostner Avenue Chicago 41, Illinois For states on the 11 Western states, send to P O Box 23 Portland 7 Oregon.

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HOLIDAY HOUSE

AMERICA'S **No. 1 LINE** of FAST SELLING . . . HIGH PROFIT

MASKS and DECORATIONS

R 3 **CHRISTMAS DECORATIONS ASSORTMENT**

Balanced assortment . each packaged for protection (many blister packed) . . colorfully labeled pre-priced. New Genafoam creations . . Styrofoam . . bells . . balls . . pine cones.

FREE DISPLAY STANDS with These Assortments!

Show More...Sell More...in Less Space . . . includes colorful point-of-sale sign . . ready for sales the minute carton's opened!

HALLOWEEN MASK ASSORTMENT M-30

Last year's sell-out! Sales increases 300-500%! reported. Character masks alive with brilliant Day-Glo colors . . delicately airbrush-shaded . . elastic attached. Balanced assortment — children, youths, adults . . pre-priced — 19c, 29c, 49c.

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introducing the authentically-styled motorized . . .

"JET 500"

Here's the newest Jet Age "Racer" between here and the moon!

"JET 500" is he-man-powered with a Clinton 2½ horsepower, 2-cycle engine with built-in recoil starter, governor and throttle limit control screw.

Its streamlined, all-steel heavy gauge body is reinforced with heavy, fully welded 1¼" tubular frame . . . and it's realistically decorated with dazzling red, white and blue fire jet exhaust decals on a blue metallic body.

Factory assembled in indiv. cardboard carton. Approx. shipping weight, 100 lbs.

extra features!

- One-hand positive action dual throttle and brake control
- Centrifugal pulley-type clutch
- Steel fire wall between driver and engine
- 10" x 2.75" semi-pneumatic tires
- Professional-type plastic windshield
- Over 5' long, 27" high, 3" ground clearance, 40" wheel base

Suggested retail $139.95

Phone or write now!

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TURCO MANUFACTURING CO.

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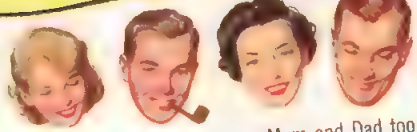
Portables...

with the features the whole family needs and wants!



For students... of all ages... Mom and Dad too!

- Tests by leading educators prove that students who type get up to 38% better grades. Yes a **Remington** Portable helps get homework done faster—makes it so much neater and easier to read and it's remarkable how the smooth efficiency of a **Remington** helps you think more quickly too! And, of course, typed work is much more elegant . . . it commands more respect and attention. For letters reports, school work, business chores ... in so many ways a **Remington** Portable is a necessity

The REMINGTON Quiet-riter®

Precision engineered the **Quiet-riter** has dozens of features not "gimmicks" but real convenience features that help you turn out better work, faster and easier. Just look at this list

- **MIRACLE TAB** Sets and clears tab stops right from the keyboard makes typing complicated sets automatic
- **Simplified Ribbon Changer** Ends fuss and fumble makes ribbon changing much easier and faster
- **Complete 88-Character Keyboard** the same keyboard as found on the latest and finest office typewriters
- **Exclusive Super Strength Frame** Protects the heart of your typewriter for years and years of extra service

Larger-Sized Cylinder For sharper more distinctive printwork

PLUS Handsome, nonglare finish Single double and triple line space selector Visible margin sets Carriage centering lever Automatic ribbon reverse Shift key and lock right and left Positive action back spacer Line locating lever Variable line Spacer Specially scaled scales for setting margins etc Positive 2 color ribbon and stencil controls as on office typewriters Margin release key Personal touch regulator permits fine adjustment of key action Handsome luggage type carrying case included plus handy brush to keep your **Quiet-riter** sparkling clean Specify Pica or Elite type and color See type samples on back of this page

Mist Green French Gray Desert Sage
plus White Sand shown above in case

	Pica	Elite
Mist Green	754452	754453
French Gray	754460	754461
Desert Sage	754450	754451
White Sand	754454	754455

2104956 ea List $141.99 TAX INCL

NO EXTRA COST!

With the **Quiet-riter** and **Letter-riter** you get a complete operating manual PLUS a 10-lesson touch typing course that will teach you touch typing quickly and easily right in your own home

The REMINGTON Travel-riter

The new **Remington Travel-riter** is durable, speedy and produces superb printwork It has every needed typing feature, including 42 key key board with nonglare, Speed Keys types arithmetic signs, degree mark, exclamation point, business symbols . Left and right shift keys, back space key . . line finder for typing out of regular spacing . . single and double line spacing . . carriage centering and locking device . . automatic and manual ribbon reverse struction book and Carrying Case included. French Gray only Specify either Pica or Elite type (See samples on other side.)

767257 ea 754464 Pica 754465 Elite List $89.74 TAX INCL

The REMINGTON Letter-riter

The **Remington Letter-riter** is exactly the same as the **Quiet-riter** described above except it has no **Miracle Tab**, has standard 42 key keyboard and comes in French Gray only Specify either Pica or Elite type (See samples on other side.)

983956 ea 754456 Pica 754457 Elite List $114.43 TAX INCL

REMINGTON Portable

Typewriters are sold to dealers for resale to ultimate users only Minimum Fair Trade prices in states having Fair Trade laws must be maintained

the only office typewriter that's **PORTABLE TOO!**

The REMINGTON *Office-riter*

OFFICE-RITER with the exclusive **KING SIZE CARRIAGE**

AVAILABLE

[illegible] on any portable typewriter. Takes papers, envelopes, [illegible] available!

office/home performance. With accelerated typebar action and high-speed escapement for fast responsive action and perfect printwork. Produces up to 10 clean, legible carbons . . . cuts a clear, sharp stencil . . . PLUS all the advanced features found on the **Quiet-riter** (see other side of page).

754458 Pica
754459 Elite

2116958 ea. ..... List $158.47
TAX INCL

for the typist who wants more from a portable

REMINGTON Portables are available with either:

PICA type

ELITE type

Please specify your choice.

It's so economical! Why be without these extra typing features?

This handsome carrying case available at small extra cost makes the Office-riter completely portable

754462

210957 ea. ..... List $14.50

REMINGTON RAND *TOP flight* ADDING MACHINES

MODERN KEYBOARD—just 10 keys for SPEED and SIMPLICITY!

Top Brand Acceptance!
Higher trade-in value!
Portable . . . Durable!

Model 7161
Lists . 9,999.99
Totals 9,999.99

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Lists 99,999.99
Totals 99,999.99

Model 7190 (not illustrated)
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Precision engineered—do all your figure work with speed, accuracy, economy. printed proof of every entry. The low cost, portable Adding Machine you've been waiting for . . . just right for home, farm or business. Complete with total, subtotal, multiply, release and correction keys . . . visible column indicator, clear plastic tear bar, automatic ribbon reverse. See other IMPORTANT features below

Fastest—it's simplest Only 10 numeral keys! No hunting for the right key . . . less chance of error. Rapid operation attained in minutes.

Enter figures as read. TOPflight determines value of number . . . sets columns automatically! No need to figure out value or proper column.

Simplifies Multiplication Unlike complicated keyboards, enter figure to be multiplied only once! Speeds multiplication, assures accuracy.

Exclusive Cushioned Power. All moving parts mounted on shock-absorbing springs. Vibration and wear greatly reduced for years more life

754465 MODEL 7161 993956 ea. List $116.99
754467 MODEL 7171 2110078 ea. List $134.32
754468 MODEL 7190 2131503 ea. List $162.03

The REMINGTON RAND *TOP flight* CASH REGISTER

in new counter saving size!

Model 71CR
Lists 99,999.99
Totals 99,999.99

Just glance at some of the high priced features you get with a new Low Cost Remington Rand Cash Register

- Exclusive Cushioned Power. Adds years of service
- Exclusive Simplified 10-key keyboard. no hunting in a sea of keys
- Last 15 entries on tape always visible at a glance
- Complete Adding Machine—lowest priced, top quality combination with $99,999.99 capacity
- Paid out/charge key . . . 9 designations

PLUS: Total-Subtotal Lock . . . Drawer Lock . . . Removable Money Tray . . . Automatic fully-enclosed Tape Rewind . . . single, double spacing . . . Open/Close lever . . . Wide Tape for notations. Helps you run a profitable business . . . safeguards your funds . . . gives you a printed record of daily sales activity, plus the extra advantage of a 10-key high capacity adding machine for all your figure work!

754472 2168957 ea. ..... List $215.00

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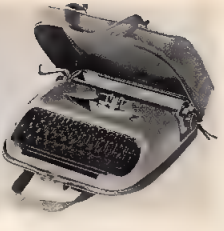
ELECTRIC ADDER
adds • subtracts • multiplies

Lists 99,999.99, totals 999,999.99. Has world renowned Sundstrand quality durability and accuracy characteristics. Approved by U.L Inc. Quiet and fast with an AC and DC motor. Has new multilez non trol which permits calculation flexibility. Modern simplified en-key keyboard and one hand operation. Subtotal in color and symbol. Maintains clear vision print on accessible and adjustable tape, single and double spacing. Has dial indicator; electric correction, back space and non-add keys; ribbon reverse two-color ribbon, non-glare crackle finish. Listing capacity 99,999.99 and totals 999,999.99. Tontone color. Ship. wt. 37 lbs.

20K95-25585 RETAIL **$313.40**

Underwood "Golden Touch" Universal Model



Royal "Royalite"

PORTABLE TYPEWRITERS

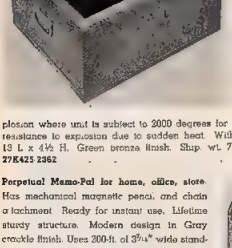
Gives maximum features at a minimum price. Features: keyboard tabulation, 9" writing line, "See-Set" margins, three-position ball with scale, touch control centralizing lock, left and right hand margin release, segment shift, standard spaced keyboard, two-color ribbon, cuts stencils, automatic line finder, push button top plate, long smooth operating carriage return lever "Smudge resistant" smooth finish, etc. 'Multiple Use" carrying case and instruction booklet included. Colors: Fawn or Snow White. Specify. Ship. wt. 24 lbs.

20K141P-9068 PICA TYPE RET **$121.37**
20K141E-9068 ELITE TYPE RET. **$121.37**

For students, travelers, professional people. The Royalite is the latest designed portable size portable typewriter. Only 3" high, with full-size keyboard. Weighs only 11 lbs., easy to carry. Fully standard keyboard—distance between keys is identical to every other Royal. Equipped with a new printing type face—Royal's Pica Director. Produces clean, sparkling letters. Rigid cast magnesium frame. enclosed working parts, factory sealed adjustments. Smartly designed, simulated leather (vinyl plastic) carrying case. Carrying case colors: Tan, Green, or Red. Specify. Ship. wt. 15 lbs.

pica director type

20K142P-8336..... RETAIL **$78.75**



VICTOR

Treasure Chest

Keeps your valuables from danger and prying hands. Stores jewelry, important papers, silverware, etc. The Victor has been redesigned to provide more certified protection from fire than any other chest on the market. The only insulated chest certified "D" grade by both the U.L Laboratories and the SMNA that is available to the mass home market at such a low price. Effective in withstanding severe fire reaching 1700 degrees for one hour before interior temperature reaches 350 degrees, explosion where unit is subject to 2000 degrees for ½ hour without damage to contents and resistance to explosion due to sudden heat. With key lock. Inside dimensions: 9¾ W x 13 L x 4½ H. Green bronze finish. Ship. wt. 71 lbs.

27K425 2362 . . . . . RETAIL **$31.50**

REAL LABOR SAVER FOR WAREHOUSES, OFFICES and STORES

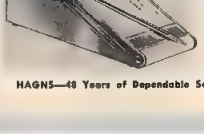
EASY-ROLL HAND TRUCKS

Sturdily built, light-weight and well-balanced. Speeds the handling of barrels, bags, bales, crates, etc. Tubular welded frames. Comfortable rubber hand grips. Large rubber tired wheels with long lasting bearings makes it easy to climb curbs and stairs. 46" high, 14" wide, nose plate 14 x 8". Wheels 10" x 2¾", steel axle 20½ x ⅝". Ball bearings. Zero pressure tires. Capacity 500 lbs. Ship. wt 32 lbs. Priced F.O.B. Factory, Wisc.

D27K356-1583.....RETAIL **$23.75**

Perpetual Memo-Pal for home, office, store. Has mechanical magnetic pencil, and chain attachment. Ready for instant use. Lifetime sturdy structure. Modern design in Gray crackle finish. Uses 200-ft. of 3⅝" wide standard paper rolls, locked into a feed mechanism, and writes on a built-in writing table. Tear off any desired length. Rubber feet prevent skidding or marring. Ship. wt. 3 lbs.

27K384-6X359/389.....RETAIL **$5.89**



HAGNS—48 Years of Dependable Service

Melanie world's only *ELECTRONICALLY ACTIVATED* walking doll

Just lift her arm and hold it gently—She'll step off in life like fashion, lifting one of her beautifully shaped legs with each stride as she grandly leads you through your Toyland. FASCINATING—You'll gasp in amazement. Adjustable ankles even permit her to dance on her toes—ALL ELECTRONICALLY. Nothing to wind up. Two flashlight batteries operate this guaranteed precision engineered mechanism. Completely jointed—Can bend her knees and sit like a lady. Rooted SARAN hair. Has her own steamer trunk and a fashionable 25 piece wardrobe including attire for dressup, streetwear and lounging at home—Also jewelry, accessories and a satin Ballerina costume with dancing slippers. 20" tall.

24N6-2000 . . . . . RETAIL: **$39.95**

Little Manikin . . . and her 26 piece ensemble

America's sweetheart. Jointed at the waist, hips, shoulders, knees, wrists and elbows. She can assume countless life-like poses. Jerbe lovably flexible. Her rooted SARAN hair can be washed and set. And Oh, what fun it is to see and dress her in so many stunning ensembles. A cocktail formal and stole, lounging blouse and matching slacks, street dress, housecoat, bouffant half-slip, bra, panties, hat, full length nylon hose, High Heel shoes, pearl earrings, pearl choker. Plus a ballerina costume and slippers with a practice leotard and a revolving stand on which she performs. 10½"

24N9-665 . . . . . RETAIL **$9.95**

Valentine Dolls

loved all year round

Concertina . . . with genuine Swiss musical movement

Concertina dances to the lovely music cleverly concealed in her body. Her walking or dancing mechanism is easily controlled by lightly holding her arm. She has movable arms, waist, knees, ankles and legs which permit her to take almost any ballet position. Concertina can wear High Heel shoes, too. She has rooted SARAN hair that can be washed and set. Dressed in an authentic Swan Lake costume, her repertoire for stage and after theater is complete with a Blue-Bird tu-tu, gold formal, T.V. lounging pajamas, practice leotard and ballerina slippers, housecoat and bouffant half-slip, plus High Heel shoes, purse, pearl earrings and necklace, and MUSIC! MUSIC 20" tall

24N7-1200 . . . . . **$17.95**

24N8-800—Ballerina only **$11.95**

Holiday

20" tall, all vinyl. High Heel Walking doll, with everything for a week-end or a trip around the world. Completely curled at the arms, hips and torso. Her rooted SARAN hair can be washed, waved, combed and set. Dressed in a stunning Norma dinner gown. Her wardrobe includes extra High Heel shoes, full length nylon hose, gold jacket, topcoat, street dress, plaid skirt and blouse, bouffant half-slip, bra, panties, pearl earrings and choker, rhinestone ring, sunglasses, hat, purse and hair curlers—all in an extravagant trunk with space for her clothes and accessories.

24N4-1070 . . . . . RETAIL: **$15.95**

Polly Pigtails

All spruced up for Sunday. Her pigtails and bows all neat and in place. Completely jointed, cuddly vinyl doll. Just loves to be hugged. She drinks from her bottle and wets too. Her SARAN hair is rooted into her scalp, just as real as can be and may be washed, waved, combed, curled and set. Polly's eyes close when she sleeps. 16" Tall.

24N3-535 . . . . . RETAIL **$7.95**

Valentine Dolls—

loved all year round

Candy Tear Drop

weeps real tears — directly from the eyes

This 16" lovable bundle of fun and mischief weeps real wet tears. Drinks, wets, sleeps, sits, coos and is completely washable from her pink stitle toes to the top of her rooted SARAN pony tail hair. Fully jointed—movable arms, legs and head. Big "go-to-sleep" eyes. Her layette has everything a little baby must have — bib, knitted booties, pajamas, nursing bottle, pacifier, knitted sweater, dainty party dress, bonnet and panties, knitted pants, 2 diapers, knitted hat, soap, powder puffs, and cleansing tissues.

Tear Drop's big 16" plastic and wood playpen is completely sanitary, safe, sturdy and un-breakable—has rea casters, too.

24N1-1000—Doll, playpen and layette comp ete . . . . . RETAIL: **$14.95**
24N2-800—Doll and layette only . RETAIL **$11.95**
24N3-535—Doll only . . . . . RETAIL: **$7.95**

Melanie world's only *ELECTRONICALLY ACTIVATED* walking doll

Just lift her arm and hold it gently. She'll step off in a lifelike fashion, lifting one of her beautifully shaped legs with each stride as she grandly leads you through your Toy and FASCINATING. You'll gasp in amazement. Adjustable ankles even permit her to dance on her toes. ALL ELECTRONICALLY. Nothing to wind up. Two flashlight batteries operate this guaranteed precision engineered mechanism. Completely jointed. Can bend her knees and strike a lady. Rooted SARAN hair. Has her own steamer trunk and a fashionable 25 piece wardrobe including attire for dressup, streetwear and lounging at home. Also jewelry accessories and a satin Ballerina costume with dancing slippers. 20" tall.

36N560X2000 Retail **29.95**

Little Manikin . . . and her 26 piece ensemble

America's sweetheart. Jointed at the waist, hips, shoulders, knees, wrists and elbows. She can assume countless life-like poses. Unbelievably flexible. Her rooted SARAN hair can be washed and set. And Oh, what fun it is to see and dress her in so many stunning ensembles. A cocktail formal and stole, lounging blouse and matching slacks, street dress, housecoat, bouffant half-slip, bra, panties, hat, full length nylon hose, High Heel shoes, pearl earrings, pearl choker. Plus a ballerina costume and slippers with a practice leotard and a revolving stand on which she performs. 10½"

36N563X665 . . . . . Retail **9.95**

Concertina . . . with genuine Swiss musical movement

Concertina dances to the lovely music cleverly concealed in her body. Her walking or dancing mechanism is easily controlled by lightly holding her arm. She has movable arms, waist, knees, ankles and legs which permit her to take almost any ballet position. Concertina can wear High Heel shoes, too. She has rooted SARAN hair that can be washed and set. Dressed in an authentic Swan Lake costume, her repertoire for stage and after theater is complete with a Blue Bird tu-tu, gold formal, T.V. lounging pajamas, practice leotard and ballerina slippers, housecoat and bouffant half-slip, plus High Heel shoes, purse, pearl earrings and necklace, and MUSIC! MUSIC! 20" tall.

36N561X1200 . . . . . Retail: **17.95**

36N562X800—Ballerina only . . . . . Retail: **11.95**

Valentine ♥ Dolls—
loved all year round

Holiday

20" tall, all vinyl High Heel Walking doll with everything for a week-end or a trip around the world. Completely jointed at the arms, hips and torso. Her rooted SARAN hair can be washed, waved, combed and set. Dressed in a stunning Norma dinner gown. Her wardrobe includes extra high heel shoes, full length nylon hose, gold jacket topcoat, street dress, plaid skirt and blouse, bouffant half slip, bra, panties, pearl earrings and choker rhinestone ring, sunglasses, hat, purse and hair curlers—all in an extravagant trunk with space for her clothes and accessories.

36N567X1070 Retail **15.95**

Polly Pigtails

All spruced up for Sunday. Her pigtails and bows all neat and in place. Completely jointed, cuddly vinyl doll. Just loves to be hugged. She drinks from her bottle and wets too. Her SARAN hair is rooted into her scalp, just as real as can be and may be washed, waved, combed, curled and set. Polly's eyes close when she sleeps. 16" Tall.

36N568X535 Retail **7.95**

Valentine Dolls—
make you round

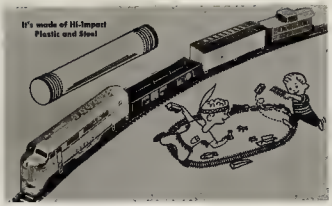
Candy Tear Drop

weeps real tears — directly from the eyes

This 16" lovable bundle of fun and mischief weeps real wet tears. Drinks, wets, sleeps, sits, coos and is completely washable from her pink little toes to the top of her rooted SARAN pony tail hair. Fully jointed—movable arms, legs and head. Big "go to sleep" eyes. Her layette has everything a little baby must have — bib, knitted booties, pajamas, nursing bottle, pacifier, knitted sweater, dainty party dress, bonnet and panties, knitted pants, 2 diapers, knitted hat, soap, powder puffs, and cleansing tissues.

Tear Drop's big 16" plastic and wood playpen is completely sanitary, safe, sturdy and unbreakable—has real casters, too.

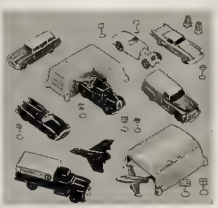
36N564X1000—Doll, playpen and layette complete . . . Retail **14.95**
36N563X800—Doll and layette only Retail **11.95**
36N566X535 Doll only Retail **7.95**



VARNEY LI'L RASCAL "HO GAGE" TRAIN . . . wreckproof, just about indestructible. Powerful locomotive and cars have steel axles, special flanged wheels that won't jump the track. Powerful Diesel engine pulls realistic gondola, refrigerator car and caboose 24½" long overall. NMRA automatic couplers that kids can uncouple with a yank. Set includes battery case with switch (holds 4 flashlight batteries —not included) and 14 pieces of brass track that lock securely. Can even be set up on deep pile rug in a 36x45" oval.
896-993 B665 Varney "HO Gage" Train . . . **$9.95**

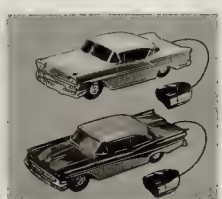
BATTERY OPERATED 23-PIECE TRAIN SET . . . exciting fun for junior railroad men as this 5-unit train runs around an oval track at high speed to deliver the freight on schedule. Steel locomotive pulls a tank car, flat lumber car, coal and dump cars . . . all realistically colored. Train is 23" long overall. Powered by 2 flashlight batteries (not included) in remote control box with on-off switch. Set includes 10 pieces of track, 2 animals and 9 accessory cutouts to add play value and set a realistic scene.
896-605 B350 Battery Operated Train Set. **$4.98**

"TOOTSIETOY" TRUCK TERMINAL SET . . . a booming business for small fry truckers. Includes 7 brightly colored die-cast metal trucks: van trailer, auto transport with 3 cars, oil tanker, logger, tow truck, metro-delivery van and local hauler, plus a rubber-like loading dock with freight, and a corrugated cardboard freight terminal.
897-306 B420 Truck Terminal. . . . **$5.98**



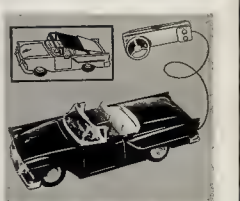
"TOOTSIETOY" PLAYTIME VILLAGE SET . . . packed with exciting fun and creative action for little mechanics. Set includes 2 jet planes, tow truck, station wagon, panel truck, convertible, sports coupe, sedan, hot rod and 10 metal road signs plus rubber-like garage, gas pumps and airplane hangar. All cars are bright enameled die-cast metal.
897-330 B280 Playtime Village Set. . **$3.98**

"TOOTSIETOY" ROCKET LAUNCHING SET . . . complete with 3-color polyethylene rocket that's launched from adjustable ramp on launching truck. Also includes radar car, command car, jeep, helicopter and 3 polyethylene soldiers. Rubber-like holding tray makes the quonset hut, fox holes, supplies and smoke screen. All cars die-cast metal
897-348 B210 Rocket Launching Set. **$2.98**



REMOTE CONTROL CARS . . . scale models of Ford Fairlane 500 Victoria and Chevrolet Impala Coupe, each 8" long. Driven by remote control (2 flashlight batteries; not included). Cars start, stop, reverse, steer while backing up . . . push button control on 7-ft. cable allows easy handling.
897-645 B210 Ford Fairlane 500. . . . **$2.98**
897-652 B210 Chevrolet Impala Coupe **2.98**

REMOTE CONTROL FLYING HELICOPTER . . fascinating and fun for all ages. Flexible plastic propeller blades turn as helicopter takes off, lands, taxies, flies left or right when you operate remote control box with 27" cable. Operates on 3 flashlight batteries; not included. 3½" helicopter body is bright-color lithographed metal.
896-555 B210 Helicopter. . . . **$2.98**



REMOTE FORD RETRACTABLE CONVERTIBLE . . . scale model of Ford's new retractable hardtop convertible. Car goes forward, reverses, steers right or left by remote control. While in motion, the steel convertible top actually retracts into trunk automatically. 9¼" overall; enameled metal body. Operates on 2 flashlight batteries (not incl.)
896-944 B270 Convertible. . . . **$3.98**

ENGINE POWERED . . . and ready to go!

Each sturdy plastic Wen-Mac model on this page is fully assembled—ready to speed into exciting action. Each boasts either the new Cyclomatic or Rotomatic engine for FAST, fully automatic starting. Cyclomatic starts instantly when you pull cable . . . release . . . that's all! Simply wind prop counter-clockwise and release to start Rotomatic.

E WEN-MAC "AUTOMITE" RACER. Speeds 35 mph in controlled circle or on straight-away! New Cyclomatic engine starts automatically—just pull cable. Has rubber tires, chrome-plated driver and exhaust stack . . . racing bridle, pivot post and line, too.
894-485 8935 Racer, 9½" long **$13.95**

F WEN-MAC ROTOMATIC ENGINE has fully automatic starter. Just wind prop counter-clockwise one turn and let 'er go! Maximum power, test run. Tank and prop included.
894-600 8333 Rotomatic Engine . . . **$4.95**

G COMPLETE ACCESSORY KIT. Everything you need to race all engine-powered models . . . boats, cars, planes. Includes long-life battery and ½ pint premium fuel. New pouring spout, all-purpose engine wrench, single unit battery wire with terminals installed. Control lines and handle included.
894-618 8199 Wen-Mac Accessory Kit **$2.95**

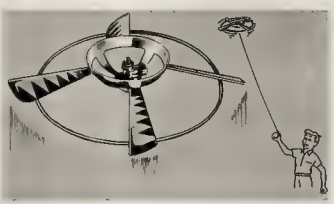
H USMC CORSAIR loops, dives, stunts! New Rotomatic starter. Thrillingly authentic with red-white-blue combat trim; detailed, easy-access fuselage. Rugged Duraflex canopy, nylon prop, rubber wheels. Lines and handle included. 12" long; 13½" wingspan.
894-493 8600 Wen-Mac Corsair **$8.95**

K TURBOJET. New Cyclomatic engine plus advanced design! Jet-stream wing tanks, swept-wing design for speed and stability. Tricycle gear allows super-cushioned landings. Chrome-plated pilot, plastic canopy, nylon propeller. Wingspan 15½"; 13½" long.
894-576 8865 Wen-Mac Turbojet . . . **$12.95**

L BEECHCRAFT BONANZA by Wen-Mac Starts instantly, automatically with powerful new Rotomatic engine. Flight-controlled with tri-cycle gear for smooth landings and takeoffs. Nylon prop, cockpit seats. Wingspan 14"; fuselage 12" long.
894-477 8665 Green/red/white **$9.95**

M NAVY CUTLASS. New—automatic compensating flight control! Single line controls both throttle and flight. New—Rotomatic starter engine! Pusher prop design with plastic canopy, pilot Jet black, yellow combat stripes. Wingspan 13⅜"; fuselage 13¼".
894-584 8997 Wen-Mac Cutlass . . . **$14.95**

"ELECTROMIC FLASH" FLYING MODEL. Push-button control sends battery powered model whizzing through graceful take-offs, climbs, dives, loops, figure-eights, inverted flights . . . brings it in for beautiful 3-point landings! Only two regular flashlight batteries (not included) are needed for operation. Here's the tops in flying fun without muss, fuss or fumes—even terrific indoors. Single control line and simple push-button switch are easy for any child to handle right away. 14" laminate wing; 11⅜" plastic fuselage.
894-642 8339 Electrically Powered Flying Model **$4.95**



WEN-MAC'S U.S. SATELLITE. The envy of any neighborhood as you send it soaring over 1000 feet straight up! Here's the design of tomorrow for spectacular fun-flights today. The new Rotomatic starter automatically, instantly sets the gas engine to turning 18,500 rpm. The Satellite starts spinning . . . then with a whoosh it's off the ground . . . streaking into "space" or orbiting perfectly around and around. You choose the launching pattern, free flight or controlled orbit. Gleaming aluminum and plastic. Controls included.
894-543 8665 Wen-Mac's U.S. Satellite, 18" diameter **$9.95**

LIFE-LIKE DOLLS

SAVE 30% ON 2 FT. DOLL. Every young miss will love playing with charming Laura, a 24" vinyl doll. This lovable doll answers with a sweet coo voice and moves her lashes and eyes. Her fine hair is firmly rooted and cut in a short style. Laura is enchanting in a white nylon dress trimmed with embroidery, a pink rayon slip and panty combination trimmed with lace, and a flower decked natural straw bonnet. Shoes and rayon socks complete her costume. A big life-like doll at a nominal price. Wt. 4 lbs

84-8210695 ..... **$9.95**

DANCING BALLERINA! This graceful 21" toe dancer performs all the classic movements of a prima donna. Her jointed knees and ankles allow her to rise on her toes, bend at the knees or kick high in the air. She can turn her head and use her arms and legs in the traditional ballet poses. Ballerina has soft vinyl head with rooted washable hair in authentic bun style hair-do. She wears a pretty flower in her hair and can flutter her eyelashes delightfully. Her costume consists of satin tights and ballet skirt with 2 rows of nylon tulle. She looks adorable in her long rayon hose and ballet slippers. Her rhinestone earrings add the final touch. Wt. 3 lbs

84-1700D625 ..... **$7.95**

SAVE 25% ON BABY DOLL. A large 24" all vinyl doll at a low, low price. Baby has moving eyes and lashes and is dressed in a 2-piece flannel snowsuit trimmed with multi-colored wool braid—a dashing braid trimmed shawl and a pixie hat, along with vinyl shoes and rayon socks. This lovable baby with a coo voice will thrill every youngster. Wt. 4 lbs.

84-7040D695 ..... **$7.95**

TINA THE TEENAGER. She's 2 ft. high, all vinyl. Contour-shaped Body. Wired Arms and Legs. Tina with her pert Pony Tail has rooted washable hair, moving eyes and fluttering lashes, painted toenails and fingernails. Her legs and arms move, she wears high-heeled shoes and a striped full skirted dress with V-neck and underneath, a crinoline slip with rayon panties. Earrings and poppit bracelet emphasize her charms. Tina's a high-stepping teenager! Wt. 4½ lbs.

84-2900D695 ..... **$8.95**

SUSIE DOLL AND WARDROBE TRUNK. 14" All Vinyl Doll. With 14 Accessories. Susie has individually rooted hair, cut and arranged in a poodle style. She has a coo voice and is dressed in a flocked nylon dress trimmed with lace, a lawn slip and panty combination trimmed with lace, rayon socks, and shoes. The wardrobe trunk is packed with attractive changers, to keep Susie's mother busy. Susie has a straw bonnet, a white broadcloth dress, a blue coat trimmed with red, sun suit, flannel print bathrobe, rayon pajamas and a complete vanity set of comb, hairbrush, hand mirror, compact case, hair curlers, lipstick and rouge case. Wt. 4 lbs

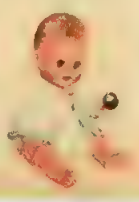
84-3014D740 ..... **$9.95**

OVER 30% SAVINGS ON THIS WALKING DOLL. Big 27" Jointed doll. Her Knees Bend To Sit, Kneel or Walk. Darling Debbie will sit on your lap or chair, or stand up and walk. She has a soft vinyl head with deeply rooted short hair. She'll coo and wink her eyes for you. She's dressed for a date in a white nylon skirt trimmed with multi-colored braid. Her expensive looking accessories are topped by a red straw bonnet. She has a matching black handbag and belt. Underneath, she wears a lawn slip and panty combination with rayon socks and black patent leather shoes. Every girl will love walking with Debbie. Wt. 6 lbs

84-1600D695 ..... **$10.00**

VICKI THE BRIDE WITH HONEYMOON ENSEMBLE Wedding bells are ringing and she looks gorgeous in her satin bride! gown trimmed with lace. She wears a veil and holds a corsage too. Vicki is a contour shaped doll, 11" high. Her body turns completely at the waist. Her hair is rooted, her eyes move and she can walk, sit, move her legs and arms. She has a trunk full of clothes, including coat, bonnet, dress, panties, sheer nightgown, housecoat with panties. Her accessories are toy powder, rouge and lipstick cases; comb, brush and mirror. Wt. 1¼ lbs.

81-2100D719 ..... **$8.95**



DRINK AND WET BABY DOLL—14" HIGH (5-piece doll set.) Little mothers will love to cuddle baby doll. She has vinyl moulded head with moving eyes and lashes. She wets and cries until you change her. She drinks from a bottle too. Baby comes with cute cotton ribbed shirt and panties, soft plastic bottle and nipple. She's a bundle of joy to the lucky mother. Wt. 2 lbs

81-9024D319 ..... **$3.95**

...in glorious living dimension and color

BRING THE WONDERS OF THE WORLD RIGHT INTO THEIR LIVING ROOM!

[1] THRIFT VIEWMASTER STEREOSCOPE

- Living 3-D color scenes
- Amazing depth-of-field
- Extra—bonus-reel incl.
- Perfect present for all

Was ~~2.50~~ 1.75

[1]

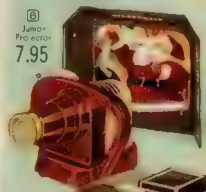
[2] Was ~~2.25~~ 1.94

[6] 2 3-D Reel Packets For 2.50

Bonus! Fiber Screenette With Either Projector

[3] Standard Gift Pak 4.25

[5] New Standard Stereo Viewmaster Outfit 2.95



[8] Junior Projector 7.95

[4] Deluxe Viewmaster 6.45

[7] Standard Projector 9.95

See Page 271 for Budget Power—buy all your needs at Spiegel

"CRYSTAL TWIST"

"DARIEN" CUT CRYSTAL

Sparkling, Clear-Ringing Imported Crystal Stemware

Beautiful, sparkling, clear-ringing, blown crystal. Imported from Germany, this lovely crystal ware has the "crystal twist" hand-made spiral stem found on the finest glassware available. Packed four of one kind to bundle.

410G4-325—Goblet, 10 oz. capacity..... RETAIL, SET OF 4 **$5.50**
410G5-325 Footed Iced Tea, 12 oz. capacity ..RETAIL, SET OF 4 **$5.50**
410G6-325 Cocktail, 3½ oz. capacity.....RETAIL, SET OF 4 **$5.50**

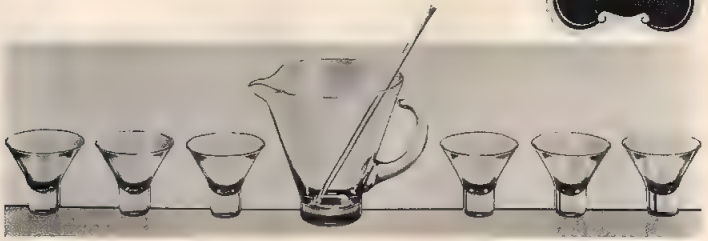
"Darien" Pattern Cut Crystal. Beautiful hand-cut crystal stemware with hand-made spiral stem. Made in Germany. The delicate yet robust pattern combined with the attractive new sliced stem will harmonize any setting. Packed four of one kind to bundle.

410G3-450 Cocktail, 3 oz. capacity RETAIL, SET OF 4 **$8.50**
410G2-450—Champagne, 6½ oz. capacity RETAIL, SET OF 4 **$8.50**
410G1-450—Goblet, 10 oz. capacity. RETAIL, SET OF 4 **$8.50**

MODERN SWEDISH DESIGNED....

VOGUE CRYSTAL REG. TRADE MARK

Sets to please the most discriminating hostess—designed with excellent modern line and proportion in sparkling crystal. Heavy sham bases. Ideal gift sets of outstanding value in popular price range.



3-PC. SALAD SET

Crystal clear salad bowl with heavy sham base 9 ½ oz. in the Swedish manner of elegant simplicity. Diameter 10½", depth 3¾". Complete with crystal plastic fork and spoon. Ship. wt. 5 lbs.

412G49 115
412G49 110—Lots of 6..... RETAIL **$2.25**

8-PC. MARTINI SET

This handsome gift set consists of 1 hand-blown Martini mixer with heavy sham bottom, a 10" glass stirrer, and six 4 oz. cocktail glasses also with sham bottom. Complete set packed in carton. Ship. wt. 7 lbs.

412G61-889... ... .. RETAIL, SET **$4.25**

As above: 4 oz. cocktail glasses. Packed one dozen to ctn. **No less sold.**

412G50-189..... RETAIL, DOZ. **$2.95**

8-PC. DESSERT SET

Set consists of 8 handsome dessert dishes, also ideal for use as individual, salad bowls. Crystal clear glass with sham bottom. 5" o.d. 2½" deep. Set packed in gift cell carton. Ship. wt. 7 lbs.

412G51-158 .. ..RETAIL, SET **$2.55**

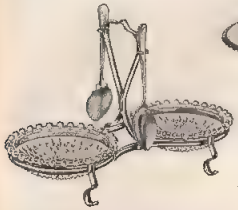
10-PC. PUNCH SET

Modern design punch set that will do justice to any festivity. Set consists of 1 plain crystal bowl, 108 oz. capacity with heavy sham bottom, eight 6 oz. crystal cups to match, plus a matt black plastic punch scale. Each set packed in carton. Ship. wt. 9 lbs.

412G60 238 ....RETAIL SET **$3.95**

Sparkling Crystal Giftware

NON-TARNISH • HIGH FIRE POLISH • HANDSOMELY GIFT BOXED



DOUBLE NAPPY SET Beautiful diamond design with scalloped edges Perfect for nuts, candies, Jellies, etc. Consists of two nappies, 2 stainless steel spoons and chrome frame. Measures 10½" wide and 6¼" high. Gift boxed

412G3-158 . ...RETAIL **$3.00**

3 PC. SALAD SET. Real eye appeal Jet black Brilliam fork and spoon have gleaming silvery handles. Fluted crystal glass bowl has high luster chrome base. Gift boxed. Ship. wt 5 lbs

412G7-275 . ...RETAIL **$4.75**

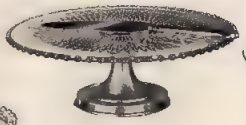
WEDDING BOWL

Traditional wedding bowl hand-made since 1879—22K gold decoration. Gold on knob, rings on top and base, corners of top and bowl. Clear crystal glass. Top can be set under base making a wider, beautiful base 8" high, 4½" square. Packed in gift box Ship. wt 4 lbs.

412G11-150 .... RETAIL **$2.25**

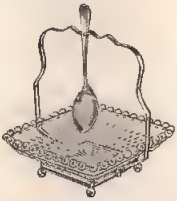
As above: Smaller size, 6¼" high, 3½" square. Gold trimmed knob, 8 corners and pedestal Has numerous uses Gift boxed.

412G34-85 . RETAIL, EACH **$1.50**



CAKE SALVER and KNIFE. Artistic combination of bright chrome and crystal clear glass. Consists of 10½" cake salver with chrome base, and stainless steel knife with chrome handle. Ship. wt 3 lbs Gift boxed

412G8 275 . . . RETAIL **$4.75**



SQUARE NAPPY SET. Perfect for relishes, tams, etc. Diamond pattern glass sparkles brilliantly. Set consists of nappy, Chromed frame and stainless steel spoon. 5½" sq. and 5⅞" high Gift boxed

412G5 120

412G5-115—Lots of 6..... RETAIL, EACH **$2.20**

7¼" EAGLE DISH. Three handsome eagles provide ¾" feet for this beautiful dish. Has many uses—candy or nut dish relish or snack server Brand new and different sells on sight. Each in gift box. 12 to master carton, 24 lbs.

412G40-95

412G40-90—Lots of 12 .....RETAIL, EACH **$1.50**

GLASS LAZY SUSAN

Revolving Lazy Susan with glass tray 13½" in diameter Clear glass panels. Ball bearing base. 1 set in carton. Ship wt 6 lbs

412G27-169 .....RETAIL **$2.95**

As above: With 22K Gold band edge and gold edging on dividers and center ring. Will lend charm to any table setting Packed in gift box

412G10-250

412G10-238—Lots of 3..RET., EA **$3.75**

7-PIECE VANITY SET

An attractive gift in the low-priced range. Compliments any dressing table. Set includes: puff box and cover two 6" bottles and stoppers, **10½" oval** tray. Each set in a striking gift box 12 sets to master carton 38 lbs

412G42-155

412G42-145—Lots of 12.. . RETAIL, SET **$3.00**

CRYSTAL BOWL. Crystal "Lombardi" bowl with "sandwich" design background Four feet and unusual scalloped cutting make this an outstanding gift item 22K Gold decoration. Size: 7¼qt 7½" Packed in gift box

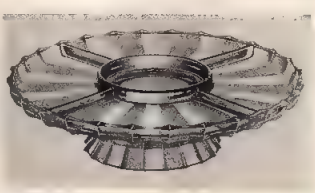
412G94-150

412G94-140—Lots of 6.. RETAIL, EACH **$2.50**

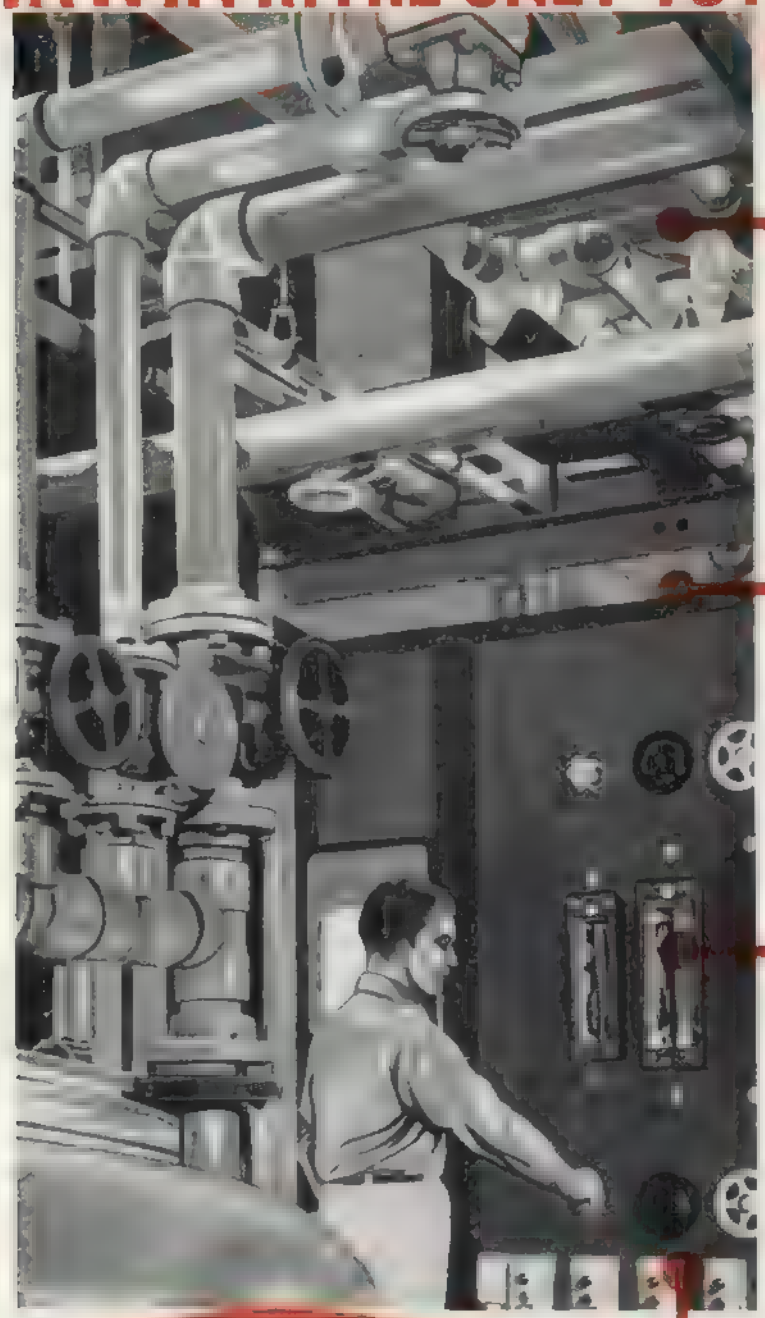
FOOTED CAKE SALVER

Frosted glass, footed cake salver with lovely scroll and lyre design in glass. Crimped edge with 22K Gold band and gold band at bottom of base 10" diameter, 4½" high. Packed in gift box. Ship. wt. 5 lbs

412G22-135 ... . . . RETAIL, EACH **$2.25**



IRWIN ... THE ONLY TOY MANUFACTURER



with

Integrated Production

FROM THE CHEMICALS

TO THE FINISHED PRODUCT

Resulting in

FINER QUALITY
LOWER PRICES
FASTER DELIVERY
GREATER PROFITS

YOU WIN WITH IRWIN

pacing progress in plastics since 1922

We're Making Some Wonderful Changes!

You'll see them all at the

TOY FAIR

and they're all something to see

Room 656, 200 Fifth Avenue, N.Y.

FASHION LEADERS

Vogue Dolls INC.

IN DOLL SOCIETY

Ginny's Costumes from Far-Away Lands

Here's Ginny in seven costume wonders of the world! Colorful Highlander costume representing the *British Isles* . . . native *Scandinavian* costume . . . delightful little *Hollander* costume . . . exotic *Hawaiian* costume . . . traditional *Oriental* costume . . . an *Israelian* costume from the *Near East* . . . even a dramatic *Alaskan* costume in honor of our 49th state!

A World of Promotion for You! Here's new excitement — new drama — and *additional* sales for you. This idea is perfect for tie-in promotion · newspaper ads · window displays . . . counter set-ups. These new costumes are sales-appealing in every way · and every little girl is a prospect because it's Ginny! Display them for sure and you'll sell them — *for sure!*

New 18" Ginny Baby!

Two new 18-inch dolls! Each sold dressed in one of six beautiful outfits! Two picture-pretty dolls with the exclusive, adorable features that have made Vogue Dolls famous. One has life-like rooted hair . . . the other realistic sculptured hair. And each in exquisitely detailed outfits that only Vogue Dolls could have fashioned! *What's more, every outfit is available for sale separately!*

It's a Big Selling Idea for You!

One Source for Everything! The new 18-inch Ginny Baby makes it easy to order large dolls, miniature dolls and their outfits · all from one source.

Same Vogue Doll Quality! You sell six beautiful outfits · outfits that prove again Vogue Dolls are *fashion leaders in doll society.* That means you sell more · faster!

New Direct Selling Force! Your Vogue representative can now expedite your order through direct contact with the factory.

Vogue's Proven Delivery gets your orders back when you want them — where you want them · FAST!

Your Market's Waiting! Here's the doll, the outfits and the service to broaden your line. And because it's a Vogue Doll, that means true value, sure quality.

If you can't make Toy Fair, write to: Rooms 654-656, 200 Fifth Ave. New York 10, New York

Vogue Dolls INC

EXTRA!

VOGUE DOLLS, Inc.

takes over

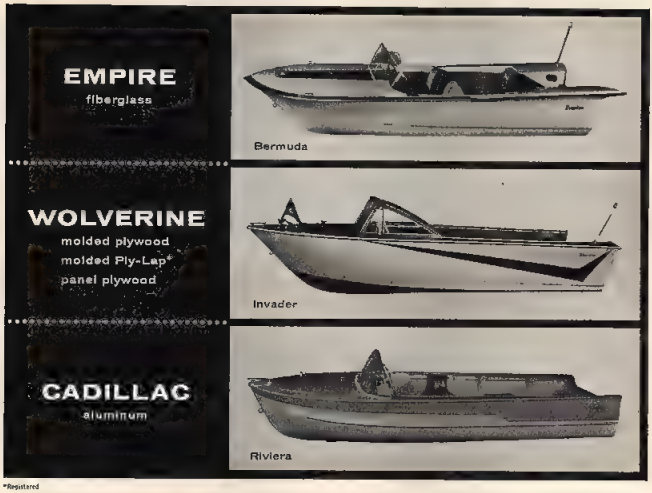
ARRANBEE DOLL LINE

See the 1959 Arranbee Line in
ROOM 1451, 200 FIFTH AVE.
NEW YORK, N. Y.

Henry Weisser, Arranbee Sales Manager

Own a Wagemaker

and move up in front of the fleet



*Registered

Admired, owned by experts for their beauty, performance and quality

Like a boat that moves as well as it looks? . . . then look into an Empire fiberglass, Wolverine molded plywood, molded Ply-Lap*, or a Cadillac aluminum. They're built for *boatmen* by *boatmen* . . . and seasoned outboarders know it! Step into one, hit the throttle and see how a fine hull feels when it comes alive with power, climbs out on top quickly and soars down the surface like a gull. Then put her hard over and feel it cutting around clean and effortlessly, rather than skidding or tripping. Man, you've got a boat, not just a bargain . . . and don't settle for anything less. You'll find the one for you at your Empire, Wolverine or Cadillac dealer's. Go see them — try them. They're built by Wagemaker . . . beautifully, ruggedly . . . for years and years of pure pleasure.

Wagemaker

567 Market Street, N. W., Grand Rapids 2, Michigan

Own a Wagemaker

and move up in front of the fleet

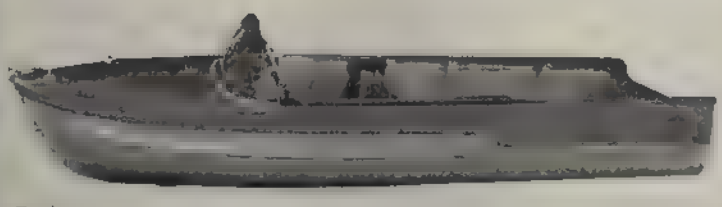
EMPIRE
fiberglass

Bermuda

WOLVERINE
molded plywood
molded Ply-Lap*
panel plywood

Invader

CADILLAC
aluminum



Riviera

* Registered

Admired, owned by experts for their beauty, performance and quality

Like a boat that moves as well as it looks? . . . then look into an Empire fiberglass, Wolverine molded plywood, molded Ply-Lap*, or a Cadillac aluminum. They're built for *boatmen* by *boatmen* . . . and seasoned outboarders know it! Step into one, hit the throttle and see how a fine hull feels when it comes alive with power, climbs out on top quickly and soars down the surface like a gull. Then put her hard over and feel it cutting around clean and effortlessly, rather than skidding or tripping. Man, you've got a boat, not just a bargain . . . and don't settle for anything less. You'll find the one for you at your Empire, Wolverine or Cadillac dealer's. Go see them — try them. They're built by Wagemaker . . . beautifully, ruggedly . . . for years and years of pure pleasure.

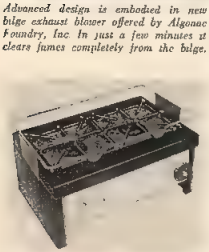
Wagemaker

567 Market Street, N. W., Grand Rapids 2, Michigan

For outboard or inboard cruisers—Grover air compressor, compact and lightweight, to furnish pressure for your water system.

Benson's anchor line guide designed to run anchor line around windshield and other deck equipment to the cockpit.

Advanced design is embodied in new bilge exhaust blower offered by Algonac Foundry, Inc. In just a few minutes it clears fumes completely from the bilge.



Suburban Propane Gas Corp. SM-203 Galley Chef gas range—the two-burner counter top model, finished in porcelain enamel. It has a master shut-off valve

BENSON'S ANCHORS

The line of anchoring equipment presented by Benson's Anchors, Inc., 316 South Orchard Road, Syracuse, New York, includes an anchor, davit, and chock. Benson's Snag-Proof Anchor is designed to prevent cut lines and lost anchors. It holds firmly and, in emergencies, can be easily freed. An automatic re-set keeps it ready for anchoring while being hauled in.

Benson's Life-Saver Anchor Davit, adaptable to all boats, holds the anchor ready on the bow and features stainless steel rollers for hauling in the anchor line. Benson's Ben-Lock Deck Chock is a one-piece self-locking deck chock that eliminates lashings and clamps. Its own ring locks Benson's anchor securely in the chock.

SUBURBAN GAS

Suburban Marine Gas Service, Box 206 Whippany, N. J., offers its 1959 line of gas ranges, water heaters and bottled gas systems especially designed for home conveniences afloat.

Featured for galleys of small boats is an efficient two-burner, counter-top range. This improved model has an easily accessible master shut-off valve. For greater flexibility of galley design, a rust-proof, chrome-finished, two-burner range is featured, which permits installation of as many gas burners as required.

For larger craft, the deluxe marine range model SM-206 is presented. Though only 20" wide, it has four top burners, a smokeless broiler, and a full-size oven with automatic heat control.

The new Suburban Marine Service automatic gas water heater holds ten gallons of 140-degree hot water, is heavily insulated, and only 36" high.

GROVER PRODUCTS

Tiny enough to hold in the hand and weighing only 5¾ pounds, the Grover Air Compressor is a natural for small cruisers. Operating on 5 amps of 12 volt current, this little unit automatically maintains 90 to 125 pounds of air pressure for water systems, giving 40 pounds of pressure at the faucet, or to operate air horns. Universal bracket permits easy installation of the compressor which is available in 6, 12, 24, 32 and 110 (AC) volts.

Grover Products Company, 1233 South Hope Street, Los Angeles.

WALTER KIDDE

Two new pressurized dry chemical portable fire extinguishers are announced by Walter Kidde & Company, Inc., 675 Main Street, Belleville, N. J. These models come in 2½- and 5-pound capacities. They extinguish as much fire as eight and sixteen carbon tetrachloride portables respectively.

Their designs stress simplified operation. The discharge nozzle is aimed at the base of the fire and actuating lever depressed, releasing a cloud of fire-killing dry chemical. There is no trigger locking pin and no valve.

Other features are lightweight and functional design. Pressure gauges, recessed in the housing for added protection, tell at a glance if units are charged. Their operating range of from 110 to 180 psi means that they can be quickly recharged with air or nitrogen. Special wall brackets act as locking pins.

Reasonably priced carbon dioxide fire extinguishing systems for engine compartments can be installed easily by the owner of any smaller yacht. Large yacht systems should be installed by a yard. They stand twenty-four hour a day automatic fire watch and also can be actuated manually by means of pull boxes.

The rate-of-temperature-rise occasioned by an engine fire immediately triggers the cylinder of carbon dioxide. The pressurized gas floods from its container and discharges from the Multijet nozzle in sufficient volume to reduce oxygen in the engine compartment to a degree insufficient to support combustion.

Kidde systems are approved by the U. S. Coast Guard and when installed afford reduced annual fire insurance premiums.

ALGONAC FOUNDRY

A bilge exhaust blower, made by Algonac Foundry Co., Inc., Algonac, Michigan, allows complete replacement of fumes in the bilge zones with clean air, in moments.

After researching and testing various types of blower fans, Algonac developed one that moved 67 cubic feet per minute. A minimum 5-minute operation is recommended to completely remove all fumes. It is also suggested the ignition switch and starter be turned on only after a safe period.

The new blower will feature an acid- and corrosion-resistant finish of heavy cast aluminum. This aluminum housing is compact and designed to be mounted in confined areas.

Two new dry chemical portable fire extinguishers announced by Walter Kidde & Co., Belleville, N. J. Units shown are 2½ and 5-pound capacities. When nozzles are aimed at the base of a fire, a cloud of fire-killing chemical can be directed to area

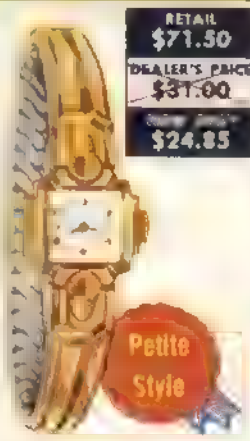
20% to 33⅓% OFF!

on NEW MODELS

WALTHAM

SHOCK PROTECTED BY INCABLOC

- With RESEVOIL Reserve Jewels
- Gift Boxed
- Unbreakable Mainsprings
- Fully Guaranteed!



• Bracelet Design

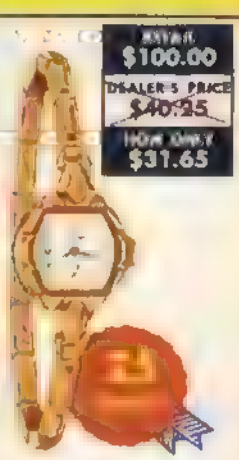
Lydia: Highly styled bracelet type watch. Sculptured case of 10K rolled gold plate, non-corrosive back. Matching gold-filled combination expansion bracelet. 17 jewel movement. Unbreakable mainspring, Incabloc protected.

33W337-2485 (Yellow)
Retail $71.50
33W338-2485 (White)
Retail $71.50

• Petite Dress Watch

Coronet: 21 Jewels. Modern chic styling. 10K rolled gold plate case, non-corrosive back. Matching gold-filled expansion bracelet. Dot-figure dial, hi-domed crystal. Unbreakable mainspring, Incabloc.

33W339-2795 (Yellow)
.....Retail $90.00
33W340-2795 (White)
...Retail $90.00



• 14K Gold Case

Goudy: 25 Jewels. Solid 14K gold case designed with authentic modern styling. Matching gold-filled expansion bracelet. Smart stick figure dial, hi-domed crystal. Unbreakable mainspring, Incabloc protected.

33W341-3165 (Yellow)
.....Retail $100.00
33W342-3165 (White)
.....Retail $100.00

53 JEWEL Rototron®

SELF-WINDING

• Waterproof*

Rototron 53 Jewel self-winding waterproof* watch, most efficient watch ever made! 10K yellow rolled gold plate case with stainless steel back. Matching gold filled expansion band with leather inserts. Sweep second hand, luminous dial. Unbreakable mainspring. With Incabloc.

33W343-5400 Ret. $165.00

• Waterproof*

Ship'n Shore: Rotatron 53 Jewel self-winding waterproof* all-purpose watch. Case has chrome top and stainless back. Matching stainless steel expansion band with leather insets. Sweep second hand, luminous dial can be read in the dark. Unbreakable mainspring and Incabloc.

33W344-4925 Ret. $150.00

Retail Prices include Federal Excise Tax; Dealer's Prices do not
*GUARANTEED WATERPROOF as long as case, crown and crystal are intact.

• Wafer-thin Dress Watch

Goremond: Strikingly handsome dress watch for men. Ultra-thin styling. Yellow rolled gold plate case has non-corrosive back. Matching gold-filled expansion band. Modern stick figure dial. 17 Jewels. Unbreakable mainspring, Incabloc protection.

33W345-1940. . . .Retail $69.50

• Water-Resist,* Luminous

Futura. Wafer-thin styling. Chrome Plated case, non-corrosive back with matching Stainless expansion band. Sweep second hand, unbreakable mainspring, Incabloc.

33W347-2490. . . . .Retail $79.50

As above with gold-color case.

33W346-2860 . . . .Retail $85.00

• Self-winding Waterproof*

Romany: Distinctive black dial contrasts with 10K yellow rolled gold plate case. Stainless back. Matching gold-filled combination expansion bracelet. 25 Jewel automatic movement with unbreakable mainspring and Incabloc shock-protection. Sweep second hand.

33W348-3910 . . Retail $115.00

• Self-winding Waterproof*

Corsair: Most handsome thin styled waterproof* watch ever made! Yellow 10K rolled gold plate case with non-corrosive back. Matching combination expansion bracelet with lizard skin insets. 17 Jewels. Unbreakable mainspring, Incabloc protected.

33W349-3030 Retail $110.00

Hallmark

Save 25% to 40%

RETAIL $195.00
DEALER'S PRICE $63.85
NOW ONLY $47.75

30 jewels

- **Self-winding Waterproof***
- **Luminous hands and dial**

Brigadier: Superb masterpiece of stately styling. 30 jewel self-winding movement in a waterproof* case of yellow rolled gold plate with non-corrosive back. Matching gold filled combination expansion band with leather trim. Red sweep second hand. Unbreakable mainspring, Incabloc.
33W2539-4775 ..... **Retail $195.00**

RETAIL $115.00
DEALER'S PRICE $38.45
NOW ONLY $28.85

25 jewels

- **14K Gold Case**

First Lady: Case of 14K yellow gold matching gold filled expansion bracelet. Unbreakable mainspring, Incabloc
33W2450-2885
Retail $115.00
With 14K white gold
33W2541-2885 . .
Retail $115.00

RETAIL $125.00
DEALER'S PRICE $42.00
NOW ONLY $31.70

25 jewels

- **Self-winding Waterproof***

Commodore: A keepsake watch with practical features! Smart modern styling. Gleaming chrome top waterproof* case has stainless steel back. Matching stainless combination expansion bracelet, leather trim. Luminous slick figure dial can be read in the dark, red sweep second hand. Accurate 25 jewel self-winding movement has unbreakable mainspring, Incabloc shock-protection.
33W2545-3170 **Retail $125.00**

RETAIL $105.00
DEALER'S PRICE $34.10
NOW ONLY $25.60

Self Winding

- **Self-winding Water-Resist***

Ivy League: Elegantly simple design. Chrome top case with non-corrosive back. Matching stainless combination expansion band, leather trim. Textured luminous dial can be read in dark; red sweep second hand. 17 jewel self winding movement with unbreakable mainspring and Incabloc shock-protection.
33W2542-2560 Ret. $105.00

RETAIL $85.00
DEALER'S PRICE $28.75
NOW ONLY $17.35

21 jewels

- **Water-Resistant***

Nautilake: A sportsman's watch that can be worn for any dress occasion. Case has chrome steel top, stainless back. Matching stainless steel combination expansion bracelet with leather inset. Red sweep second hand, luminous dial. 21 jewel movement, unbreakable mainspring and Incabloc shock-protection.
33W2543-1735 Retail $85.00

RETAIL $125.00
DEALER'S PRICE $41.80
NOW ONLY $31.50

Self Winding

- **Self-winding Waterproof***

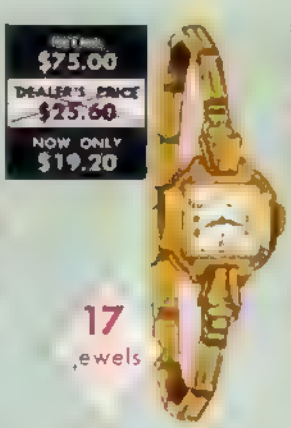
Seafarer: A watch he'll wear for work, dress or sports. Has masculine style yellow gold color case, non-corrosive back. Combination gold filled expansion band to match. Luminous dial can be read in dark, red sweep second hand. 17 jewel self-winding movement with unbreakable mainspring. Incabloc protected.
33W2544-3150 Ret. $125.00

RETAIL $110.00
DEALER'S PRICE $37.00
NOW ONLY $27.80

21 jewels

- **2 Genuine Diamonds**

Mignon: Exquisitely engraved case set with 2 flashing diamonds. White rolled gold plate with non-corrosive back, matching gold-filled expansion bracelet. 21 Jewels. Unbreakable mainspring, Incabloc shock protected.
33W2546-2780 Ret. $110.00
As above Yellow RGP case
33W2547-2780 Ret. $110.00



RETAIL $75.00
DEALER'S PRICE $25.60
NOW ONLY $19.20

17 jewels

- **Stunning Dress Watch**

Lombardier: Classic design in yellow rolled gold plate case with non-corrosive back. Gold-filled expansion bracelet to match. All arabic numeral dial. 17 jewel movement. Unbreakable mainspring and Incabloc shock-protection.
33W2548-1920 Retail $75.00
As above White RGP case
33W2549-1920 Retail $75.00

RETAIL $87.50
DEALER'S PRICE $29.05
NOW ONLY $21.80

Water-Resist*

- **Water-Resistant***

Mary Ann: styled for career women! Yellow gold color case with non corrosive back. Combination expansion bracelet to match. Luminous dial, sweep second hand. 17 Jewels. Unbreakable mainspring, Incabloc shock protected.
33W2550-2180 Retail $87.50
As above Chrome steel case
33W2551-1965 Retail $80.00

Retail Prices include Federal Excise Tax; Dealer's prices do not. Every watch gift boxed.
*GUARANTEED WATERPROOF as long as case, crown and crystal are intact. Watches illustrated are ⅞ actual size

Automatic . . . Waterproof

*Every watch on this page is self-winding . . . winds automatically with just the normal movements of your wrist. Every watch on this page is guaranteed waterproof** as long as case, crown and crystal remain intact. Each is gift boxed and fully guaranteed to be free of defects in manufacture or material upon leaving the factory*

(E) Sumpter . . . distinctive in design, unquestioned in accuracy! Ultra thin case extends to form a gleaming oval around the luminous white dial. Leather inserts make the expansion band equally as attractive. Self-winding. Waterproof**.
183-079 A3375 Chrome **$85.00**

(F) Pinckney . . . a rugged waterproof** watch a man can wear proudly. Accurate 17-jewel self-winding movement. Rolled gold plate case with non-corrosive back. Black luminous dial, expansion band with black leather inserts
183-087 A3845 10K Yellow RGP.. **$92.50**

(G) Albany . . . you'll find yourself glancing at it often, its styling is so pleasing. Round case has non-corrosive back. Shaded luminous dial. Combination expansion band. Waterproof**, self-winding . . . has no peer for ruggedness and dependability! 17 jewels
183-095 A3745 10K Yellow RGP **$92.50**

(H) Southby . . . 25 jewels for supreme accuracy! Self-winding waterproof** tops in performance and in appearance. Highly polished chrome case is a shining circle held to your wrist with a band of metal mesh and expansion links. Radium markers and hands
183-103 A3750 Chrome. **$92.50**

On these pages, RET AIL prices include 10% Federal Excise Tax

(K) Northampton . . . sleek as a greyhound and a masterpiece of precision—this handsome watch has a 21-jewel movement! Self-winding. Waterproof**. Case has a non-corrosive back, expansion band with brown leather inserts. Radium numerals, hands
183-111 A4500 10K Yellow GF.. **$120.00**

(L) Rotoiren "53" Chrome . . . a miracle of precision! Sleek chrome case houses the fabulous Waltham 53-jewel movement. Self-winding, waterproof**. Radium hour markers and hands let you tell time in the dark. Expansion band matches case design.
183-129 A5295 Chrome. . . . **$135.00**

(M) Farmington . . . a standout in every respect! 21-jewel self-winding movement. Waterproof** 10K yellow rolled gold plate case, non-corrosive back. Luminous dial, sweep second hand. Has a matching expansion band with tan leather inserts
183-137 A5295 10K Yellow RGP. **$135.00**

Automatic . . . Waterproof

*Every watch on this page is self-winding . . . winds automatically with just the normal movement of your wrist. Every watch on this page is guaranteed waterproof** as long as the case and crystal remain intact. Each gift boxed and fully guaranteed to be free of defects in materials and workmanship upon leaving the factory.*

D Sampler . . . distinctive in design, in quality and in accuracy. Ultra thin case, brushed to show a pleasing contrast with the mirror polished bezel. Leather inserts make the expansion band especially attractive. Self-winding. Waterproof**
183-079 A3375 Chrome **$85.00**

E Pinckney . . . "sport" waterproof** watch with expansion band. Attractive self-winding movement behind gold plate back. Rugged stainless steel case and back. Rich leather inserts in expansion band. Gold leather inserts.
183-087 A3845 10K Yellow RGP . . . **$92.50**

F Albany . . . you'll find yourself glancing at it often. It has a sweeping second hand, raised gold numerals and black dial. Stainless steel case and expansion band. Waterproof** self-winding. Complete with expansion and 5 period links.
183-095 A3745 10K Yellow RGP . . . **$92.50**

G Southbay . . . 25 jewels for superior movement. Self-winding waterproof** type in perfect unisex style. Raised gold numerals and hands. Stainless steel case and back. Rich leather inserts in expansion band.
183-103 A3750 Chrome . . . **$92.50**

H Northampton . . . sleek as a greyhound and a sturdy performer. Its handsome case is made of stainless steel. Self-winding. Waterproof** case and back. Rich leather inserts in expansion band.
183-111 A4500 10K Yellow RGP . . . **$120.00**

I Saratoga "83" Chrome . . . a symbol of precision. Sleek, modern design. Stainless steel case and back. Self-winding waterproof** feature. Rich leather inserts in expansion band. Complete with expansion links. Unisex watch in the style of a man's watch.
183-129 A3795 Chrome . . . **$135.00**

M Farmington . . . a standout on every sport. Self-winding movement. Waterproof** 14K white gold plate case. Stainless steel back. Raised gold numerals and hands. Has a stainless steel expansion band with tan leather inserts.
183-137 A5295 10K Yellow RGP . . . **$135.00**

WALTHAM

Precision workmanship is the key to the matchless performance and accuracy of a Waltham. All Waltham watches are shock-protected with Incabloc to prevent breakage of the balance staff by cushioning shocks and jars with tiny, resilient springs. All are fully guaranteed, handsomely gift boxed.

E Martha Washington . . . simplicity itself in styling! Petite yellow rolled gold plate case with graceful scrolled end pieces, noncorrosive steel back. Raised gilt numerals; raised crystal. Slender gold-filled expansion bracelet echoes the loveliness of the case. 17-jewel movement is highly dependable
183-590 A2395 10K Yellow RGP. **$59.50**

F Amy . . . 21-jewel masterpiece in a tiny, lovely faceted case of gleaming 10K yellow rolled gold plate with non-corrosive steel back. Slender expansion bracelet matches it perfectly. Has square dial, raised crystal. Precision-perfect movement is shock-protected with Incabloc for utmost dependability.
183-604 A2855 10K Yellow RGP . . **$72.50**
183-335 A2855 10K White RGP . . **72.50**

G Windswept White . couldn't be lovelier! Tiny 14K white gold case is dramatized to high-fashion importance by the custom designed Speidel Windswept bracelet made up of tapering contoured ends and faceted expansion links. 17-jewel movement for split-second accuracy.
183-416 A3250 14K White Gold . **$85.00**
183-350 A3350 14K Yellow Gold . **85.00**

H Madeline . . . continental charm and feminine daintiness is emphasized in fleur-de-lis end pieces on the lovely 14K yellow gold case. For elegance, a slender faceted expansion bracelet to match. Full numeral dial, raised crystal. Superb 25-jewel movement offers the utmost in dependability.
183-424 A4025 14K Yellow Gold . **$100.00**

RETAIL PRICES on these pages include 10% Federal Excise Tax

K Patricia . . . pretty as a picture, the little 10K yellow rolled gold plate case with filigree end pieces set with 2 brilliant diamonds! Matching expansion bracelet is a series of tiny square links Dependably accurate 21-jewel movement. Raised crystal over an easy-to-read dial.
183-632 A3400 10K Yellow RGP. . **$85.00**

L Lady Elizabeth . . . practical and beautiful for nurses, doctors, career girls, homemakers too. Full numeral dial, sweep second hand let you tell time at a glance. 10K yellow rolled gold plate case has non-corrosive steel back. Lovely expansion bracelet has red leather insert. 17-jewel movement.
183-640 A2720 10K Yellow RGP. . . **$71.50**
183-368 A2720 10K White RGP. . . **71.50**

M Salome . . . worthy of honors, this truly unusual watch for women at work. Waterproof* and automatic—winds itself with just the normal motions of your wrist. Beautiful too the tailored chrome case with non-corrosive back matched with an expansion band. Radium dial. 17 jewels
183-657 A3735 Chrome **$90.00**

FROM

BENAY-ALBEE...

INSPIRED BY

WALT DISNEY'S

FABULOUS, NEW PRODUCTION...

SLEEPING BEAUTY AND PRINCE PHILLIP

CHARACTER HATS

©WALT DISNEY PRODUCTIONS

BENAY-ALBEE proudly presents these sure-to-succeed additions to what is already the hottest line in our history. Fairy tales have always been popular, but this year — with all-out exploitation on TV and in the movies — they're bonanza-bound! These "two from the show" are destined to become the most-wanted children's hats of the year. But don't forget the other great names that will continue to help you sell more Benay-Albee hats: WELLS FARGO, JOHN SLAUGHTER, MC KENZIE RAIDERS, LEAVE IT TO BEAVER, ZORRO, MICKEY MOUSE, DONALD DUCK, and the complete group of America's favorite WESTERN and NOVELTY HATS!

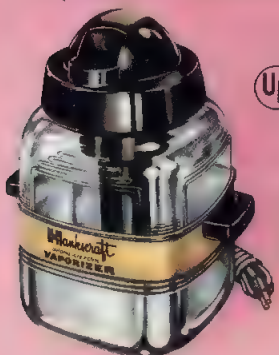
benay-albee

BENAY-ALBEE NOVELTY CO., INC. • 52-01 Flushing Ave., Maspeth, N. Y.

SEE ALL THESE • PLUS A FEW SURPRISES • AT THE TOY SHOW — HOTEL NEW YORKER — ROOM 1128

Hankscraft®

Vaporizer-Humidifiers



HANKSCRAFT VAPORIZER—Fully automatic; delivers a steady flow of healthful steam. Gallon capacity, runs 6 to 8 hours, shuts off automatically when water is gone. Easy to use, easy to clean.
6G117X464 ..... Retail 6.95

JUNIOR VAPORIZER—Quick relief from colds, croup, sinusitis with gentle soothing steam. Half-gallon capacity, runs 3 to 4 hours, shuts off automatically. Plastic base, attached cord.
6G121X330 ..... Retail 4.95

HANKSCRAFT VAPORIZER—Large-capacity double-duty vaporizer and humidifier—vaporizes 1½ gallons of water. Produces healthful steam 10 to 12 hours for constant day or night use. Sturdy break- and chip-resistant all-plastic construction. Safe, easy to use. Shuts off automatically when water is gone.
6G100X664 ..... Retail 9.95

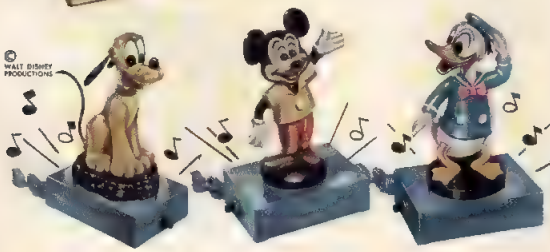
HANKSCRAFT VAPORIZER FLUID—A new, specially formulated vaporizer fluid that can be added directly to the water. Produces soothing medicated steam for effective relief from colds. Safe for infants. (8-oz. bottle)
6G128X199 ..... Retail 2.98

Walt Disney Character

Musical Nite-Lites and Feeding Set

DISNEYLAND MUSICAL NITE-LITE—Lull youngsters to sleep with this make-believe TV set, 6" wide. Soft light shines through colorful Disneyland scene; plays nursery tune.
6G126X466 ..... Retail 6.98

MICKEY MOUSE FEEDING DISH—A delightful gift for Baby. Includes a 3-compartment feeding dish, cup and spoon—enchanting with authentic Disney characters. Hot water in base keeps food warm. Spinning Mickey Mouse stopper keeps Baby amused. Tip-proof suction cup base. Colorful gift carton.
6G132X332 ..... Retail 4.98



WALT DISNEY CHARACTER NITE-LITES—Youngsters love these authentic captivating figures. They glow in the dark, play a cheerful nursery tune. Sturdy translucent plastic, 8" high, genuine Swiss music box in base.
6G129X466 (Mickey Mouse) ..... Retail 6.98
6G130X466 (Pluto) ..... Retail 6.98
6G131X466 (Donald Duck) ..... Retail 6.98

So-o-o Big

We're 15 to 36 inches Tall

Wishmaker Dolls See Page 308

D 4.98 15 in.

B 8.49 19 in.

C 7.49 17 in.

A 16.79 36 in.

A-D Wards Wishmaker Dolls. Attractively priced for their size and quality. All vinyl one-piece arms and legs. Hard vinyl bodies, delicately molded. Soft vinyl heads with sleeping eyes, lashes. Luxurious rooted hair, each beautifully styled. Completely dressed, as shown, with lace-trimmed undies, shoes, socks.

A Wards Own Life-Size Flo-mate in plaid dress and pinafore, with adorable ponytail. Wears child's own clothing, size 3. Ship. wts. 8 lbs.; 6 lbs.
48 T 3898 M—Abt. 36 in. tall. . . . 16.79
48 T 3899 M—As above, in panties, shoes, socks (no other clothing) 11.98

B Beautiful Bride, exquisite in lace and satin, with bouquet. Italian haircut. Ship. wts. 6 lbs.; 2 lbs. 8 oz.
48 T 3900 M—Abt. 27 in. tall. . . . 11.49
48 T 3901—Abt. 19 in. tall. 8.49

C Bridesmaid in Blue. Wears crisp taffeta formal, hat of flowers and veiling over her soft curls.
48 T 3957 M 27 in. Wt. 8 lbs. . . . 11.49
48 T 3958—17 in. Wt. 1 lb. 8 oz . 7.49

D Lucy Lockett in dainty checked gingham dress, actual copy of a child's fine dress fashion; wears felt hat over her long curly bob.
48 T 3888 M -27 in. Wt. 6 lbs. 8.98
48 T 3889 19 in. Wt. 2 lbs. 8 oz . 6.98
48 T 3890—15 in. Ship. wt. 2 lbs. . 4.98

E Ballerina with Wardrobe Jointed arms, hips, knees, ankles, she can assume lovely dance positions Plastic "walking" doll with turning head, rooted hair, sleeping eyes, lashes. Wears pretty ballerina outfit. *Wardrobe includes:* sweater and leotards, skirt dress with stole petticoat, shoes, hose
48 T 3938 – 20 in. Ship. wt. 3 lbs. 9.98

F Doll in Case. Sweet "little girl" in taffeta dress, undies, socks, shoes. All vinyl, fully jointed; rooted hair, sleeping eyes. *Outfit include:* sunsuit, pinafore dress with stole, [illegible] dress with [illegible] straw hat, pajamas. Plastic sanglasses comb brush, mirror, curlers, play manicure scissors.
48 T 3942—19 in. Ship. wt. 8 lbs. 11.98

E 9.98

F 11.98

Burpee Baby

$9.98 With Layette and Scale

G 7.98

K

H 2.69

J 7.29

M

P

L 8.49
16-in.

R

G Precious Baby in Basket. Cries real tears, drinks, wets. Wears shirt, panties, booties. All vinyl doll, fully jointed, with rooted hair, sleeping eyes. 18½-in. plastic basket with handles, lined and draped in satin. Satin pillow, fleece blanket, telephone rattle included. Ship. wt. 2 lbs. 10 oz.
48 T 4339 Doll abt. 15 in. tall .$7.98

H Doll-E Bye Bye Basket, 2 bottles, bottle brush, feeding dish, funnel, pitcher, 2 spoons, bib, diaper, hairbrush. Ship. wt. 1 lb. 12 oz.
48 T 4109—Abt 13¾ in. long. . $2.69

J Rock Her in Her Play Chair. She cries real tears, drinks, wets. All vinyl baby, fully jointed, with molded hair, sleeping eyes, lashes. Wears cotton romper. Bottle included.

Play Chair about 19 in. high, with plastic seat. Glides back and forth on folding metal frame. Ship. wts. 7 lbs.; 3 lbs.; 2 lbs. 8 oz.; 4 lbs.
48 T 3902—20-in. Doll in Chair $7.29
48 W 4398—20-in. Doll only. . . . 4.98
48 T 4346—18-in. Doll only 3.98
48 T 4345—Play Chair only 2.69

K 16-in. Burpee Baby in romper, "burps" when you squeeze her. Drinks, wets, cries tears. Fully jointed, molded hair, sleeping eyes.

Layette includes: Dress, coat, bonnet, bib, diaper, wash cloth, sponge, 3 clothes pins, 3 puffs, soap, bottle. Plastic apron for Little Mother incl.

Doll-E Detecto Scale, really weighs. With 11 accessories, described Pg. 333.
48 T 4249—Combination. Burpee with Layette, Scale. Wt. 7 lbs. $9.98
48 T 4250—Burpee Baby with Layette (no scale). Ship. wt 2 lbs. 8 oz. $7.98
48 T 4443 X – Doll E Detecto Scale only with Accessories. Wt 4 lbs. 6 oz.. $3.69

L Linda in Case. Vinyl baby with rooted ponytail, is fully jointed, drinks, wets, cries tears. Wears taffeta romper Layette Coat, bonnet, dress, blanket, diapers, flannel jacket, shoes, socks, bottle, sponge, rattle, comb, brush, mirror, soap Ship. wts. 4 lbs.; 8 oz.; 3 lbs., 1 lb. 3 oz.
48 T 4251—16 in. Complete. ...$8 49
48 T 4256 -14-in. Doll with Layette no case... . . . . .$6.98
48 T 4260—14-in Doll only 3.49

Clothing for The Well Dressed Doll—in All Sizes

M Baby Doll Pajamas and Robe. Cotton flannel. Ship. wt. 5 oz.
48 T 4166—For 11-13 in. dolls $1 09
48 T 4157—For 14-16 in. dolls 1 09
48 T 4168—For 19-21 in. dolls 1 39
48 T 4169—For 24 25 in. dolls. . . 1.49

N Baby Doll Dress and Bonnet. Polished cotton. Ship. wt. 5 oz.
48 T 4149—For 11-13 in. dolls .. $1.19
48 T 4150—For 14-16 in. dolls.... 1.19
48 T 4151—For 19-21 in. dolls.. . . 1.39

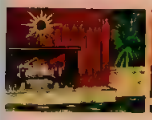
P Dolly Snow Suit. Cotton poplin, zipper front, att. hood. Wt. 9 oz.
48 T 4126—For 10-14 in. dolls $1.39
48 T 4127—For 15-18 in. dolls... 1.39
48 T 4128—For 19-23 in. dolls .. 1.69

R Baby Doll Sweater Suit Dress them snugly in cotton jersey sweater, pants, hood and mittens. Ship. wt. 5 oz.
48 T 4163—For 11-13 in dolls. . $1.39
48 T 4164 –For 14-16 in dolls. 1.39
48 T 4165—For 19-20 in. dolls.. 1.49

WELBY Sabre

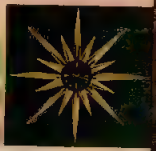
- **Acclaimed by decorators as the most dramatic wall clock in a decade! Stunning in any setting!**
- **Fabulous 36 inches of breathtaking beauty!**
- **Magnificently fashioned from "Ivora"**
- **Raised and faceted metal-gold finished hour markers!**
- **Precision 8-day front key wind movement!**

Ⓐ **36" SABRE WALL CLOCK.** Most exciting wall clock in a decade . . . a dazzling beauty designed to dramatize any wall in your home! Magnificently sculptured from "Ivora," an exclusive material which has the appearance and richness of ivory! Superb three-dimensional styling is high lighted by raised and faceted hour markers in gleaming metal gold finish. Truly the timepiece of tomorrow, arrayed in two glamorous finishes black captivating in the rich lustre of black ivory . . . or metal gold a shimmering star of fiery beauty Guaranteed, 8-day front key wind movement State choice of black or gold finish.
Keystone **27.00** Retail **22.50**



Sheer Drama Over the Mantel

Focal Point In the Living Room



Sabre in Metal-Gold with Black Dial

These are the clocks you've been reading about . . . been talking about . . . the famed WELBY *6-jewel transistor movements. The clocks that run for five years, silently, accurately, maintenance free on one tiny 1.5-volt battery. (Replacement batteries available.)*

Ⓑ **SQUARE TRANSISTOR.** A miracle of precision framed in glass. Magnificently outlined in gleaming brass. The last word in fashion—dependable timekeeping. Easy carrying handle. 9" high, 8" wide, 5" deep
1033 Keystone **66.00** Ret. **55.00**

Ⓒ **OVAL TRANSISTOR.** Ultra modern dome design. With the mystery and elegance of tomorrow's styling. A pinnacle of precision lifetime beauty. Satin-finish dial. Solid brass base 9½" wide, 9" high
1010 Keystone **47.94** Ret. **39.95**

Ⓓ **ROUND DELUXE TRANSISTOR.** The ultimate in futuristic styling. See-through dial—with graceful hands suspended in mid-air. Modernistic round dial is magnificently encased in gleaming brass. 10" high, 8" wide
1041 Keystone **78.00** Ret **65.00**

Wind it on your birthday! Runs more than a year on one winding! Jewel-like clocks in solid brass, housed under crystal-clear glistening glass domes.

Ⓔ **MODERN 400-DAY ANNIVERSARY CLOCK.** Stunning contemporary design executed in shimmering solid brass. 4 sphere pendulum Real quality is defined in every line. Satin-finish dial; contoured glass dome 9⅛"x9½", dial 3¾"
407 Keystone **41.94** Ret **34.95**

Ⓕ **TRADITIONAL 400-DAY ANNIVERSARY CLOCK.** Superbly styled in polished brass, hand-painted porcelain dial 12"x7¾" dial 3½"
22 Keystone **28.20** Ret **23.50**

JUNIOR 400-DAY CLOCK. As above, but ¾'s the size.
222 Keystone **25.16** Ret. **20.95**

Ⓖ **DELUXE 400-DAY ANNIVERSARY CLOCK.** An heirloom possession! Hand-decorated with colorful floral designs permanently baked into the enamel on posts, base and dial. Solid brass appointments. 12"x7¾" dial 4"
178 Keystone **35.94** Ret. **29.95**

Metal Arts

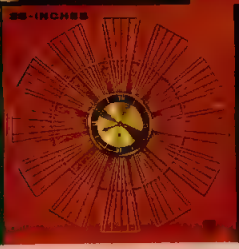
Magnificently executed! Unmatched in beauty—award-winners in design. In contemporary or traditional stylings! Pinnacles of precision, backed by famed WELBY *guarantee! 8-day, front key-wind movement. Superb gifts for any home . . . and lasting reflections of your good taste.*

WELBY

Ⓐ **8-DAY PEGASUS.** The dramatic silhouette that's making fashion news everywhere. Ball-tipped spears and speeding rays merge in mid-air to form a shimmering sunburst. Glistening satin-smooth, polished brass finish. Raised numerals. Front key wind. 28" in diameter.
720 . . . . . .Keystone **35.94** Retail **29.95**

Ⓑ **8-DAY GOLDEN WHEAT.** Spears of rippling wheat exquisitely stem from a satin-finished circular dial. Breath-takingly beautiful in design—a conversation piece in any setting. Finished in highly polished brass. Superb in either traditional or contemporary decor. Front key wind, 17½" in diameter. Large 8" dial.
1751 . . . . . .Keystone **29.94** Retail **24.95**

Ⓒ **8-DAY MINSTREL.** The quaintness of old English charm is gracefully interpreted in this famed Welby timepiece. Designed to luxuriously blend with contemporary or traditional furnishings. Lacquered brass finish. Curb link hanging chain. Raised numerals. Front key wind 35" in length. 8" dial.
1752 . . . . . .Keystone **35.94** Retail **29.95**

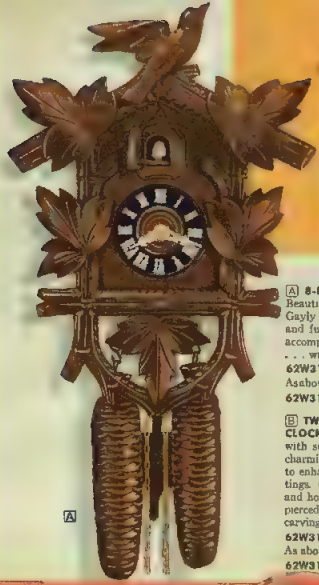


Ⓓ **8-DAY PETAL MOTIF.** Soft, delicate, a swirling restful design with slender scrolls silhouetted against a mesh background. Satin-smooth brass finish. Front key wind. 14" diameter.
770 Keystone **29.94** Ret. **24.95**

Ⓔ **8-DAY CYMBAL** an elegant touch for any decor. Glistening hammered brass cymbals in a radiant sunburst. Black contrasting hands. Guaranteed accuracy. Front key wind. 18" diam.
1753 Keystone **29.94** Ret. **24.95**

Ⓕ **8-DAY BOWSTRING.** A glamorous WELBY original—brass strings sleat in a circular motif for a three-dimensional effect. Black and brass dial. Glistening raised numerals. 25" diameter.
725 Keystone **35.94** Ret. **29.95**

Ⓖ **8-DAY ANGELUS.** The fiery splendor of the setting sun is captured in this striking sunburst. Glinting brass finish. Round polished hour markers. Front key wind. 18" diameter.
721 Keystone **23.94** Ret. **19.95**



A 8-DAY 14" CUCKOO CLOCK. Beautifully carved rich brown case. Gayly colored bird cuckoos the half and full hour . . . gong sounds in accompaniment. Accurate movement . . . wind only once a week! 14x10".
62W312X1797 . . Retail **29.95**
As above, but with 30-hour movement
62W313X1197 . . Retail **19.95**

B TWO-TONE FINISH 12" CUCKOO CLOCK. Lovely light tan case shaded with subtle accents of brown . . . a charming clock from the Old World to enhance traditional or modern settings. Cuckoo chirps the half hours and hours. Roman numerals, delicate pierced hands. 12x8" Exceptional hand carving! An unusual buy at this price!
62W314X957 Retail **15.95**
As above, in rich deep solid brown.
62W315X957 . . . Retail **15.95**

C 8-DAY 19" CUCKOO CLOCK. Beautiful hand-crafted case, graced with seven leaves and three birds . . . finished in a rich deep brown. Contrasting white Roman numerals and baroque hands. Cuckoo calls . . . gong sounds half hours and full hours. Dependable movement needs winding once a week. 19x13"
62W316X2397 . . Retail **39.95**
As above, but 30 hour movement.
62W317X1797 . . . . Retail **29.95**

D 2-DOOR CUCKOO-AND-QUAIL CLOCK. Quail calls once at ¼-hour, twice at ½-hour, three times at ¾-hour, and four times at hour . . . cuckoo calls out at ½-hour and full hour accompanied by pleasant gong sound. Exceptionally beautiful hand carved case has six leaves, two birds (one in nest), three realistic pine cone weights. 30-hour movement. 19x14".
62W318X2997 . . . Retail **49.95**

MUSICAL 2-DOOR 14" CUCKOO CLOCK. Each hour and half-hour, a colorful cuckoo pops out of one door to call the time . . . on the hour the other door opens, and a beautifully carved figure emerges to play music. Case styled similar to above; deep brown finish. 30-hr movement 14x10"
62W319X1797 . . . . Retail **29.95**

These are the clocks you've been reading about . . . been talking about . . . the famed WELBY *6-jewel transistor movements. The clocks that run for five years, silently, accurately, maintenance free on one tiny 1.5-volt battery. (Replacement batteries available.)*

E SQUARE TRANSISTOR. A miracle of precision framed in glass. Magnificently outlined in gleaming brass. The last word in fashion—dependable time keeping. Easy carrying handle. 9" high, 8" wide, 5" deep.
62W305X3300 Retail **55.00**

F OVAL TRANSISTOR. Ultra-modern dome design. With the mystery and elegance of tomorrow's styling. A pinnacle of precision. Lifetime beauty. Satin finish dial. Solid brass base. 9½" wide, 9" high.
62W306X2397 . . . . Retail **39.95**

G ROUND DELUXE TRANSISTOR. The ultimate in futuristic styling. See-through dial with graceful hands suspended in mid-air. Modernistic round dial is magnificently encased in gleaming brass. 10" high, 8" wide
62W307X3960 . . Retail **65.00**

Wind it on your birthday! Runs more than a year on one winding! Jewel-like clocks in solid brass, housed under crystal-clear glistening glass domes.

H MODERN 400-DAY ANNIVERSARY CLOCK. Stunning contemporary design . . . executed in shimmering solid brass. 4 sphere pendulum. Real quality is defined in every line. Satin-finish dial, contoured glass dome 9½"x9½" dial 5½"
62W308X2097 Retail **34.95**

J TRADITIONAL 400-DAY ANNIVERSARY CLOCK. Superbly styled in polished brass hand painted porcelain dial 12"x7¾", dial 3½".
62W309X1410 . . . Retail **23.50**

JUNIOR 400-DAY CLOCK. As above but ¾'s the size
62W310X1258 Retail **20.95**

K DELUXE 400-DAY ANNIVERSARY CLOCK. An heirloom possession. Hand decorated with colorful floral designs permanently baked into the enamel on posts, base and dial. Solid brass appointments. 12"x7¾" dial 4"
62W311X1797 . . . Retail **29.95**

A

B

C

Mastercrafters

ACCURATE SELF STARTING ELECTRIC CLOCKS

Ⓐ **FIREPLACE.** Realistic flames dance and flicker. Case of beautiful walnut plastic. Gold finish dial, easy to read. 10½" high, 7½" wide, 4¾" deep, 3 lbs.

62W8V1017 ..... Retail **16.95**

Ⓑ **TELEVISION STARLIGHT.** The perfect T.V. clock! ¼ in. plate glass dial is illuminated by means of pin switch. Soft glow complements any room and is excellent for T.V. viewing. Satin gold finish, metal base, 9" high, 8½" wide, 4½ lbs.

62W7V1017 ..... Retail **16.95**

Ⓒ **COUNTRY CHURCH.** Figure at bottom pulls cord that moves bell at top on hour and half hour. Pin switch controls light on bottom scene that also illuminates stained windows. White cross is removable during shipment. Self starting electric movement. 4" dial. 12½" high, 7½" wide, 2¾" deep. Individually packed, weight 4 lbs.

62W1V1077 ..... Retail **17.95**

Ⓓ **PERKY.** Realistic Action! Looks like coffee perking! Hang on wall or stand on shelf. A real friendly clock for kitchen or den. Specify color. 1¼ lbs., 7½" high, 7½" wide.

D

PERCOLATING ACTION

62W2S9V627	Chrome	Retail	**9.95**
62W2C6V627	Copper	Retail	**9.95**
62W4V564	Red	Retail	**8.95**
62W3V564	White	Retail	**8.95**
62W6V564	Yellow	Retail	**8.95**

Wentworth Fine China

WENTWORTH *Genuine* CHINA

FULLY VITRIFIED
Beautifully
TRANSLUCENT

...a prized possession in any home, Genuine China offers deep lustre, translucency and beauty you find in no other dinnerware. It is completely vitrified, impervious to moisture and highly resistant to breaking and chipping. Produced by expert craftsmen in Japan, this China has the inherent beauty of much more expensive ware. Choose one of these beautiful "Wentworth", coupe shape, dinnerware sets to serve your friends in beauty. Shipped by Freight or Express from New York—pay shipping charges on delivery.

"Composition of Sets"

57 pc. Service for 8: 8 each—dinner plates, bread and butter plates, soups, fruits, tea cups and saucers, 1 each creamer, covered sugar, platter and baker PLUS 4 extra cups. Shipping weight 45 lbs.

98 pc. Service for 12: 12 each—dinner plates, salad plates, bread and butter plates, soups, fruits, tea cups and saucers, 1 each creamer, covered sugar, a large and small platter, sauce boat and two vegetable servers, PLUS 6 extra cups. Shipping weight 75 lbs.

CARLTON

Truly elegant—a modern pure white coupe with dainty Gold center decoration. Every piece edged in 22kt Gold. Carlton creates a magnificent service in a modern formal manner providing a lifetime of gracious dining

6K218F3997-57 pc. Service for 8 Retail $59.95
6K319F6663-98 pc. Service for 12 Retail 99.95

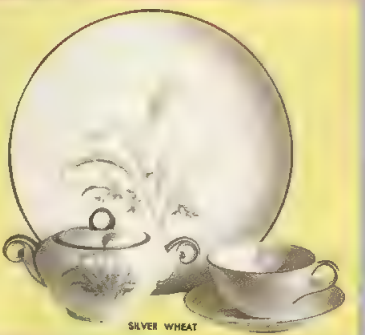
SILVER WHEAT

A graceful spray of wheat, colored in rich silvery gray tones is centered on a background of lustrous white china. The lovely coupe shaped pieces are edged with a delicate ring of Platinum, to echo the sheen of your fine silverware

6K210F3997 57 pc Service for 8 Retail $59.95
6K211F6663-98 pc Service for 12 Retail 99.95

EACH SERVICE FOR 8
CONTAINS 4 EXTRA CUPS

EACH SERVICE FOR 12
CONTAINS 6 EXTRA CUPS


SILVER WHEAT

TOSCA

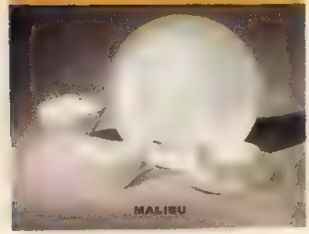
The exquisite "Cabbage Rose" in very soft pink tones with leaves of grays and tans adorn this unusual pattern. The extremely delicate overall design creates a dinner service to be treasured for a lifetime, and will gain the admiration of every guest. The shining white body is trimmed in Platinum.

6K200F3597-57 pc Service for 8 Retail $53.95
6K201F5997-98 pc Service for 12 Retail 89.95

GOLDEN PINE

Bring the vigorous outdoors to your dining table with this superb rendition of the Pine Cone. A soft touch of yellow, highlights the cones as they nestle among the needles executed in soft browns and tans on a white background. Every piece of this exciting new modern shape is edged with 22kt gold.

6K204F3320-57 pc Service for 8 Retail $49.95
6K205F5330-98 pc Service for 12 Retail 79.95



FINE CHINA DINNERWARE

by American Commercial

"SEVILLE." Set your table with "Seville" . . . and bring to your family and friends the charm and grace of a bygone era. Exquisite sprays of sky-blue roses nestle in dainty blue and delicate beige leaf sprays on a border pattern. The classic rim shape has a gleaming 22 karat coin gold edge. Shipping wts 57-pc set 44 lbs 98-pc set 78 lbs

6K706F3360 57-pc set for 8 — Retail **49.95**
6K707F6440 98-pc set for 12 — Retail **94.95**

"GRACEINE". Beautiful dinnerware with a classic simplicity of design. Dove-grey border wreaths against pure white flawless translucent china, on an elegant rim shape with sparkling platinum edge band. Shipping wts 57-pc set 46 lbs., 98-pc set 70 lbs

6K700F2940 57-pc set — Retail **44.95**
6K701F5320 98-pc. set — Retail **79.95**

"DELMAR". Elegant is the word for "Delmar". . . its classic design lends a feeling of candlelight and wine to your table. The wide rich light green border has gleaming white raised enamel decorations on a beautiful coupe shape. Every piece is trimmed in precious platinum. Shipping wt. 78 lbs

6K708F8400 98-pc set — Retail **129.95**

"MA-TSU." A hint of the Orient, with beautiful pine motif in muted grey subdued beige and delicate green sprays against a background of sparkling white translucent china. Coupe shape is edged with precious platinum. Shipping wts 57-pc set 44 lbs 98-pc set 78 lbs

6K704F3220 57-pc set — Retail **47.95**
6K705F6020 98-pc set — Retail **89.95**

"MALIBU". The china of your dreams always in the best taste. Off-center wheat in sepia-brown with grey leaves swaying against a field of gleaming pure white china. Edged with 22 karat coin gold on smart coupe shape. 57-pc set 43 lbs 98 pc set 79 lbs

6K702F2940 57-pc. set — Retail **44.95**
6K703F5320 98-pc set — Retail **79.95**

COMPOSITION OF SETS

57-Pc. set, Service for Eight

8 Dinner Plates
8 Bread & Butter Plates
8 Cups
8 Saucers
8 Fruit Dishes
8 Soup Bowls
1 Chop Plate
1 Vegetable Bowl
1 Sugar w/Cover
1 Creamer
3 Extra Cups
1 Extra Salad Bowl

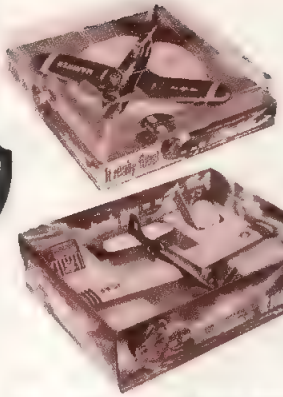
98-Pc. set, Service for Twelve

12 Dinner Plates
12 Bread & Butter Plates
12 Salad Plates
12 Cups
12 Saucers
12 Soup Bowls
12 Fruit Dishes
1 Chop Plate
1 Large Platter
2 Vegetable Bowls
1 Sugar w/Cover
1 Creamer
1 Gravy Boat
6 Extra Cups

Visit New Yorker Hotel • Room 722-723
200 Fifth Ave. Building • Room 516

Best Airplane Package 1959 Judged National Award Winner!

Best Gift Package 1959 Judged National Award Winner!



THE NEW

MAJOR MONEY MAKER

IN THE TOY FIELD

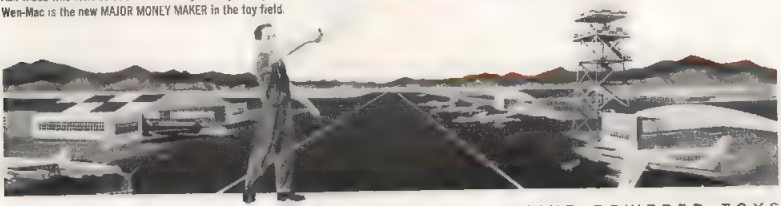
AIRPLANES BY wen mac

they really sell!

Make more money for yourself faster with Wen-Mac's new "flight line for '59"! Toy Fair buyers are now seeing the **"all new Wen-Mac airplanes"!**

Why do we say "all new"? Because of new four color display packaging (the first in the field) . . new Challenger Packages complete with fuel and starter battery plus flight lines . . **new** national TV promotions (the first in the field) . . and **new** products that are so "hush-hush" we can't talk about them here . . .

Ask those who visit us at the Fair—they'll tell you why **Wen-Mac** is the new MAJOR MONEY MAKER in the toy field.



WORLD'S LARGEST MANUFACTURER OF ENGINE-POWERED TOYS

Western

World's Finest

CUTLERY

BLACK BEAUTY KNIVES

The new exciting "hunters" that sportsmen and knife collectors like. The new Black Beauty is modern, yet reminiscent of the romantic medieval era of knights in shining armor. Successfully fusing design with function, laminated handles are made of lightweight aluminum for durability and tough (special formulated) non-slip fibre for sure-grip performance. Only American made, mirror-polished steel, the finest in the world, is used assuring tougher, stronger blades that hold a sharp, clean cutting edge. The most beautiful knives ever manufactured. Black embossed leather sheaths included.

(A) Small Game and Fish Knife. 3" blade 6⅜" overall.
11K440-180 . . . . . RETAIL $3.00

(B) General Purpose Hunting Knife. 3⅝" blade, 7⅛" overall.
11K441-210 . . . . . RETAIL $3.50

(C) Blood Grooved Hunting Knife. 4⅜" blade, 8" overall.
11K442-237 . . . . . RETAIL $3.95

(D) Heavy Duty Hunter. For skinning, boning, stripping. 4½" sabre blade 8¾" overall.
11K443-255 . . . . . RETAIL $4.25

(E) Top Performer Hunter. A general purpose knife for the experienced outdoorsman. Notched thumb-rest. 5" sabre blade, 9¼" overall.
11K444-270 . . . . . RETAIL $4.50

WESTERN LOW-PRICE HUNTER

Practical all-around sportsman's knife for campers, fishermen or scouts. Stagged handle secured by heavy duty brass rivets. Bevelure ly balanced. 3" polished sabre blade. Over-all length is 8¾". Genuine leather sheath.
11K445-66 . . . . . RETAIL $1.10

WESTERN STALKER

The most popular West-Cut design for the trapper, hunter, fisherman. Tough, leather decorated handle fits hand perfectly. Aluminum butt, brass guard, 4½". Flat ground polished blade. 5" overall. Genuine leather sheath.
11K446-135 . . . . . RETAIL $2.25

WESTERN TRAPPER

Perfect for boning, skinning, camping, fishing. Form-fit handle of decorated leather, with aluminum butt and brass guard 4½" polished sabre blade 3⅝" overall. Genuine leather sheath.
11K447-177 . . . . . RETAIL $2.85

WESTERN SMALL PEN KNIFE

Small, compact, lightweight practical. Has polished pen and master clip blades. Fine grooved stagged handles. Nickel-silver bolsters. Brass linings. Length closed 2¾".
11K450-177 . . . . . RETAIL $2.95

WESTERN MEDIUM PEN KNIFE

Very popular, handy around office and home. Polished pen and master clip blades. Stagged handle with shield. Nickel-silver bolsters. Brass linings. Length closed 3¼".
11K451-177 . . . . . RETAIL $2.95

WESTERN SMALL THREE-BLADE

A quality knife, convenient to carry and use. Polished pen, master clip and surgical lance blades. Stagged handle, nickel-silver bolsters, brass linings. Length closed 3½".
11K452-225 . . . . . RETAIL $3.75

WESTERN UTILITY THREE-BLADE

Has great versatility, handsomely styled and expertly crafted. Polished pen, sheepsfoot and California clip blades. Bone stag handle with shield. Nickel-silver bolsters, brass linings. Length closed 3".
11K452-225 . . . . . RETAIL $3.75

WESTERN ALL-PURPOSE 3-BLADE

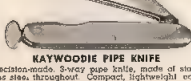
Made for long, tough, hard use. Of generous size but not bulky. Polished pen, sheepsfoot and California clip blades. Pearl-composition handle with shield. Nickel-silver bolsters, brass lining. Length closed 3⅜".
11K454-225 . . . . . RETAIL $3.75

WESTERN MEDIUM THREE-BLADE

Beautifully crafted and finished gentlemen's knife. Makes an excellent gift. Polished pen, master clip and sheepsfoot blades. Stagged handle with shield. Nickel-silver bolsters, brass linings. Length closed 3¼".
11K455-225 . . . . . RETAIL $3.75

WINDSOR 5-IN-1 KNIFE

Scissors and tweezers slide out of either end on track. Also has pen blade nail file and screw driver. All stainless steel. Length closed 2¾", ¼" thick.
11K433-300 . . . . . RETAIL $4.95



KAYWOODIE PIPE KNIFE

Precision-made. 3-way pipe knife, made of stainless steel throughout. Compact, lightweight easy to carry. Has blade, reamer, pick, tamper. Smooth, oval handle. Length closed 3".
11K460-293 . . . . . RETAIL $3.50

MODERNAIRE SCISSORS KNIFE

Stainless steel throughout. Has scissors, pen blade and file. Closing file prevents blade from closing accidentally. Link-free construction. Length closed 2½". ¼" thick.
11K432-240 . . . . . RETAIL $3.95

TOM THUMB

An entirely new concept in styling and engineering . . . .

typewriters

Handy styled with quality features of any adult machine . . . finger-tip spacer, standard key-boards, shift keys, ball-bearing carriage . . . takes standard ½" ribbon . . . see our complete line.

cash registers

New PUSH BUTTON operation, just like professional models . . . Complete new mechanism for better than ever performance . . . plus many other new features.

WESTERN STAMPING CO. JACKSON, MICH.

WESTERN

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THE HENRY KATZ ORGANIZATION
Suite 540
200 FIFTH AVE., N.Y., N.Y.

Predominantly Finer

WHEELER

53′

PROMENADE DECK YACHT

In Wheeler Yachts are unquestionably today's finest yachting values—from keenest for seaworthy riding, finest detail for every personal comfort and convenience—majestically distinctive in every line—true in value and economical. Step up now to the joy of owning the finest.

SEDANS, SPORT FISHERMAN, PROMENADE DECK YACHTS

43′, 46′, 48′, 53′, 58′, 61′, 65′

Refreshingly New

THE PLAYMATE SERIES

31′—34′—40′

★ The sparkling new Playmate series of Sportsmen's Family Cruisers are—top flight in quality—matchless in level riding, snappy performance—supremely relaxing in comfort and roominess. Here is matchless craftsmanship—you can now enjoy the prestige of owning the finest—a Wheeler Playmate.

SEE THESE WHEELER PLAYMATES AT YOUR LOCAL DEALERS

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Almost 2 million already sold and delivered

"WHIRLEY-WHIRLER"

T.M R.
Patent Pending

A Beautiful Aquamaid Demonstrates the Original WHIRLEY WHIRLER at Florida's Famous Cypress Gardens

Over 1,790,000 sold to date. The ORIGINAL Whirley-Whirler has already been seen by over 114,000,000 people on 19 network TV shows; 293 local TV shows; 1,310 newspapers; and 14 magazines . . .

SO A GREAT BIG THANK YOU TO (Non-alphabetical):

John Beatty • Peter Dodge • Leo Fischel • Bill Francis • Dick Hellman • Walter Marx • Ted Shaefer Bernie Weil • Ray Seltzer • Clarence Diester • Glen Munson • Woolworth's • Kresge's • G. C. Murphy • Neisner's • Newberry's • W. T. Grant • McCrory's • Sears Roebuck • T G. & Y • Walgreen's Kress • Grey Drug • Cunningham's • Whelan • Thrifty Drug • Marshall Field • Famous-Barr • Gimbel's The Fair Store • All May Co. Stores • Higbee Co • Shillito's • Pogue's • Kauffman's • Lazarus • Rike-Kumler • The Dayton Co. • Burdine's • Teich-Goettinger • Jordan Marsh • Meyer & Frank • Bon Marche Miller & Rhodes • Wanamaker's • Miller Bros. • Gertz • Sibley, Lindsay, Kerr • Macy's • G. Fox • Lowenstein's • Goldsmith's • A. C. McClurg • Jay Mills • Schranz & Bieber • S Starkman • Butler Bros. Lachman-Rose • Thebault-Olsen • Thoreson Sales • Collum & Boren • Radoff • Orgill Bros. • Universal Merchandise • Harold Hahn • King For Toys • Watson Triangle • Southern Toys • Pensick & Gordon Skaggs-Stone • Golden Gate • M. Seller • Federal Wholesale • Harvey Cole Co. • Northern Specialty Hilb & Co. • Triple C • Ohio Stationery • Imex • Elman • Grossman • Hildebrand • Singerman-Wasserman • Miller, Shainman • Sanders • Stanel • Ace Sales • Pittsburgh Wholesale • Mayfair • Ponnock • Leonard Wasserman • S & M • Margo-Kraft • Orum • Marcus • David Marke • Bill Gangle Howard Mendelsohn • Bean, Rose • Mary Rothschild • Al Weisman • Jack Paar • Dave Garroway Bud Collyer • Peter Lind Hayes • Johnny Carson • Jack Benny • Gene Raeburn • Hugh Downes • Art Linkletter • Mickey Mouse Club • Popeye • Dick Clark • Danny Thomas • Red Skelton • Bill Miller Bob Goddard • Dickson Terry • Steve Canyon • NBC • Jim Allen • CBS • ABC • Associated Press Dick Pope Sr. • Newsweek • NEA • Esquire • Playboy • Sports Illustrated • KSD-TV • KMOX-TV CKLW-TV • WBBM-TV • WGN-TV • KYW-TV • KRON-TV • KGW • KING-TV • Bobbie & Dickie Hyatt Ellen Treiman • Olie & Ben Westheimer • Ruth Weber • The Aquamaids of Cypress Gardens Hundreds of Editors and a Thousand Other Swell People Too Numerous for This Page. Thanks Again.

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$1.00 list, wire or phone now. We deliver...

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Brilliant White California Pottery

Dazzling white pottery pieces . . . inspired by a famous ironstone design. Decorator's treasures you'd never dream could be so useful and so modest in cost. Snowy White California pottery, richly embossed with an enduringly beautiful grape cluster design and glazed for beauty and protection. In four matched accessories for coordinated serving and decoration. Choose one, then you're sure to want them all . . . for yourself and for thoughtful gifts.

E REVOLVING LAZY SUSAN. Put your hot dish or cheese dip in the 3⅜" deep center bowl with lid . . . serve accompaniments in the 4 sectional dishes (2 are divided). Wood grained susan base doubles as a tray.
717-132 8600 14" diameter **$8.95**

F 3-PC. CIGARETTE SET . . . old-fashioned charm with modern utility. Footed octagonal shaped cigarette server and cover double as candy or nut box. 6½x4¼x5" high. Comes with 2 matching ash trays, each 5¼x4" wide.
717-157 8270 3-Pc. Set **$3.95**

G TUREEN AND LADLE. Serves 3 quarts of soup or party stew in the hospitable "old world" manner. Makes a perfect substitute for a punch bowl. Enduringly lovely in white embossed California pottery. 10½x10¼".
717-140 8638 Tureen, Cover, Ladle . . **$9.50**

H LAVABO PLANTER. Dazzling snowy white . . . sets off your favorite foliage to perfection. Reproduction of a French antique—urn-like top is 12½x9x4" deep, planter is 9½x5x4". Both pieces pierced for hanging.
716-902 8463 Plants not included **$6.95**

Set a Charming Table with Hand Crafted Milk Glass

Authentic Colonial flavor and rich traditional designs . . . captured in purest white Milk Glass

Bring charming warmth right into your home with a single piece or an entire collection of this authentic, handcrafted milk glass. Made in much the same manner, with the same loving care and pride in craftsmanship, as it was a century ago. Beautiful replicas, made from molds dating back over 65 years, add the finishing touch to a well-dressed table, buffet or mantel. Popular as collectors' items!

K FOOTED BANANA FRUIT BOWL. Grape cluster embossed white milk glass you'll fill with fruit, gourds or Christmas decorations.
717-173 8267 Size: 6x12x5½" **$3.95**

L COVERED CANDY JAR. Embossed fruit and diamond design panels. Pretty in pairs.
717-165 8200 Size: 3½x3½x9". Each . **$2.95**

M ROOSTER SWEETMEAT SERVER. Sculptured detailing on shimmering milk glass.
717-181 8187 Size: 6½x4x8¾" . . **$2.80**

N FOOTED COLONIAL BOWL . . . edged with dainty crimped lace-like open work. A glistening beauty for your sweetmeat serving.
717-199 8180 Size: 7½x3¾" **$2.70**

P EGG-RELISH PLATE . . . embellished with pineapple design and "petalled" border.
717-207 8150 Size: 11x1½" deep **$2.25**

R PAIR OF FOOTED COMPOTES . . . striking as planters or servers. Scalloped edges.
717-215 8280 Each 4x4x6". Pair **$4.20**

WILSON'S *Champion Endorsed*

GOLF CLUBS FOR MEN

Sam Snead "Signature"

Woods superbly crafted Strata-Bloc heads finished in lustrous light mahogany and welded to a medium [illegible] plated Rocket shaft by True Temper. Large black and white [illegible] Sole plate flashed [illegible] Wilson's exclusive Reminder grip in red and black leather. Matched and registered. (Left Handed available on [illegible])

Set of 4 right hand woods (1, 2, 3, 4)
1R78-7350 ..... RETAIL **$100.00**

Set of 3 right hand woods (1, 2, 3)
1R77 5497..... RETAIL **$75.00**

Irons are plated with high [illegible] and stamped in smart black red and blue [illegible] with deep groove straight line scoring. Red and black Reminder grip of fine leather. Chrome plated Rocket shaft in medium flex made by True Temper. (Left handed available, on special order)

Set of 8 right hand irons (2, 3, 4, 5, 6, 7, 8, 9)
1R79-10218..... RETAIL **$140.00**

Set of 8 right handed irons (3, 5, 7, 8, [illegible])
1R78-7722..... RETAIL **$105.00**

Arnold Palmer "Shotmaker"

Woods have light walnut Strata-Bloc heads with white [illegible] Keystone fiber face insert. Protection [illegible] and perfectly sole plate of burnished metal [illegible] plated True Temper [illegible] shaft. Turner Reminder grip [illegible] and black calfskin. Expertly matched. Standard length only. [illegible] available [illegible] order write for information.)

Set of 4 right hand woods. (1, 2, 3, 4).
1R49 4897 ..... RETAIL **$66.00**

Set of 3 right hand woods (1, 2, 3)
1R50-3675 ..... RETAIL **$49.50**

Set of 2 right hand woods. (1, 3)
1R51-2450..... RETAIL **$33.00**

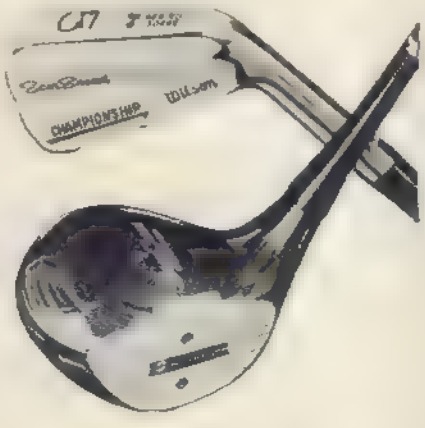
Irons are plated with highly polished chrome and stamped in black and red. New blade design for perfect weight distribution. Stepdown shaft by True Temper is chrome plated and topped with Turner Reminder grip in brown and black [illegible] leather. Each set matched. Standard length only. (Left [illegible] special order)

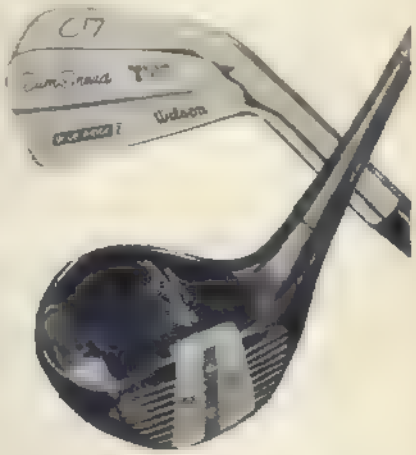
Set of 8 right hand clubs (2, 3, 4, 5, 6, 7, 8, 9).
1R52 6664 ..... RETAIL **$92.00**

Set of 6 right hand irons (3, 5, 7, 8, 9, putter).
1R53 4997..... RETAIL **$69.00**

Set of 5 right hand irons (3, 5, 7, 9, putter).
1R54-4165..... RETAIL **$57.50**

STRATA-BLOCK HEADS
REMINDER GRIPS
TRUE TEMPER SHAFTS





Sam Snead "Championship"

Woods richly varnished Strata-Bloc heads in light mahogany, set off by a large black and white Keystone fiber face insert. Embossed, one-piece metal plate fitted to sole of club for precise balance. Black calfskin Reminder grip with smart red and white stripe fitted to a chrome plated Wilson Speed-Flo shaft. Each set matched and registered. Standard length only. Available in right hand only.

Set of 4 woods (1, 2, 3, 4)
1R40-5762..... RETAIL **$80.00**

Set of 3 woods. (1, 2, 3)
1R39-2925..... RETAIL **$60.00**

Irons highlighted by red and black stamping on a bright chrome finish. Solid sandblasted face with straight line scoring. Carefully controlled weight distribution. Wilson Speed-Flo shaft in black finish, highlighted with highly [illegible] true black calfskin with red and white striping. Each set matched and [illegible] Standard length only. Available in right hand only.

Set of 8 irons (2, 3, 4, 5, 6, 7, 8, 9).
1R38 7722..... RETAIL **$110.00**

Set of 6 irons (3, 5, 7, 8, 9)
1R37-5791..... RETAIL **$82.50**

Sam Snead "Blue Ridge"

Woods have Strata-Bloc finished in sparkling light mahogany and enhanced by a Keystone fiber face insert in black and white. Sole plate [illegible] from a single piece of fine metal and scientifically fitted for precise balance. True-Temper Century shaft plated with chrome. Red and black Reminder grip of fine calfskin. Careful manufacturing coupled with modest prices. In standard length only. Each set matched. Available in right hand only.

Set of 4 woods (1, 2, 3, 4).
1R59 3920 ..... RETAIL **$54.00**

Set of 3 woods. (1, 2, 3)
1R63 2940..... RETAIL **$40.50**

Set of 2 woods. (1, 3)
1R64-1960 ..... RETAIL **$27.00**

Irons are chrome plated and highlighted by attractive blue, red and black stamping. Blade is single flanged with solid sandblasted face and straight line scoring. Century shaft by True Temper with black ferrule [illegible] Reminder grip of perforated calfskin. Each set matched. Standard length only. Available in right hand only.

Set of 8 irons. (2, 3, 4, 5, 6, 7, 8, 9).
1R60-5292..... RETAIL **$75.00**

Set of 6 irons (3, 5, 7, 8, 9, putter).
1R61-3969..... RETAIL **$57.00**

Set of 5 irons (3, 5, 7, 9, putter).
1R62 3297..... RETAIL **$47.50**

WILSON 7-CLUB GOLF SETS

Wilson golf sets are available only as listed. Other numbers of irons, woods, or bags cannot be substituted for those described in the sets. Note: all sets are available in right hand models only.

Wilson Men's 7-Club Deluxe Set. Complete set of woods, irons and bag, featuring the finest Wilson golf clubs (clubs described in detail in golf section of this catalog). Five nationally advertised Wilson Arnold Palmer Shotmaker irons (3, 4, 7, 9 and putter). Two Wilson Arnold Palmer Shotmaker woods (1, 3). Roomy compartment bag, 14-club capacity featuring large locker-type pocket and traveling hood. Ship. wt. 20 lbs.
1R88-6868.....RETAIL, COMPLETE **$115.50**

Wilson Men's 7-Club Standard Set. Five Wilson Arnold Palmer Shotmaker irons (3, 4, 7, 9, and putter). Two Wilson Arnold Palmer, Shotmaker woods (1, 3). Deluxe 9-club capacity golf bag with traveling hood and rain cover. Ship. wt. approx. 18 lbs.
1R88-6237.....RETAIL, COMPLETE **$102.50**

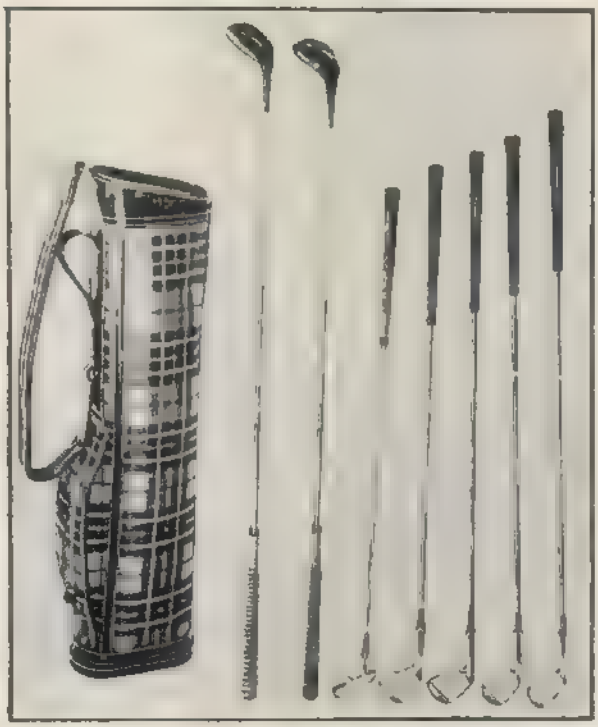
Wilson Ladies' 7-Club Deluxe Set. Complete golf set for ladies with Wilson clubs (Clubs described in detail in golf section of this catalog.) Five nationally advertised Patty Berg Cup Defender irons (3, 5, 7, 9 and putter). Two Wilson Patty Berg Cup Defender woods (1, 3). Compartment bag, 14-club capacity, features traveling hood and locker pocket. Ship. wt. approx. 20 lbs.
1R87-6080.....RETAIL, COMPLETE **$102.00**

Wilson Ladies' 7-Club Standard Set. Five Wilson Patty Berg Cup Defender irons (3, 5, 7, 9 and putter). Two Wilson Patty Berg Cup Defender woods (1, 3). Deluxe golf bag, 9-club capacity—features ball pocket and vanity pocket, tee holder. Ship. wt. approx. 20 lbs.
1R86-5126.....RETAIL, COMPLETE **$85.50**

MEN'S AND WOMEN'S GOLF SETS

"Bob Evans" deluxe powermatic matched golf sets cover the needs of every golfer and are comparable to much higher priced sets. All clubs are beautifully designed, evenly balanced and made of high grade materials. Set includes three woods (driver, brassie and spoon with ebonized genuine rosewood laminated wood heads of cherry finish with three-color inserts), six irons (2, 4, 5, 7, 9 and putter) have carbon steel tempered heads with ground and blasted faces. All clubs have chrome plated true temper stepdown shafts and genuine red calfskin leather grips. 14-club plaid yellow and black canvas bag has plastic trim, two zipper pockets, nylon and easy carry padded sling strap. Set also includes three red color numbered head covers with elastic necks and leather thongs, 6 liquid center balls and 100 golf tees. Ship. wt. 70 lbs.
Men's right hand 9-club complete golf set.
1R93-8600.....RETAIL **$110.00**

Ladies' right hand 9-club complete golf set. Same as men's but with ladies specifications. Midge Evans clubs.
1R92-8800.....RETAIL **$110.00**



"Lou Ferris" complete golf set. Designed for the beginner or occasional golfer who wants good quality and performance at lowest prices. Set consists of 2 woods (driver and spoon) and 5 irons (2, 5, 7, 9 and putter). Woods have genuine laminated persimmon heads, in mahogany finish. Irons have stainless steel blades with stainless steel tanged heads. All clubs have chrome-plated step-down steel shafts with molded rubber grips. Set also includes a durable plaid canvas golf bag with tan vinylite trim, shatterproof leather, zippered ball pocket and padded sling strap for easy carrying. Ship. wt. 15 lbs.
Men's right hand 7-club golf set.
1R96-2995.....RETAIL **$55.00**

Men's left hand 7-club golf set.
1R94-2995.....RETAIL **$55.00**

Ladies' right hand 7-club set. Same as above, in ladies' length and weight.
1R95-2995.....RETAIL **$55.00**

Quality Silverplate Since 1865

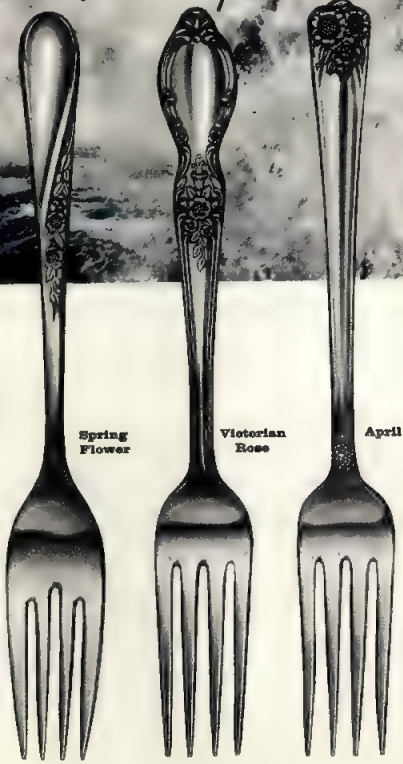
WM. ROGERS & SON

Made by The International Silver Company

New!

Sea Spray

A sculptured design of modern simplicity for today's living. Flowing lines and graceful concave panels capture the majestic beauty of sweeping waves for ever changing highlights in any setting.



Spring Flower

Rich in proportion and balance . . . a dainty floral motif adds sparkling interest to the graceful tapered handle.

Victorian Rose

Deep carved traditional motifs offer delightful contrast to the smooth lustrous finish mirroring warm hospitality on any table.

April

Exciting and dramatic . . . a cap of perfectly wrought flowers dramatizes its graceful concave handle.

OPEN STOCK PRICE LIST FOR ALL PATTERNS

Effective July 1, 1958

Subject to change without notice. All goods billed at prices prevailing on date of shipment. There is no Federal Tax on silverplated flatware.

PLACE SETTING PIECES	One Retail	One List	Eight Retail	Eight List	Twelve Retail	Twelve List
Teaspoons	$ .50	$ .80	$ 4.00	$ 4.80	$ 6.00	$ 7.20
Place Knives*	2.25	2.70	18.00	21.60	27.00	32.40
Place Forks	1.00	1.20	8.00	9.60	12.00	14.40
Salad Forks	1.00	1.20	8.00	9.60	12.00	14.40
Service Spoons	1.00	1.20	8.00	9.60	12.00	14.40
Butter Spreaders	1.00	1.20	8.00	9.60	12.00	14.40
OTHER PLACE SETTING PIECES						
After Dinner Coffee Spoons	.50	.80	4.00	4.80	6.00	7.20
Cocktail Forks	1.00	1.20	8.00	9.60	12.00	14.40
Iced Drink Spoons	1.00	1.20	8.00	9.60	12.00	14.40

SERVING PIECES	Each Retail	Each List
Butter Knife	$1.25	$1.50
Cold Meat or Serving Fork	2.25	2.70
Gravy Ladle	2.25	2.70
Long Server	2.25	2.70
Pierced Tablespoon	1.25	1.50
Serving or Salad Spoon	2.25	2.70
Steak Set, 2-pc.	8.00	9.60
Sugar Spoon	1.25	1.50
Tablespoon	1.25	1.50

***KNIFE STYLES**

Place Knives in *Spring Flower*, *Victorian Rose* and *April* patterns with hollow ground blades. In *Sea Spray* pattern with serrated blades.

Quality Silverplate Since 18

WM. ROGERS & SO

Made by The International Silver Comp

Complete Services for Family Living and Entertaining

Specify Pattern When Ordering

Place Knives and Forks are for luncheon or dinner. Service Spoons are for soup, cereal or dessert.

		Teaspoons	Place Forks	Place Knives	Salad Forks	Service Spoons	Butter Spreaders	Cocktail Forks	Iced Drink Spoons	Butter Knife	Cold Meat or Serving Fork	Gravy Ladle	Pierced Tablespoon	Serving or Salad Spoon	Sugar Spoon	Tablespoon
SERVICE FOR SIX	**26 PIECES** (incl. chest) Retail, $32.50 List, $38.00 S-14/26/6 or S-14A/26/6	6	6	6	—	6	—	—	—	—	—	—	1	—	—	1
SERVICE FOR EIGHT	**38 PIECES** (incl. chest) Retail, $43.50 List, $52.20 S-14/36/8 or S-14A/36/8	8	8	8	—	8	—	—	—	1	—	—	1	—	1	1
SERVICE FOR EIGHT	**52 PIECES** (incl. chest) Retail, $49.75 List, $59.70 S-14/52/8 or S-14A/52/8	16	8	8	8	8	—	—	—	1	—	—	1	—	1	1
SERVICE FOR EIGHT	**52 PIECES** (incl. Drawer chest) Retail, $54.75 List, $65.70 S-31/52/8 or S-31A/52/8	16	8	8	8	8	—	—	—	1	—	—	1	—	1	1
SERVICE FOR EIGHT	**83 PIECES** (incl. chest) Retail, $69.75 List, $83.70 S-31/63/8 or S-31A/63/8	16	8	8	8	8	8*	8*	8*	1	1	1	1	1	1	1
SERVICE FOR TWELVE	**85 PIECES** (incl. Drawer chest) Retail, $74.75 List, $89.70 S-31/65/12 or S-31A/65/12	12	12	12	12	12	—	—	—	1	1	—	1	—	1	1
SERVICE FOR TWELVE	**91 PIECES** (incl. Drawer chest) Retail, $89.75 List, $107.70 S-31/91/12 or S-31A/91/12	24	12	12	12	12	12*	12*	12*	1	1	1	1	—	1	2

*Iced Drink Spoons or Cocktail Forks may be substituted for Butter Spreaders

MOVIE CAMERAS

BELL & HOWELL ELECTRIC EYE 16mm MOVIE CAMERA. The electric eye movie camera that does all the work for you. Its own photo-electric meter searches for and finds the correct lens stop then sets the camera automatically. New, fast 20mm f/1.9 Super Comat lens. A universal focus setting permits filming scenes beyond 10 feet without refocusing. Camera can be set for film emulsion speed range from ASA 10 to 100 and five speeds from 16 to 64 f.p.s. for use with quick-loading mag. film.

43-504 V26396 Roll Film Camera.....Retail **$329.95**
43-505 V26396 Magazine Camera .....Retail **329.95**

(A) REVERE 16mm MAGAZINE TURRET CAMERA. Here are the advantages of rapid magazine loading plus the versatility of a 3-lens turret and corresponding objective viewfinders. Rotation of turret head permits operator to switch instantly from one lens to another. Change of lens automatically changes objective viewfinder corresponding to it. Divergent turret head allows the use of extreme wide angle lens in combination with 6-inch telephoto lens without mechanical or optical interference With 1-inch f/1.5 Normal Cine Raptar in focusing mount. The ultimate in performance!

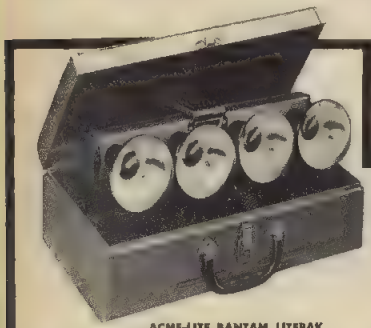
43-411 V19800.....Retail **$264.00**

(B) REVERE 16mm MAGAZINE CINE CAMERA. Modern, streamlined design. New objective finder; extremely long-run spring motor; new type ratchet winding key for faster, easier winding; easiest loading and unloading facility; simplified exposure dial; single frame exposure. Five speeds — 12, 16, 24, 32 and 48 frames per second. With 1-inch f/1.9 Normal Cine Raptar in focusing mount. Satin-chrome finish and leather trim

43-410 V14588.....Retail **$194.50**

(C) REVERE 16mm SPOOL CINE CAMERA. Here is a combination of spool film economy with amazing easy loading. Accommodates 100-ft. film spools. Single knob automatic loading. Single knob fro manual loading. Accepts single or double perforated film . . . extra powerful long-running spring motor. Mechanism stops to prevent over-exposure on spring run-down. Objective viewfinder. Fast crank winding. Offset hinged door. With 1-inch f/1.9 Normal Cine Raptar Wocoted Lens in focusing mount.

43-409 V12713 . . . . . .Retail **$169.50**



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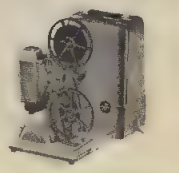
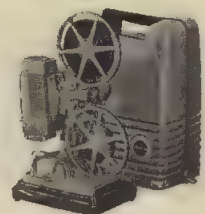
Ideal for amateur or professional color films Features 1500 Watt output. Twin set of louvers for air cooling. Sturdy all nickle Camerest supplies rigid support for any type of camera. Convenient exposure chart gives correct f-stop reading. Trim luggage-styled metal carrying case and gadget bag measures 16" x 9" x 5". Both pieces finished in matching colorful silicon baked enamel. Uses 300 watt lamps. Wgt 6 lbs.

43-475 B969.....Retail **$15.95**





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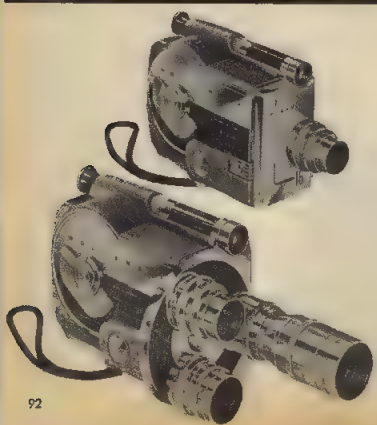
43-408 B12750 .Retail **$159.50**



WOLLENSAK 16mm MAGAZINE TURRET CAMERA. This impressively designed camera is a masterpiece of skilled engineering, expert workmanship and quality optics. With 1" f/1.9 Cine Raptar (focusing mount) Wocoted lens; built-in micromatic optical viewfinder; continuous run; single frame exposure; five speeds 12, 16, 24, 32 and 48 frames per second; magazine load for simple fast loading; footage indicator; convenient exposure guide for quick lens setting.

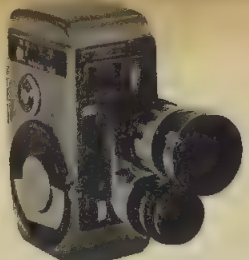
43-386 V14907 . . Retail **$187.50**

WOLLENSAK 16mm MAGAZINE CINE CAMERA. Professionals and Amateurs find this superb camera the answer to their most exacting requirements. With 1" f/1.9 Cine Raptar (focusing mount) Wocoted lens, 0.7" (17mm) f/2.5 Wide Angle Cine Raptar (focusing mount) Wocoted lens; 3" f/2.8 Telephoto Cine Raptar (focusing mount). Turret rotates for instant change of lenses. Automatic compensating viewfinder for regular, wide angle and telephoto lenses. Each lens accepts drop-in filters; five film speeds.

43-387 V22997 Camera .....Retail **$287.50**
43-388 V1560 Carrying Case for 43-386 and 43-387..... Retail **19.50**

(E) YASCHICA 8 S MOVIE CAMERA. Though economically priced, Yashica quality is evident in this 8 mm. movie caemra. Has interchangeable 13 mm. Yashikor f/1.9 lens in D mount, zoom type viewfinder for 6.5-, 13-, 25-, and 38-mm. lens fields with provisions for wide screen field viewing, 16 frames per second; run down stop, continuous film run and safety lock.

43-369	**V3746**	Wgt. 2 lbs.... Retail	**$49.95**
43-370	**V446**	Case for 8 S.....Retail	**5.95**



(D) YASHICA 8 T2 MOVIE CAMERA. Includes a turret with two lenses. Standard D mount f/1.9 lens. Has zoom type viewfinder for 6.5-, 13-, 25-, and 38-mm. lens fields with provision for wide screen field viewing; automatically resetting exposure counter. Wgt. 2 lbs.

43-372	**V8993**	.....Retail	**$119.90**
43-371	**V6246**	8 T1 Camera, same as above with one f/1.4 lens....Retail	**79.95**
43-373	**V1121**	Carrying case, Retail	**14.95**

(F) KEYSTONE K 27 CAPRI 8 MM. TURRET CAMERA. This new 3 lens turret camera is equipped to make regular movies, wide-angle views, and telephoto shots simply by rotating the turret until the proper lens is in position. Features a selector dial for built-in haze and "A" filters. Super fast f/1.9 lenses. Lens openings from f/1.9 to f/16. Built-in exposure guide. Ship. wgt. 2 lbs.

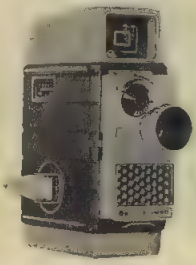
43-200	**B7995**	.....Retail	**$99.95**

(A) BELL AND HOWELL MONTEREY 8 MM. TURRET CAMERA. New tri-lens turret on the famous Sun Dial camera gives you regular movies, wide-angle views and telephoto shots, and at an amazingly low price. Three-position swivel turret gives an effective range of 10 mm. regular, 6.5 mm. wide-angle, and 2½X telephoto. All lenses are fast f/1.9 Super Comat. Wgt. 2½ lbs.

43-224	**V6966**	F/1.9 8 mm. Turret.....Retail	**$84.95**
43-222	**V3782**	F/2.3 8 mm. lens only.....Retail	**44.50**
43-223	**V4096**	F/1.9 8 mm. lens only.....Retail	**49.95**

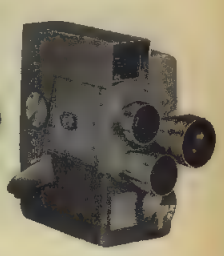
(B) BROWNIE 8mm MOVIE CAMERA. Movies at minimum cost. Capacity: 25 ft. double width. Spring driven 16 frames per sec. 13mm f/2.7 coated lens. Fixed focus. Lens has Waterhouse stops and built-in lens shade. Sprocketless loading. Complete with exposure guide. Wgt. 2 lbs.

43-211	**V2396**	Brownie with f/2.3 lens.....Retail	**$29.95**
43-212	**V3180**	Brownie with f/1.9 lens.....Retail	**39.75**
43-213	**V5960**	Brownie Turret with f/1 9 lens.....Retail	**74.50**



(C) BELL AND HOWELL ELECTRIC EYE 8 MM. MOVIE CAMERA. Completely automatic electric eye sets the permanent mounted 10 mm. lens for you, according to light variations. Nothing to adjust, just focus the camera, and take your pictures. Saves film, gives full true pictures indoors or out. Exceptionally lightweight, in two-tone fawn and brown. Sunshade, size 4 filter receptacle. 2½ lbs.

43-306	**V7960**	Camera .....Retail	**$99.50**
43-307	**V1072**	Leather carrying case.....Retail	**13.95**



(D) WOLLENSAK TRU AUTOMATIC 8 MM. SPOOL TURRET CAMERA. A built-in electric eye sets the lenses automatically for correct exposure on all three wide-angle, normal and telephoto lens systems. Use indoors or outdoors. Picture window viewfinder is outlined to show the correct areas of normal, wide-angle and telephoto lens. "Futuramic styling." Built-in filter system.

43-383	**V11560**	Wgt. 2 lbs..... Retail	**$144.50**
43-384	**V7560**	As above, without turret. Single lens.....Retail	**94.50**

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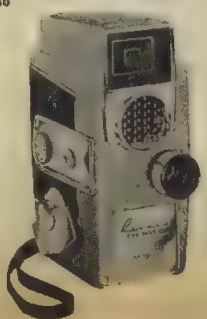
			Retail
43-403	**V3950**	....	**$49.50**
43-404	**V760**	Case....	**9.50**



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			Retail
43-395	**V11150**	Single lens f/1.8	**$139.50**
43-396	**V1720**	9mm Wide Angle Lens....	**22.95**
43-397	**V1720**	32 5mm Telephoto Lens	**22.95**
43-398	**V1400**	Case..	**17.50**
43-399	**V13550**	Turrett	**169.50**
43-400	**V1480**	Case..	**18.50**

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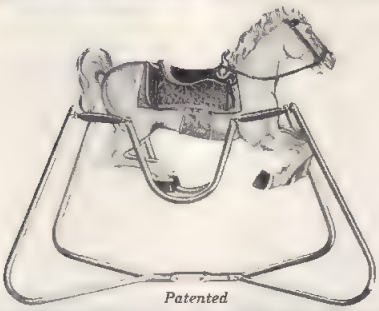

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Caught in mid-gallop—the exuberant Wonder Boy, magnificently molded in Palomino-color Vinyl. Tooled-look Western saddle, saddle horn, bridle and brand. Topped off by the rollicking ride children love.

MODEL NO. 90 (Copper Base) . $39.95 Retail

Saddle Height 26½". Length 41". Width 24". Ages 1 to 7.

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Flying hooves and flowing mane give the new Wonder Flyer a dramatic "look of action" to match its spirited spring action. Lustrous Palomino-color Vinyl. Tooled-look saddle, saddle horn, bridle and brand.

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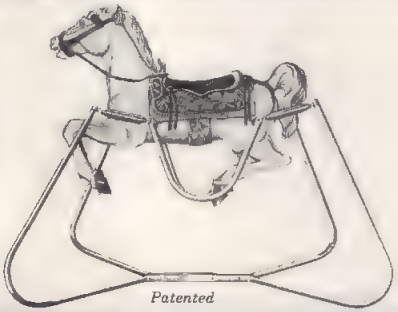

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WONDER PASTEL NURSERY PONY

Tailor-made for toddlers—in soft pastels to blend into nursery decor. Durable plastic in dappled pastel blue, set off with pink saddle and bridle.

MODEL NO. 32 (Blue Base) $11.95 Retail

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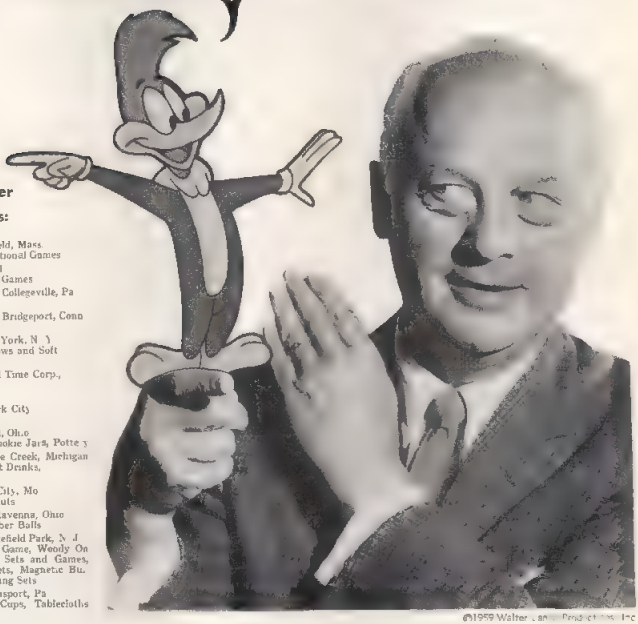

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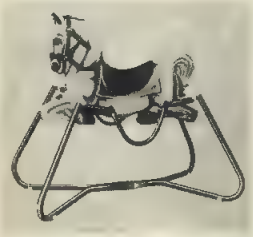

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☐ **No. 22 WONDER HORSE DELUXE (1) $28.00**

A Golden Palomino on Copper base. Saddle height 25 inches, width 24 inches, length 41 inches. For ages 1 to 7. Made of high impact plastic, realistically decorated, K.D.

☐ **No. 40 WONDER MARE (1) $20.00**

Saddle height 19½ inches, width 22¾ inches, length 39 inches.

DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

☐ **No. 1737 ZADEK–FELDSTEIN**
ROLY POLY (72) $1.00

A musical roly-poly made of hi-impact plastic, decorated White and Blue or Pink and Blue combination. Always returns to original position. Poly-bagged with tab-top.

DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

☐ **No. 1324 WORCESTER TOY CO.**
CASSEROLE SET (12) $2.00

Newly decorated casseroles complete with tops. Included are dishes and cutlery. Made of break-resistant polyethylene plastic. Service for four, 20 pieces. Individually boxed.

DATE	ON HAND	ORDER
TOTAL		
LAY AWAY		

☐ * **No. 3002 ZADEK–FELDSTEIN**
FOAM TERRY–CLOTH ASSORTMENT (24). . . $1.00

24 assorted baby dolls and cute animals made of printed terry cloth each beautifully decorated and ribbon trimmed. Completely washable. Each in pliofilm envelope. Includes metal display rack.

ON PRECEDING PAGES, ITEMS MARKED WITH * ARE ALSO IN OAKES TABLOID; IN ADDITION ALL ITEMS ON THIS PAGE ARE IN THE TABLOID ONLY.

A. ___ No. K 80 ADAMS "LA COQUETTE" (24). $1.00
From "Around The World In 80 Days". This hobby kit assembles into a scaled made Complete with real balloon net, 2 Life-like figures, basket and ballast

B. ___ No. 6481 BANNER POLY TEATONE TEA SET (24). $1.00
11 piece set of molded unbreakable polystyrene Assorted colors with dish rack Service for two. Display window box

C. ___ No. F-150-003 BARR SPORT KIT (12). $2.00
Includes 4 balls baseball, football, volleyball and basketball. In attract ive display box.

D. ___ No. 871 BEEHLER TEETER-CHAIR WITH DOLL (24). $2.00
8 inch All-Vinyl Drink and Wet Doll, fully jointed with curl, dressed in play suit Sit Hug in Teeter Chair Poly bagged

E. ___ No. 244 BENAT-ALBEE WESTERN HAT (24). $1.00
Western velour hat, flocked two sides with embroidery Wire in brim

F. ___ No. 4010 MILTON BRADLEY MAGIC MARY ASSORTMENT (24). . . . $1.00
4 Magic Mary Dolls with complete wardrobes. Concealed magnet holds clothing in place. Each doll 10 inches tall, 15 costumes and metal stand.

G. ___ No. 2361 SF CARNELL MAVERICK DOUBLE HOLSTER SET (12). . . 55.00
Black and White genuine hair set, large western buckle, conchos and 12 bullets Two 50-shot repeater plastic Adjustable belt

H. ___ No. 788 CHILDHOOD INTERESTS MILK BOTTLE (12). $3.00
Milk bottle with clothes pins and spoon Polystyrene Quart size with poly cap

I. ___ No. 529 DOUGHBOY BO-BO THE CLOWN (6). $3.00
39 inches tall in colorful vinyl with weighted bottom Famous for roly-poly action at stable

J. ___ No. 953/4/5 ELDON PANEL TRUCK, PICKUP TRUCK AND SKIPLOADER (36). . . . . Each $1.00
A 1 Pony trucks with lifting hoods, removable fenders, loader scoop re ses, trips to dump.

K. ___ No. 496 HUBLEY TRACTOR (12). $2.00
9½ inch metal tractor, Red with Aluminum trimmings Realistic engine details. Steering wheel works 4 treaded tires

L. ___ No. 77 JEFFERSON "ROCK 'N ROLL" GUITAR (1). $2.70
4 string toy Guitar Finished in ivory with Blue shading Nylon strings, plastic pegs and shoulder cord Individually packed.

M. ___ No. 333 KENNER NURSERY BIRDS MOBILE (6). $3.00
7 different brightly colored birds and one baby's crib. Birds made of soft plastic, hang on nylon cord With secure crib fastener

N. ___ No. 2C LINCOLN LOGS (12). $2.00
94 wood pieces and 4 colorful design sheets, individual container for storage.

O. ___ No. 1619 ALEXANDER MINER DOLLY'S OWN JEWELRY CASE (24). $1.00
Plastic case with decorative front window pull-out tray On display card

P. ___ No. 923 MULTIPLE'S "INTER PLANETARY" ROCKET BASE (12). . $2.00
Jeep, rocket launcher, rockets suddens and equipment Three toys in one Playbrook durable plastic.

R. ___ No. 8148 PET TOY TOURNAMENT BOWLING GAME (12). $3.00
Ten 9½ inch stroped pins and two Fairy balls

S. ___ No. 1132 PRESSMAN HUCKLEBERRY HOUND WALL BOARD (24). $1.00
12½ x 11 inch Masonite board with eraser and chalk. Poly bagged

T. ___ No. 2222C ROBERTA DOLL WITH CAR BED (12). $9.00
18 inch all vinyl 5-pc ece doll Moving eyes, rooted hair, completely dressed In metal car bed Individually boxed

U. ___ No. 6675 ROBERTA BRIDE DOLL (12). $8.00
23 inch all vinyl Bride Doll Outfitted in Bride's Costume complete with veil, bouquet and heeled shoes Individually boxed

V. ___ No. 4875 ROBERTA DOLL (12). $8.00
25 inch all vinyl doll with rooted hair and coo voice Beautifully dressed with attached accessories Colors in Pink and Blue

W. ___ No. S 1822 X SOUTH BEND DOLL CARRIAGE (1). $9.00
23½ x 10 inch body with quilted vinyl, 4 bow hood with wrap-around shield, with brake, 26½ inch handle

X. ___ No. 136 MAJOR TINKER TOY (12). $2.00
149 piece set in 13 x 3½ inch tube All pieces of White birch. With windlass for motion

Y. ___ No. 1640A TRANSOMOSAICS PICTURES (6). $2.00
Paint by numbers on embossed plastic Each set contains two 7 x 10 pictures, brushes, paints and instructions.

Z. ___ No. 1302 WOLVERINE ELECTRIC IRON (12). $1.00
All parts underwriter approved, 5½ inches long with backrest, Pink enamel with plastic handle

Yvonne DOLLS

Little girl's dream-come-true dolls—with life-like vinyl skin —hair that washes, combs and curls. Inseparable playmates—fabulously dressed in breath-taking beautiful gowns with movie-star wardrobes.

B 10½" TEENAGER AND HER 25-PC. WARDROBE—a little girl's dream-come-true doll. She can do almost anything. Stand, sit, do the split, walk, and curl up like a kitten. Hips swivel, head turns from side to side, moveable arms. Her glistening stylish hair-do falls softly on her vinyl head. This fashion-wise miss comes with a wardrobe any teenager would be proud to own. Complete with bra, panty girdle, pearl earrings, brooch, evening gown, tulle bolero, panties, taffeta afternoon dress, printed cotton play dress and bolero, taffeta petticoat, ballerina net outfit, pair of slippers, vinyl high-heeled shoes, nylon hose, straw bonnet, toreador lounging pants, blouse, sash, lace-edged nylon nightgown, robe, mirror and sun glasses. Sh. wt. 4 lb.
24N11-665 . . . . . Retail **$9.95**

A HAPPY FAMILY—Mother, daughter, and baby sister in carriage, step out for a walk—realistically dressed in afternoon attire. A... three dolls have jointed vinyl bodies, moving eyes. 18" mama wears a suit skirt, taffeta blouse, three-quarter length coat, panties, nylon hose, high-heeled shoes, straw hat on her rooted hair. 11" daughter, Joyce in a crisp taffeta dress, socks, panties, vinyl shoes, lace-edged bonnet and a coat like mother's. 8" baby sister, Yvette wears a diaper, flannel hooded jacket. Mattress, lace-edged carriage cover included to set. Sh. wt. 3½ lbs.
24N10-1340 . . . . . Retail **$20.00**

D 15" NADIA AND 8-PC. WARDROBE. She wears a glamorous ponytail on her soft vinyl head. Jointed ankles, moving eyes. For the footlights, Nadia's dressed in billowing net tutu with matching hose, tights and panties. Extra outfits include skirt, sweater, strapless evening gown, pair of nylon hose, vinyl high heeled shoes, a leotard for practice. Sh. wt. 2¼ lbs.
24N13-665 . . . . . Retail **$9.95**
NADIA WITHOUT WARDROBE. Sh. wt. 1¾ lbs.
24N14-395 . . . . . Retail **$5.95**

C 20" MADELINE WITH DOLLY MINK MUFF AND A MILLION-DOLLAR 28-PC. WARDROBE—a lovely starlet destined to capture the heart of any little girl. A shapely teenager with the face of a beauty queen whose stylish coiffure can be combed. All vinyl body, vinyl head, moveable eyes, rooted washable hair. Dressed in her formal best—she's ready for a theater party . . wearing a red polka dot nylon dress, Nylon hose; net-trimmed taffeta petticoat, panties, Dolly Mink muff, pearl choker, earrings, vinyl shoes. Her million-dollar wardrobe includes fur imitation trimmed suit jacket, matching skirt, red knitted sweater, matching red felt hat 2 pc lounging pajamas, printed sun dress For the stage she has a ballerina outfit with matching slippers Other accessories: fan, pocketbook, comb and brush, pearl necklace, choker, bracelet. Sh. Wt. 6 lbs.
24N12-1535 Retail **$22.95**

Yvonne

Dolls "come-to-life" to be cuddled and loved! With bathe able baby-soft bodies, washable life-like hair. Adorable playtime companions to share treasured moments with little mothers in the world of make-believe!

F

I

F 16' YVETTE 22-PC. LAYETTE WITH SUITCASE drinks wets, *cries real tears* just like a baby. Vinyl body is fully jointed head turns, eyes move. Ponytail hair-do can be washed combed, and curled. Yvette comes in a knitted shirt, pants. Her 22 pc. layette includes nylon dress cotton rompers, 2 diapers wash cloth satin quilted lace edged pillow carriage cover 3 powder puffs, plastic rattle, soap, comb, mirror extra vinyl shoes socks, knitted booties, sponge dolly powder feeding bottle. Weight 5¾ lbs.

24N15-995 Reta $14.95

12' YVETTE. Same as above. Wt. 3½ lbs.

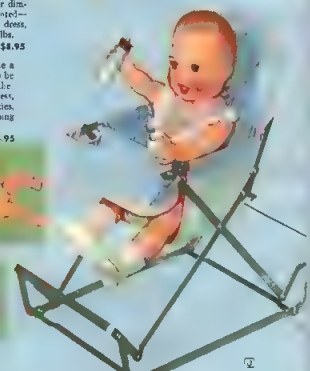
24N16-665 Retail $9.95

H 16' KINDERGARTEN KIDDIE in nal washable vinyl—so life-like from her rosy cheeks to her dimpled knees. Stands all by herself. Fully jointed—moveable eyes. She wears a nylon polkadot dress, pinafore, petticoat, socks, shoes. Sh. wt. 2¾ lbs.

24N17-595 Retail $8.95

I 16' NANCY—Drinks and wets! Just like a real baby. A cuddly darling "come-to-life" to be cuddles and loved. Has bisque hairdo, jointed bathe able vinyl body. Nancy wears a pretty nylon dress, gaily trimmed panafore. Taffeta petticoat, panties, stockings, vinyl shoes and vinyl bottle. Shipping weight 2½ lbs.

24N18-595 Reta $8.95



E

E 16' MARY AND 15 WASHDAY NEEDS—Mary has the prettiest doll face you've ever seen! Soft gleaming rooted Blond hair, moving eyes and arms. She wears a lovely printed dress with pockets, apron, nylon hose, high-heeled shoes, panties. Mary comes with everything a doll needs to hang out a wash. Plastic tub, washboard, bar of soap, Rinso Blue and sponge. Her wash includes nylon edged lace petticoat, panties, bra, one pair of nylon hose. 5 plastic clothes pins. A super-special straight from doll-land! Sh. wt. 2¾ lbs.

24N21-665 . . . Retail $9.95

J 20" DARLING BABY IN PLAYMATE BABY GLIDER—is almost human—cries real tears, drinks and wets. Has a fully jointed body and a smile like a cherub. Little mothers will love to bathe and powder her soft skin-like vinyl body. Darling Baby comes dressed in a sunsuit embroidered edged bib effect with contrasting applique. Vinyl shoes, socks and feeding bottle. Shipping weight 6¾ lbs.

24N19-995 Reta $14.95

20" DARLING BABY—same as above—without Playmate Baby glider. Sh. wt. 3¼ lbs.

24N20-665 . Retail $9.95

Yvonne

DOLLS

Little girl's dream-come-true dolls—with life-like vinyl skin—hair that washes, combs and curls. Inseparable playmates—fabulous in breath-taking beautiful gowns with movie-star wardrobes.

Ⓐ **HAPPY FAMILY—Mother, daughter, and baby sister** in carriage, step out for a walk—realistically dressed in afternoon attire. All three dolls have jointed vinyl bodies, moving eyes. 18″ mama wears a suit skirt, taffeta blouse, three-quarter length coat, panties, nylon hose, high-heeled shoes, straw hat on her rooted hair. 11″ daughter, Joyce in a crisp taffeta dress, socks, panties, vinyl shoes, lace-edged bonnet and a coat like mother's. 8″ baby sister, Yvette wears a diaper, flannel hooded jacket. Mattress, lace-edged carriage cover included in set. Sh. wt. 3½ lbs.
22-454 B1340.....Retail **$20.00**

Ⓑ **10½″ TEENAGER AND HER 25-PC. WARDROBE**—a little girl's dream-come-true doll. She can do almost anything. Stand, sit, do the split, walk, and curl up like a kitten. Hips swivel, head turns from side to side, moveable arms. Her glistening stylish hair-do falls softly on her vinyl head. This fashion-wise miss comes with a wardrobe any teenager would be proud to own. Complete with bra, panty girdle, pearl earrings, brooch, evening gown, tulle bolero, panties, taffeta afternoon dress, printed cotton play dress and bolero, taffeta petticoat, ballerina net outfit, pair of slippers, vinyl high-heeled shoes, nylon hose, straw bonnet, toreador lounging pants, blouse, sash, lace-edged nylon nightgown, robe, mirror and sun glasses. Sh. wt. 1 lb.
22-455 B665.....Retail **$9.95**

Ⓓ **15″ NADIA AND 8-PC. WARDROBE.** She wears a glamorous ponytail on her soft vinyl head. Jointed ankles, moving eyes. For the footlights, Nadia's dressed in billowing net tutu with matching hose, tights and panties. Extra outfits include: skirt, sweater, strapless evening gown, pair of nylon hose, vinyl high-heeled shoes, a leotard for practice. Sh. wt. 2½ lbs.
22-457 B665.....Retail **$9.95**

NADIA WITHOUT WARDROBE. Sh. wt. 1¼ lbs.
22-458 B395.....Retail **$5.95**

Ⓒ **20″ MADELINE WITH DOLLY MINK MUFF AND A MILLION-DOLLAR 28-PC. WARDROBE**—a lovely starlet destined to capture the heart of any little girl. A shapely teenager with the face of a beauty queen whose stylish coiffure can be combed. All vinyl body, vinyl head, moveable eyes, rooted washable hair. Dressed in her formal best—she's ready for a theater party . . wearing a red polka dot nylon dress. Nylon hose; net-trimmed taffeta petticoat, panties, Dolly Mink muff, pearl choker, earrings, vinyl shoes. Her million-dollar wardrobe includes: fur imitation trimmed suit jacket, matching skirt, red knitted sweater, matching red felt hat, 2-pc. lounging pajamas, printed sun dress. For the stage she has a ballerina outfit with matching slippers. Other accessories. fan, pocketbook, comb and brush, pearl necklace, choker, bracelet. Sh. Wt. 6 lbs.
22-456 B1335.....Retail **$22.95**

MUSICAL BEAR Soft, cuddly and 13" tall, brown and gold. Can be washed to look like NEW
22-158 B400
Retail $5.98

MUSICAL PANDA Not illustrated, Black and white.
22-376 B400
Retail $5.98

we're both stuffed with **DUPONT ORLON** and we're **WASHABLE** too!

REMOVE MUSIC BOX FROM HIDDEN ZIPPERED POCKET BEFORE WASHING

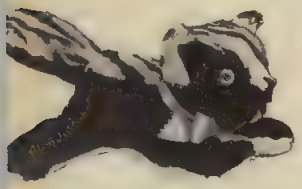
MUSICAL FLOPPY DOG Nice, soft and washable too . . . bathe me and I'll look like NEW. 13" long.
22-157 B400 . . . . . Retail $5.98

GUARANTEE

Our Swiss Music Boxes cannot be overwound. Each CARDINAL "Forever Toy" contains a 5-year service guarantee certificate for the consumer.

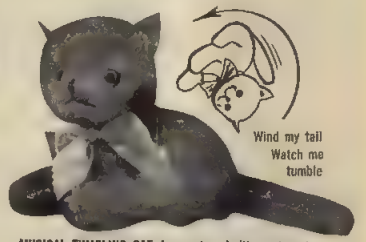
Musical "FOREVER TOYS"

A PRODUCT OF CARDINAL DOLL CORPORATION



MUSICAL "STINKY THE SKUNK" Don't let his name mislead you. Your child will know he is really sweet. 15".
22-476 B400 . . . . . Retail $5.98

MUSICAL SNO-MAN All white plush toy with vinyl face, dressed in colorful hat and matching scarf.
22-166 B400 . . . . . Retail $5.98



Wind my tail
Watch me
tumble

MUSICAL TUMBLING CAT An exciting built-in-action toy in double-tone grey featuring a hand-embroidered face. Wind his tail and watch him perform.
22-167 B335 . . . . . Retail $4.98

MUSICAL TUMBLING DOG, not illustrated, in brown
22-379 B335 . . . . . Retail $4.98

PERFORMING TOYS MOVEMENT TO MUSIC

Each of these toys performs as a Swiss Music Box plays an appropriate tune.

MUSICAL LAMB Mary had a little lamb. Everywhere that Mary went, he moved his head to see. This is the lamb. 12" tall.
22-477 B400 . . . . . Retail $5.98

MUSICAL ELEPHANT A trained performer. Watch the action of the moving trunk as he balances a peanut in the air. 12".
22-478 B400 . . . . . Retail $5.98

Yvonne

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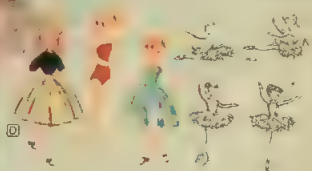
79-8825D795 ..... **39.95**

[A] **HAPPY FAMILY—Mother, daughter, and baby sister** in carriage, step out for a walk. realistically dressed in afternoon attire. All three dolls have jointed vinyl bodies, moving eyes. 18" mama wears a suit skirt taffeta blouse, three-quarter length coat, panties, nylon hose, high-heeled shoes, straw hat on her rooted hair. 11" daughter, Joyce in a crisp taffeta dress, socks, panties, vinyl shoes, lace-edged bonnet and a coat like mother's. 8" baby sister, Yvette wears a diaper, flannel hooded jacket. Mattress, lace-edged carriage cover included in set. Sh. wt. 3½ lbs
79-8826D1595 ..... **$20.00**



[D] **15" NADIA AND 8-PC. WARDROBE.** She wears a glamorous ponytail on her soft vinyl head. Jointed ankles, moving eyes. For the footlights, Nadia's dressed in billowing net tutu with matching hose, tights and panties. Extra outfits include skirt, sweater, strapless evening gown, pair of nylon hose, vinyl high heeled shoes, a leotard for practice. Sh. wt. 2½ lbs
79-8824D795 ..... **39.95**

[C] **20" MADELINE WITH DOLLY MINK MUFF AND A MILLION-DOLLAR 28-PC. WARDROBE**—a lovely starlet destined to capture the heart of any little girl. A shapely teenager with the face of a beauty queen whose stylish coiffure can be combed. All vinyl body, vinyl head, movable eyes, rooted washable hair. Dressed in her formal best—she's ready for a theater party, wearing a red polka dot nylon dress, Nylon hose, net-trimmed taffeta petticoat, panties. Dolly Mink muff, pearl choker, earrings, vinyl shoes. Her million dollar wardrobe includes: fur imitation trimmed suit jacket, matching skirt, red knitted sweater, matching red felt hat, 2-pc lounging pajamas, printed sun dress. For the stage she has a ballerina outfit with matching slippers. Other accessories: fan, pocketbook, comb and brush, pearl necklace, choker bracelet. Sh. Wt. 6 lbs
79-8811D1795 ..... **$22.95**

Up-to-the-minute Features Make Gilbert FULLY-ASSEMBLED TRAINS the H. O. Leader.

SPRING-ACTION TRUCKS All cars have perfect pair of springs that really work, absorbing rail shocks and lessening de-railment danger.

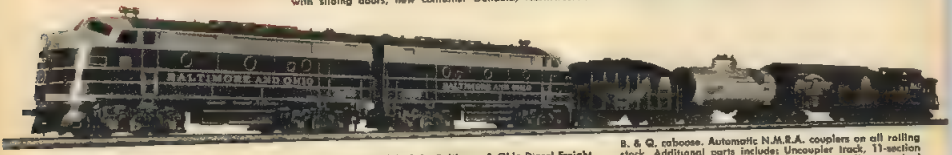
N.M.R.A. AUTOMATIC COUPLERS Fool-proof in operation. Meet requirements in full of National Model Railroad Association.

REAL RAILROAD FINISH Color is not molded into plastic. All cars are painted with authentic railroad colors and markings.

GILBERT H. O. SWITCHER FREIGHT

- **With Smoke and Choo-choo Sounds.**

Watch how this Pennsylvania 0-6-0 beauty handles herself at the head of this 4-car drag. Smoke puffing and steady choo-choo coming from her boiler give this miniature scale model a realism you'd never expect. She's a real work horse with her worm-driven motor. Set includes B. & O. box car with sliding doors, new container Gondola, Northwestern reefer and Pennsy shanty. Automatic N.M.R.A. couplers throughout. Extra parts include: 4-piece Smoke Set, Uncoupler Track, 11-sections 18" radius curved track, 1-section 18" radius terminal curved track, automatic Re-Railer, illustrated instructions. Wt. 4 lbs.
78-3942D3795.....Individual piece price.....$52.00



GILBERT H. O. DIESEL FREIGHT

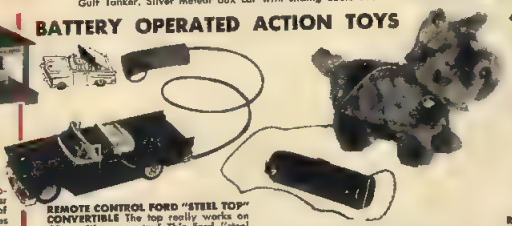
Accurate scale model of the Baltimore & Ohio Diesel Freight. Powerful back-to-back "A" unit engine hugs the rails while pulling heavy loads. Headlight sends strong light beam on track ahead. Engine hauls 4-car freight, C. B. & O. coal car, Gulf Tanker, Silver Meteor box car with sliding doors and B. & O. caboose. Automatic N.M.R.A. couplers on all rolling stock. Additional parts include: Uncoupler Track, 11-section 18" radius curved track, 1-section 18" radius terminal curved track, automatic Re-Railer track, illustrated instructions. Wt. 4 lbs.
78-3041002795.....Individual piece price.....$40.00

NOMA ELECTRONIC RAILROAD STATION

- **Hear realistic railroad sound effects**

Amazing station with built-in phonograph imitates roaring engines. Hear train announcers shout departure of trains, call out "station stops." Whistles toot, bells ring, engines choo-choo down track. Operates on 2 flashlight batteries. (Not included) Includes 4 records each plays 25 seconds. Green roof with white walls, grey platform and white benches. Size 16" long, 6" wide, 8" high of durable plastic. Wt. 5 lbs. LIMITED SUPPLY—CLOSE OUT SALE.
78-451D1019 .....$16.95

BATTERY OPERATED ACTION TOYS



REMOTE CONTROL FORD "STEEL TOP" CONVERTIBLE The top really works on this exciting new toy! This Ford "steel top" convertible goes forward and backs up and is steered automatically, left or right. While in motion, the top can go into the trunk area automatically, simulating actual Ford steel top convertible 9¼" long and operated by remote control box with 2 "D" batteries (not included.
71-748D319 .....$3.95

REMOTE CONTROL SCOTTY WITH LIGHTED EYES A 9½" pup who walks forward and wags his tail. While in motion, his eyes "light up". As he stops, his mouth opens and he barks. Then he moves on again. Remote Control box with 2 "D" batteries (not included) operates Scotty. Wt. 1 lb.
71-752D315 .....$3.95

REMOTE CONTROL MAGNETIC CRANE Authentically scaled crane operates by remote four-button control box. It goes forward, backward, steers right or left. Cab turns left or right. Crane moves up and down and will pick up or release payload. All action performed by remote control with 2 "D" batteries (not included). Baked enamel finish. Wt. 3 lbs.
71 784D335 .....$6.95

GILBERT H. O. POWERPACK Versatile power pack has slow, medium, fast speeds plus forward and reverse. Reduces standard house current to 18 volt A.C. current to run accessories. Converts low 18 volt A.C. current to 12 volt D.C. current to run trains. Output 1½ amps. Wt. 4 lbs.
78-32655D1119 .....$13.95

REMOTE CONTROL "ONE MAN BAND" Watch the drumming clown as he beats the drum, turns his head from side to side while his red clown nose lights up, and beats time on the base drum and cymbals. This enchanting 11½" clown and band combination is operated with 2 "D" batteries (not included). Wt. 1 lb.
77 774D399 .....$5.00

SEE PAGE 1 FOR SPECIAL DISCOUNT PRICES

REMOTE CONTROL MYSTERY ACTION BULLDOZER Young construction workers will enjoy watching this mystery action bulldozer. While in motion, the bulldozer goes forward and upon hitting an object, reverses its direction and continues, while the driver "steers" automatically. Operates with 2 "D" batteries (not included) Wt. 1 lb.
71-750D319 .....$4.00

REMOTE CONTROL TOWER & PLANE You can actually vary the speed of the propeller as you make this beautiful aluminum plane land and take off again by remote control! The 10¾" high tower, with a plane on the extension arm, has a red beacon light. The plane has a spinning propeller and realistically takes off, flies and lands. Use the remote control box with 2 "D" batteries (not included) to operate this fascinating toy. Wt. 1½ lbs.
71-783D475 .....$5.95

ZEISS

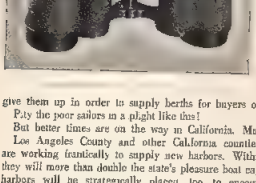
Supreme in optics and compactness

Zeiss binoculars offer you outstanding improvements found in no other binoculars. Their newly formulated optical systems give them remarkable sharpness and brilliance *clear to the edge* of their wide field of view. A superior method of sealing the binocular against dust and moisture penetration insures long life and dependable service under most adverse climatic conditions. Their new design also results in a marked reduction in size.

For the latest and finest, insist on a ZEISS.

Great marine binocular

A 7x50 "night glass" with a large (7.1mm) exit pupil that makes it easy to keep an object in view even in heavy seas. Other models of 15x60, 10x50, 8x50, 8x30, 6x30.



Special Model 8x30 B for

EYEGLASS WEARERS

The eyepieces of this binocular are so computed that they compensate for the increased distance between the eyes and the binocular when glasses are worn. No reduction in field of view. Sharp to the very edge.

At leading dealers.
Write for booklet.

CARL ZEISS, INC.
485 Fifth Ave., New York 17

give them up in order to supply berths for buyers of new boats.

Pity the poor sailors in a plight like this!

But better times are on the way in California. Much better.

Los Angeles County and other California counties and cities are working frantically to supply new harbors. Within five years they will more than double the state's pleasure boat capacity. New harbors will be strategically placed, too, to encourage coastal cruising as never before.

The Marina Del Rey with its 6500 to 7000 slips (exact number depending on how anchorage operators decide to divide their space) will be accepting boats in about two years. In addition to its slips, it will provide stateside storage and mechanical launching facilities for another 3500 boats.

Also under consideration is a rack storage system which would handle another 10,000 boats. Boats would be delivered from storage racks to the water with fork lifts. The owner could telephone his request to have his boat in the water at a certain time and upon his arrival at the marina find it all ready to go.

Rack storage already has been tried successfully on the Sacramento River in California as well as in Florida, New Jersey and Michigan.

Other California harbor developments include some well ahead of Marina Del Rey on the timetable.

Alamitos Bay, near Long Beach, is adding four basins to raise the capacity from 355 slips to 1750. The first unit was recently opened and the 345 moorings all were taken on the first day they were made available.

Mission Bay at San Diego is being dredged and will be bulkheaded this year to give berths for 750 additional masted vessels and there will be unlimited capacity for unmasted boats which can travel under bridges. There are 4400 acres available here in a slough, adjacent to Mission Bay, which it is economical to dredge.

The Port of San Diego, operated by the city, is in the process of expansion. It now has 3122 slips ranging in size up to those that will accommodate 100' yachts, and will be able to add still another 600 slips without modifying the existing pierhead lines.

Hueneme (pronounced wy-nee-mee) Marina in Ventura County has been financed and will provide 1000 slips in three years where none now exist. The city of Ventura nearby also has arranged $6,000,000 financing for a municipal marina with 2000 slips.

Pillar Point (in Half Moon Bay, San Mateo County) has obtained federal financing to start a breakwater which eventually will provide shelter for 1000 slips. None are there now.

Redondo Beach, which has had only a few moorings and those naked to the surge which becomes heavy in that part of Santa Monica Bay, is being modified to provide 750 well protected slips.

Santa Monica, which has probably the best location of all from the yachtsman's standpoint, has completed engineering plans and an economic study aimed at a harbor with 2500 slips. This project is now at an early stage, needs financing, and probably will not be pushed until it is apparent that nearby Marina Del Rey cannot meet the demand.

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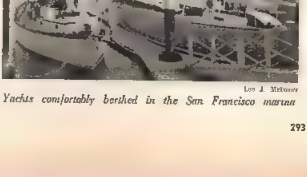


Leo J. Matusow

Yachts comfortably berthed in the San Francisco marina

for '59...or anytime

THE ALL NEW A-N-A LAP-STRAKE

Sea Skiffs

24 FOOT SEA SKIFF • Incomparable Style and Performance • Speeds to 35 M.P.H. • Highest specifications, including mahogany planking and monel fuel tank • See the new hard-top model for 1959.

19 FOOT SEA SKIFF • Beautiful inboard utility • Exceptional seaworthiness • Speeds to 40 M.P.H. • Genuine lap-strake construction throughout

Write Box 2 for literature and prices, or see your nearest A.N.A. Dealer.

LOOK FOR THE NEW A-N-A 22 FOOT Lap-Strake SEA SKIFF

A-N-A ASSOCIATED NAVAL ARCHITECTS
WEST NORFOLK, VIRGINIA

AIROLLERS . . . let you trail your boat anywhere

AT YOUR DEALER, OR WRITE FOR DESCRIPTIVE FOLDER

Airollers make it ideal launching place easy. Park your trailer at side of road, unload your boat onto 2 Airollers, almost friction-less large canvas rubber inner tubes inflated to a low pressure by mouth. Even heaviest boat to water on thin cushion of air over mud, rocks or soft sand with no damage to hull or paint.

Outboard Airoller	boats to 700 lbs. $9.95 each
Standard Airoller	boats to 1700 lbs. $27.50 each
Super "Tuff" Airoller	boats to 2900 lbs. $34.50 each
Extraroller	boats to 3000 lbs. $39.50 each

the AIROLLER CO., 13 Broad Street, Guilford, Conn.

BOATMAN'S SLIDE RULE NOW A NEW COURSE PROTRACTOR

Two Precise Instruments in One

(21-inch arm not shown)

Boatman's Slide Rule corrects compass errors without formulae. Converts bearings at a glance.

Course Protractor determines true heading within half a degree with or without the aid of chart compass. Holding accuracy. No possibility for error by slippage on chart. No swing arm of protractor arm back and forth. Measures and constructs bearing angles. Many more remarkable features not found in other course protractors. Easy to use. Full satisfaction or money back.

PRICE .... ONLY $6.50 pp.

RE-VAR SLIDE COMPANY, P. O. Box 452, Newark 1, New Jersey

Boat dealers in Southern California for the most part operate high and dry, like auto dealers, far from waterfront facilities.

San Leandro, Burlingame and Vallejo in the San Francisco region all are going ahead with small marinas, and a private yacht club is renewing and expanding an old yacht basin at Belvedere Island.

San Luis Obispo, half way between San Francisco and Los Angeles, is developing a harbor at Avila for 500 boats.

Oceanside, which also is strategically located, being half way between Newport Beach and San Diego, is arranging to use the jetties of Pendleton Harbor, at the U.S. Marine Corps Camp Pendleton training base, as an entrance to a separate anchorage to be dredged in a slough of the San Luis Rey River, to the south of the Marine installations.

Oceanside has will fulfill the biggest need of all for Southern California coastal cruising by making it safer for boats from the Los Angeles area to reach Mexican waters and the offshore islands to the south.

Still another haven is to be provided at Dana Point, made immortal by Richard Henry Dana in his "Two Years Before The Mast." Dana Point is half way between Newport Beach and Oceanside.

Altogether, the new harbors will open up numerous new fishing, lobstering and crabbing grounds as well as giving general new scope to the boating boom.

"Marina Del Rey alone will make Santa Monica Bay a year round pleasure boating area comparable in use to Long Island Sound," Rex Thomson says.

This bay is 40 miles from point to point, Pt. Dume to Pt. Vicente, is well sheltered from surge, has good fishing grounds, and yet is now virtually neglected by sportsmen.

Also neglected because it is hard to reach from existing harbors is the ocean side of Catalina Island will be developed, Thomson predicts. Prevailing winds and currents make it easy for sailing boats and motorboats alike to reach Catalina's far side from Santa Monica Bay, though it is difficult from farther south.

Sailboats can make best use of the prevailing winds going either way from Santa Monica Bay to the far side of Catalina without getting into the lee of the island, and motorboats can take a course which quarters the waves of the prevailing current.

Also, the wonderful marlin and swordfishing waters beyond Catalina Island will be more easily reached.

Even beyond that, the availability of harbors up and down the California coast in a few years will encourage Californians to cruise the waters all the way from Mexico to Alaska, Thomson expects.

He has already noted a trend toward popularity of larger, heavier duty cruising boats than in the past, copied somewhat from the designs of the commercial fishing boats. There is definitely a growing use of diesel power.

The huge residential area of San Fernando Valley in particular is likely to feel the impact of the new opportunity to enjoy the sea which the Marina Del Rey will provide. Its millions of residents now have the most money, the most leisure, and the fewest boats of any area in Southern California.

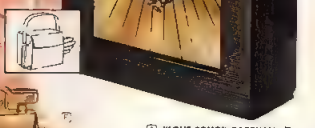
Almost simultaneous opening of the Marina Del Rey and the eight-lane San Diego Freeway which is being cut through the mountains into San Fernando Valley will give its wealthy residents

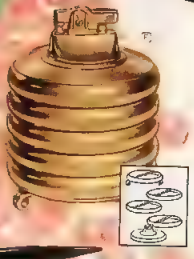
(Continued on next page)

Zell

FASHION *portables . .*

and accessories to beauty





Ⓒ **"MATINEE" FOLDOVER HANDBAG.** Looped-through effect adds a dramatic touch. Fitted with compact. Jeweled brass frame and white brocade bag. 10" tax

35A658-588T Retail **$9.95**

Ⓓ **"DEBUT" FOLDOVER HANDBAG** Same lovely bag as above in Black. 10% tax.

35A659-588T Retail **$9.95**

Ⓔ **"MANHATTAN" CLUTCH BAG** Smart Black velvet for cocktail parties, dinner theatre etc. Sparklingly accent d with a cultured pearl and rhinestone jewel. With compact. 10" tax

33A660-441T Retail **$7.50**

Ⓐ **"LOVE SONG" CARRYALL.** For every evening out. Musically inclined cosmetic compartment plays whenever opened. Holds king or regular-size cigarettes, too. Jeweler's Bronze with jeweled musical scale ornament. 10% tax.

23J303-882T Retail **$14.95**

Ⓑ **"PRETTY PRINCESS" CARRYALL** Handbag cassette holds all of Milady's needs. Jeweler's Bronze mirrored wall, jeweled decoration on hand engine turned mat. Gold background. Encased in luxurious Black faille. 10% tax

23J304-1775T Retail **$19.95**

Ⓕ **"GRAND SLAM" SET** Card players' delight! 5-piece lighter-ashtray set. Sure fire automatic lighter atop 4 stacked ashtrays. Interiors lined with White china-like images of card suit symbols in striking Black and Gold

19J389-441T Retail **$7.50**

Ⓖ **"DESK CHEST" CIGARETTE BOX-PEN SET.** Distinctive for home or office. Rich jeweler's Bronze cedar lined box, swivel pen. No tax

19J390-294 Retail **$5.00**

Ⓗ **"PANHANDLERS."** Silent butler and lighter set with jeweled tops, chain-like inlaid coin design in silent butler. Walnut handles. 10% tax.

19J391-725T Retail **$12.50**

"MAVERICK." Silent butler (H).

19J392-294T Retail **$5.00**

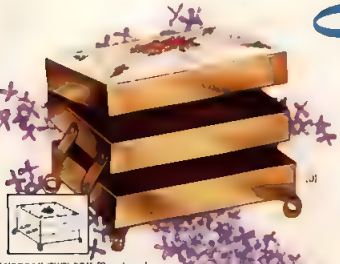
"GUNSMOKE." Lighter (H).

19J393-441T Retail **$7.50**

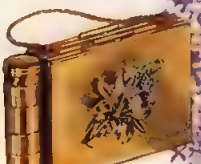
Zell

COMPANION *originals . . .*

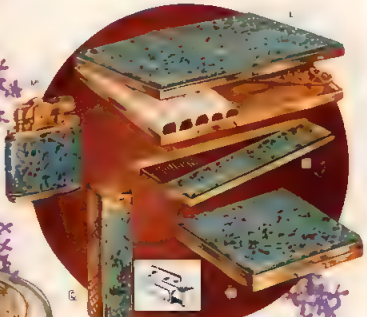
in the gifted manner of elegance and fine craftsmanship



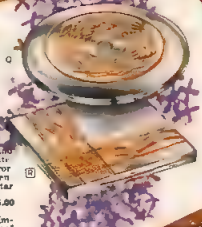
J. **"PANDORA" JEWEL BOX.** Two-tiered design for maximum capacity in a minimum of space. A masterpiece in Jeweler's Bronze with genuine Cloisonné top. No tax.
23J308-441 . . . Retail $7.50



K. **"RAINBOW" CARRYALL.** Petite size for a teen-ager's big date. Jeweler's Bronze with powder and cigarette or odds 'n ends compartments. Lipstick case. Rainbow spray jewel. 10% tax
23J306-353T Retail $6.95



"PERSIAN GARDENS" SET. The "Look-of-the-East" in turquoise tint plaques and floral design.
C. **"MAHARANEE."** Cigarette case. No tax.
23J307-353 . . . Retail $6.00
D. **"ORIENTAL ELEGANCE."** Lighter. No tax.
23J14-205 . . . Retail $3.50
A. **BOMBAY.** Folding comb. No tax
23J308-205 Retail $3.50
B. **"RUPEE."** Lipstick case mirror. No tax
23J309-235 Retail $4.00
F. **"INDIAN GODDESS."** Compact. No tax
23J310-294 Retail $8.00



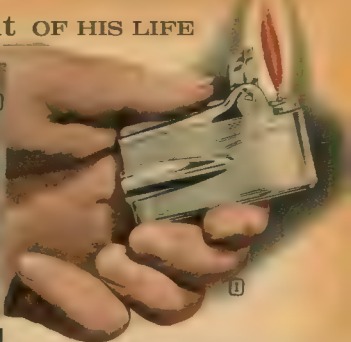
H. **"SILVER MINT" COMPACT.** Round and thin as a mint in pressure sealed plastic. Leakproof powder door, polished mirror frame bezel. Expensive-looking hand engine turned design on top is stunning star shape. No tax
23J311-294 . . . Retail $5.00

E. **"ON THE SQUARE" COMPACT.** Trim-lined wafer-thin compact with leakproof powder compartment, polished mirror frame bezel. Silverplate finish. Hand engine turned geometric design on top. No tax.
23J313-294 . . . . Retail $8.00

G. **"MIDAS TOUCH" CASETTE.** Golden purse set includes compact studded with genuine cultured Pearl and Aurora Borealis rhinestones. Metal lipstick case. 10% tax.
23J313-253T . . . Retail $5.95

I. **"WATCHCASE SHOWOFF."** Lovely new idea in the ever-popular "grandfather's" watchcase compact. Gleaming protective case of Miracle Mesh with sparkling tab closure. An all-time favorite gift. No tax.
23J314-235 Retail $3.95

GIVE HIM The Light OF HIS LIFE



LATEST! RONSON VARAFLAME LIGHTER

- Flame adjusts with a touch
- Sells for $14.95 elsewhere

12.66

1 Ronson Varaflame automatic butane lighter—remarkably versatile, practical! Flame adjusts to any height for pipe, cigar or cigarette. Actually lights for months on a single fueling . . . fill tank, then forget it. Tank fills in seconds, with no messy disassembling. Brightly finished metal in streamlined design. Comes filled, with cleaning brush, in hinged, leather-look gift box.
54 J 2511. (10 oz.) 12.66

2 RONSON SPORT . . . rugged automatic! Elsewhere $5.95! Smartly styled; personalized. Shiny brushed chrome finish. State 2 initials.
54 J 2514. (5 oz.) 5.43

3 RONSON WHIRLWIND . . . automatic; personalized. Elsewhere $9.50. Disappearing windshield. Flip-fill bottom. Chrome. State 1 initial.
54 J 2503. (8 oz.) 7.93

4 RONSON VARAFLAME butane windrite adjustable windproof flame. Elsewhere $9.95. Months of light per fuel. Chrome; flint wheel.
54 J 2513. (8 oz.) 7.93

5 RONSON SMOKERS KIT . . . with famed windproof, "Windlite" lighter. Brushed chromed case; flint wheel. Includes flints, fluid.
54 J 2515 (12 oz.) 4.43

6 ZIPPO WINDPROOF . . . ideal gift for the outdoorsmen . . . and at such a low price! Stays lit in wind. Brushed chrome. Flint wheel action.
54 J 2523 (6 oz.). 3.50

7 ZIPPO SPORTSMAN displays outdoor scene. Windproof shield. Brushed chrome; flint wheel. (8 oz.)
54 J 2525 **Fishing** 4.75
54 J 2524 **Hunting Scene** 4.75

8 MUSICAL LIGHTER . . . $4.87. Plays "Smoke Gets in Your Eyes" when lit . . . distinctive gift. Automatic. Jewsler's bronze case
54 J 2529. (6 oz.) 3.93

9 TOBACCO POUCH by Rogers . . . Rogers in 2 fine leathers. "Air-Lok" seals in freshness. Zip top, 4x6 in. Brown. (6 oz.)
54 J 2810. **Capeskin** 2.94
54 J 2809. **Horsehide** 1.94

10 "2-IN-1" POUCH by Rogers . . . holds pipe n tobacco . . . "Air-Lok" seals in freshness. Zip top, 4x6 in. Pipe not incl. Brown. (6 oz.)
54 J 2814. **Cowhide** 1.94
54 J 2811. **Fine Sheepskin** 3.47

11 EVANS LIGHTER Case . . . sleek 'n slim modern styling, stunningly decorated. Automatic lighter. Holds regular or king size cigarettes. Gleaming rhodium plate finish.
54 J 2512. (8 oz.) 4.87

12 EVANS STALLION head table lighter—so dramatic! Elsewhere $12.50. Fine china head in dramatic Jet Black with bright brass base and ring. Automatic lighter. 7½ in. high.
54 J 2505. (1 lb.) 9.94

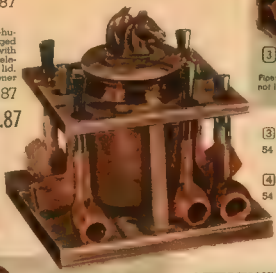
13 PET ASH TRAY, LIGHTER Set. Plaid velveteen base beg safety bases . . . put 'em anywhere, won't spill. Pert poodle with mesh ash tray has 2 cigarette holders. Matching automatic lighter.
54 J 2819. (1 lb.) 1.94

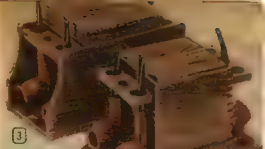
See Page 271 for Budget Power—buy all your needs at Spiegel

[1] ROYAL—10-hole rack-humidor in distinctive modern design! Smooth solid Walnut with non-scratch felt base. Gleaming brass lidded amber glass humidor holds 14-oz. tobacco. Clay moistener keeps tobacco fresh.
54 J 2565 (3 lbs. 2 oz.).....4.87

[2] ARISTOCRAT—our finest rack-humidor. 10-hole model lends a rugged masculine air. Rich solid Walnut with felt base. Amber colored humidor, elegant double horseheads atop Walnut lid. Holds 14-oz. tobacco; clay moistener keeps tobacco fresh.
54 J 2566. (3 lbs. 6 oz.) 5.87

[2] The Aristocrat 5.87





[3] REGAL DELUXE—"caddies" 6 pipes. Cedar-lined ½-lb. Walnut humidor.
54 J 2560. Clay moistener (2 lb 6 oz).....4.87

[4] THRIFT DIPLOMAT in Walnut. ½-lb. 6-hole rack humidor; sponge moistener.
54 J 2567 (1 lb. 8 oz.).....2.97

SWEET Pipe

MEERSCHAUM PIPES . . . MOST COVETED OF ALL!

Set 12.74

[5] IMPORTED VIENNA MEERSCHAUM PIPE DUO Graceful "bent" pipe has oil cured, amber-speckled bowl. "Straight" style has White bowl. Ambroid plastic stems. Plush-lined leather-like case.
54 J 2841. (1 lb.).....Set 12.74

Vienna 6.87

[6] AMBER SPECKLED VIENNA MEERSCHAUM in handsome plush-lined gift case. Cool, sweet smoking oil-cured bowl. Ambroid plastic stem.
54 J 2806. Slate straight or bent. (6 oz.).....6.87

[7] PURE WHITE VIENNA MEERSCHAUM—fine imported bowl for cool, pleasurable smoking. Ambroid plastic stem. Plush lined leather-look case
54 J 2807. Slate straight or bent. (10 oz.).....6.87

Turkish 9.87

[8] OUR FINEST! IMPORTED TURKISH Meerschaum Cool, sweet smoking bowl, hand carved of finest White block Turkish Meerschaum. Ambroid plastic stem. Plush-lined Morocco leather case.
54 J 2840 Slate straight or bent. (6 oz.).....9.87

MELLOW MARXMAN GOLD-BAND AGED BRIAR SET

Set 4.97

[9] Give him pleasurable smoking the year 'round! Handsomely matched pair of rich aged briarwood pipes smoke sweet and cool. Beautiful flame-grained bowls with patented moisture trap. Bite-proof hard rubber bit with Yellow gold-plated band. Come boxed in velvet lined gift case you'll be proud to present. Multi-use pipe tool included.
54 J 2822 (8 oz.).....Set 4.97

FINE DAY-OF-THE-WEEK DRYMASTER BRIAR SET

Set 4.67

[10] Elegantly carved "all week" Drymaster pipe set gives him a different pipe every day! Five interchangeable bowls of fine aged briarwood—screw firmly into gold-tone metallized nylon holder. Patented moisture trap assures cool, dry smoking every time. Lightweight, break-resistant stem and bit. Satin lined gift box. Pipe cleaners included.
54 J 2802 (1 lb. 2 oz.).....Set 4.67

With Budget Power you can shop early and pay a little each month

Outer Space Ray Gun

With built-in Buzzer Signal and "Electronic Voltage Indicator"

$1.89 each

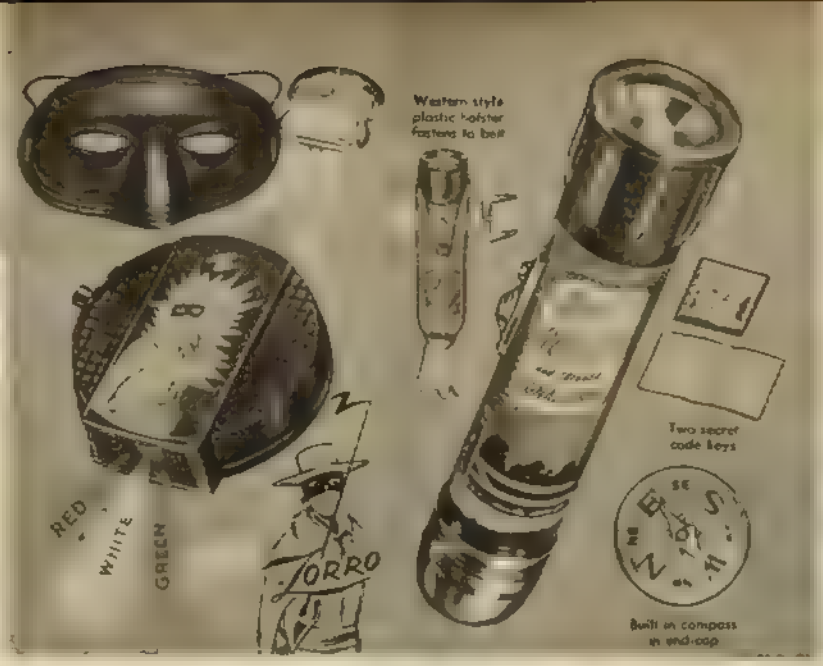
2 for $3.65

Be the first on your "Outer space platform" to own this exciting new toy!

Buzz or flash with "neutron trigger"
Red, white, green "fission ray" lens
Indicator needle reacts, moves
Secret code messages!

Attention all space cadets! Amaze your friends with this sonic ray gun. Satellite-barrel ray chamber has 3-color revolving lens to shoot realistic "alpha, beta and gamma rays." Complete instructions for sending secret code teach you how to send and receive messages used in outer space play. Can also be used as flashlight. Durable hi-impact black plastic; colorful, trim. Buy two and save.

34 N 4486—Bulb and batteries included. Shpg. wt. 14 oz. Each $1.89; 2 for $3.65



ZORRO Wrist-Ray Flashlite

95c each 2 for $1.69

Walt Disney's new ZORRO Flashlite complete with mysterious black mask just like ZORRO wears every week on his TV show. Glistening black plastic case has brightly colored picture of ZORRO in action—sword tip "Z" lights up! Flashes 3 colors—Red, White or Green at the push of a button. Slide-type color selector. Bright yellow wrist band adjusts to every boy's or girl's wrist size. Mask is of stiff cloth construction. With battery, bulb. Shipping weight each 6 ounces.

34 N 4432 Each 95c, 2 for $1.69

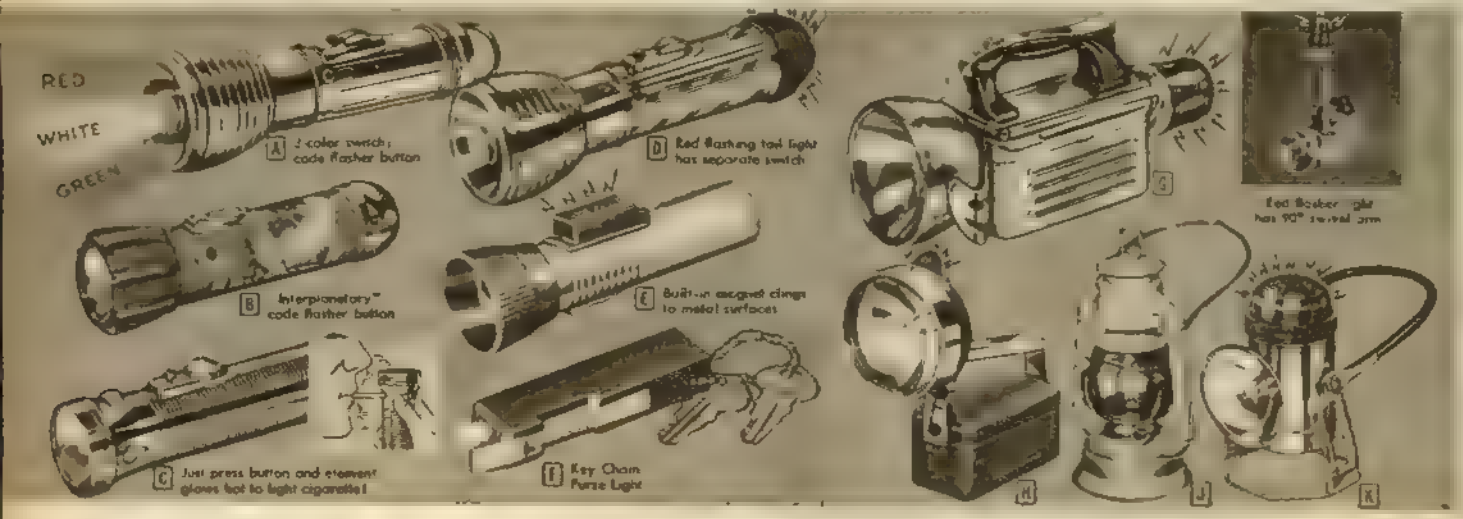
Roy Rogers Secret Code Light

$1.00 each 2 for $1.89 Without holster

All the little "range-ridin' cowpokes" in your family will thrill with the many uses of this signal light endorsed by their favorite cowboy. They'll use it as a signal flasher for Roy Rogers or Morse code, a danger light and a powerful flashlight with 500-ft. beam—all in one! Attractively packaged. 6¾ in. long. With bulb, 2 leakproof batteries.

34 N 4442—With holster. Belt not incl. Wt. each 13 oz. . . . . Each $1.39; 2 for $2.59

34 N 4412—Without holster. Shipping weight 12 ounces. . . . . Each $1.00; 2 for $1.89


RED
WHITE
GREEN
A 3-color switch; code flasher button
B "Interplanetary" code flasher button
C Just press button and element glows hot to light cigarette!
D Red flashing tail light has separate switch
E Built-in magnet clings to metal surfaces
F Key Chain Purse Light
G
H
J
K
Red flasher light has 90° swivel arm

Flashlights for boys, girls, Mom, Dad . . perfect for the Christmas stocking

A 3-color Signal-Light. Flick slide switch for red, green or 500-ft. white beam. Send code with flasher button. Chrome-plated 7¾ in. Bulb, 2 leakproof batteries incl. Made in Hong Kong. Shpg. wt. each 15 oz.

34 N 4419 . . . . . Each $1.19 2 for $2.29

B "Space Boy" flashlight. Has secret "interplanetary" code flasher button to send messages. Unbreakable plastic safety lens, red head for signaling. With bulb, batteries.

34 N 4439—Wt. 12 oz. . . Each 95c 2 for $1.79

C New! Sportsmen's Flashlight and Lighter. Just press button and element glows hot to light cigarette. Chrome-plated. 8½ in. long. With bulb, 2 leakproof batteries. Made in Hong Kong. Shpg. wt. each 1 lb. 1 oz.

34 N 4434 . . . . . Each $1.19 2 for $2.29

D Flash-O-Rama. Identical to (A) at left, PLUS automatic red flashing light in end cap, with separate switch. Stands upright for use in emergencies. Focus from spot to flood—all colors. With bulb, batteries. Chrome plated. 7¾ in. long. Made in Hong Kong.

34 N 4425 - Wt. 1 lb. 3 oz. Each $1.29, 2 for $2.49

E Magnetic Light. Alnico magnet clings to metal to hold light in any position. Unbreakable plastic lens. Red head, Flasher button. 1000-ft. beam. Chrome-plated 7⅛ in. Bulb and batteries included.

34 N 4406 - Wt. 15 oz. . Each $1.59 2 for $2.98

F Purse Light for Mom. ON . . a keyhole light. No more fumbling. OFF . . glows in dark, easy to find. Colorful, sturdy plastic. Wt. 2 oz.

34 N 4520 With bulb, battery. Ea. 49c, 2 for 89c

Red Flasher Lanterns, Trouble and Novelty Lights

G Rustproof Lantern with red flashing swivel arm danger light (separate switch). For motorists, campers, hunters, etc. Swivel head, clear frost lens. 12½x5 in. With bulb, battery.

34 N 4834 Made in British Hong Kong. Shpg. wt. 3 lbs. 1 oz. . $4.89

H Sealed-beam Flasher Lantern. 3500-ft. beam. Red flasher has separate switch. Aluminum. With bulb, battery.

34 N 4832—8½ in. high, 4 in. lens. Shpg. wt. 3 lbs. 6 oz. $7.98

34 N 4830—Same, but without red flasher. Wt. 3 lbs. 12 oz. 5.98

J Novelty Lantern styled like kerosene lamp. No flames. Ideal for youngsters or party lighting. Enameled metal body 8½ in. high. With bulb, 2 batteries. Wt. each 2 lbs. 2 oz.

34 N 4823—Yellow with red glass chimney. . . Ea. $2.29 2 for $3.95

34 N 4824 Red with clear glass chimney. . . . Ea. 2.29 2 for 3.95

K Rustproof aluminum Flasher Lantern. 1000-ft. beam. Red flasher (separate switch). With bulb, battery. 8½ in. high.

34 N 4815—Shipping weight 3 pounds 1 ounce. $5.29

SEE MORE FLASHLIGHTS AND LANTERNS in Sears Big Fall Catalog

Fascinating Games 'n' Gadgets

Make fun for one or many

[A] New Pixie Puppet Set $2.77

[B] Mr. and Mrs. Potato Head Set $1.69

[C] Flip-Flop Face Color Set $1.84

[D] Woody Woodpecker Color and Sketch Set $1.49

[E] Cartoon-O-Scope $8.79

5 Individual or Group Entertainers that are Sure-Fire!

[A] **19 colorful heads or popular and storybook characters** attached to chenilled wire stems with various shaped beads for arms, legs, bodies. Great fun to make . . everything from pets to clowns or your favorite personality! Use for place cards (have slits for names), party favors, curio shelf decorations, theatricals, etc.

49 N 1758—Shpg. wt. 1 lb. 4 oz. .$2.77

[B] **Cartoon-minded kiddies** from 3 to 83 really "go" for the 100% funny-faced characters they can make out of their own fruit or vegetables. Plastic heads contained in set. Includes 2 sets of plastic features—eyes, noses, ears, hats, glasses, bodies, etc. which transform "potatoes into pets." With two cars plus boat and trailer for Mr. and Mrs.

49 N 1751—Shpg. wt. 1 lb. 4 oz..$1.69

[C] **Kids and cartoons mix happily** for hours at a time! Here's some they can make on their own! Set includes 2 different Flip-Flop books, tracing paper and crayons. All they have to do is flip page segments to get really funny combinations. Each book has a possible 686 different ones!

49 N 1743—Shpg. wt. 1 lb. $1.84

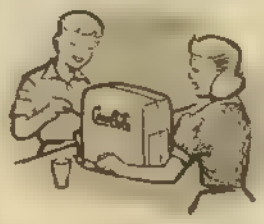
[D] **Real slate with wood frame** and 4 wipe-off pictures plus felt eraser let active little artists draw and re-draw as much as they like! 10 "Woody" pictures in outline and 8 wipe-off crayons provide tracing fun and plenty of color! 3 sticks white chalk, crayon sharpener, Kleenex, and instruction book.

49 N 1763—Shpg. wt. 1 lb... $1.49

[E] **Imagine . . 542,000 comic characters to view, trace or project!** Children of all ages—adults, too—enjoy the endless possibilities of "Cartoon-O-Scope." Fun for one, creating original cartoons with funny characters; fun for a group, to see who can make the funniest combinations. Easy to operate . . . merely set master wheel to funny face or animal, then turn 4 small dials to "build" a new picture. Watch on lighted self-screen trace and color, or project it on wall or ceiling. Brightly colored high-impact plastic case protects all parts. Operates on standard 110-volt, 60-cycle AC DC current. UL approved. 14x9x8 inches high.

49 N 1864—Shipping weight 3 pounds $8.79

$2.79



$3.89

Toy Coca-Cola Dispenser $2.79

Dispenses the famous "pause that refreshes" so easily a child can do it! Holds regular size bottle up to 9 ounces—liquid pours freely at just a pull of the handle. Bottle easy to insert, designed so perfect cleanliness is assured. Four small 2-inch plastic glasses. Bright red and white high-impact plastic dispenser, 6x9x10 inches. A gift sure to please the lucky host or hostess and their guests all year around!

49 N 1819—Shipping wt. 3 lbs. ..$2.79

New! Toy Soda-Pop Fountain $3.89

Now "the gang" can have their favorite form of refreshment in a regular drug store style! Fountain holds 3 regular size pop bottles up to 9 oz. each. Can pack ice around bottles. Dispenses easily by just a press of any one of the 3 pumps. 6 small plastic cups, 3 ice cream compartments with lids. Also flavor name inserts for each pump spigot. Made of red and white high impact plastic. 8¾x10¾x 10⅜ inches.

49 N 1805—Shpg. wt. 3 lbs. 12 oz....$3.89

Santa says: "Orders of $20 or more need only 10% down on Sears Easy Payment Terms."

Toy Ice Cream Machine $1.98

Kids love making their own ice cream at home and so will you! Just pour ingredients into top opening, pack ice and salt around container, turn the crank, and presto—in no time at all, you have frozen ice cream ready to eat! Bright red and white high-impact plastic. All parts wash to keep immaculate. Easy-to-follow instruction and recipe book. 9x5¼x 5¼ inches.

49 N 1856 Shipping wt. 1 lb. .. $1.98

$1.98

New! Box O'Magic $2.69

Quiet everyone! Mr. "Magic" is about to begin his marvelous performance, and he and his audience simply love it! Through the medium of this bewitching box, he'll learn the mysteries behind such marvels as "Pencil thru Hat", "Secret Ink"; "Zip-Zip Mystery"; "Magic Imp Bottle"; "Cigarette Catcher"; "Horse & Rider Puzzle"; "Magic Safety Pins"; "Trick Lock" and others.

49 N 1783—Shipping weight 1 lb..... $2.69

$2.69

Box O'Tricks $1.87

Very few can actually be the "life of the party" . . but this little box provides plenty of fun-galore equipment for making young and old roar with laughter! Includes such jokes as the "Dribble Water Glass"; "Ink Spot", "Sticko"; "Floating Roaches"; "Snow Storm Tablets"; "Bitter Cigarette"; "Fade-Away Ink"; "Hot Seat", "Snappy Chewing Gum." Fun for everyone!

49 N 1784—Shpg. wt. 1 lb. 4 oz..... .$1.87

$1.87

Groomed by Pontiac: A spirited filly with a graceful gait

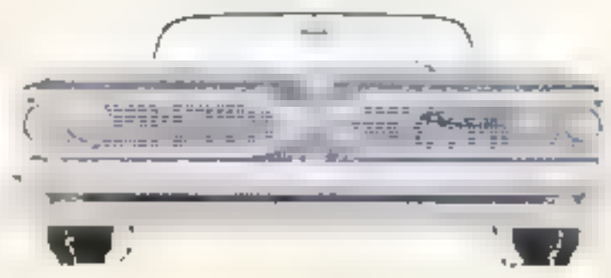
If the consideration of a new automobile stirs your sensitivity to beauty and good breeding, come witness what it means to own a Pontiac this year.

Here is a car with the stance of a thoroughbred, the gait of a winner. It has Wide-Track Wheels—wheels five inches farther apart, giving the entire car a close-to-the-road balance and poise. It's sleek, not gaudy. It has a fresh, clean, crisp perspective, devoid of doodads.

Ambling, trotting or running, it hugs the turns without lean or sway. You hold the reins with confidence and security.

Being among the growing elite of Pontiac owners is an enviable position to be in these days. Pontiac possessors have a winner, a car appreciated and welcomed by even the most astute automobile critics, such as the editors of Motor Trend Magazine who voted Pontiac the 1959 Car of the Year.

Your nearest Pontiac dealer has several of these spirited fillies all saddled up and ready for you to trot out for a drive around town. Give him a call this week.



THE ONLY CAR WITH *WIDE-TRACK* WHEELS

Wheels are 5 inches farther apart. This widens the stance, not the car. Lower center of gravity makes the car grip the road. Lean and sway are noticeably reduced. You get safer cornering, easier handling, a steadier, balanced, smoother ride.

PONTIAC! America's Number (1) Road Car!

PONTIAC MOTOR DIVISION • GENERAL MOTORS CORPORATION

First through the Seaway– a Flying Dutchman!

With pennants flying and fireboat fountains playing, the Dutch freighter *Prinz Johan Willem Friso* nosed her way into Chicago's Navy Pier on April 30. It was an historic moment —the beginning of an era.

For this ship was the first to pass through the St. Lawrence Seaway; the first to open a new world of trade between Chicago and other important seaports all over the globe.

It is significant that, among the officials who greeted the *Friso*, there was an officer of the International Banking Department of The First National Bank of Chicago.

For more than ninety years the International Banking Department has served businessmen and bankers both here and abroad. Officers of the department have visited all over the world, gaining first-hand knowledge and augmenting our already fine relationships with customers and correspondents.

Now we take pleasure in playing host to our friends at the Chicago International Fair and Exposition of 1959, which will run from July 3rd through July 19. We invite you to call on us at our display at Navy Pier.

International Banking Department

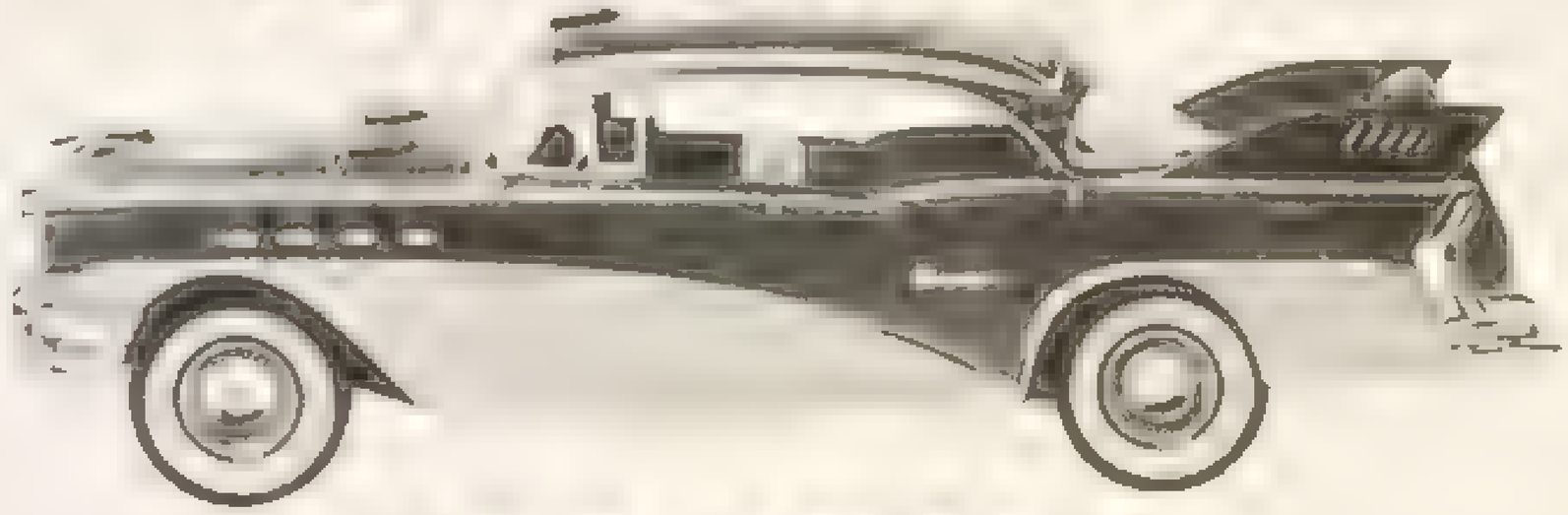
Leslie H. Dreyer — *Vice-President*
R. Kenneth Newhall — *Vice-President*
Clarence J. Ruethling — *Vice-President*
[illegible] — *Vice-President*
[illegible] — *Vice-President*
[illegible] — *Asst. Vice-President*
Henry T. Hanigan — *Assistant Cashier*
A. Thomas Davis — *Assistant Cashier*
Willard A. Heckendorf — *Assistant Cashier*

The First National Bank of Chicago

Dearborn, Monroe and Clark Streets • Building with Chicago since 1863

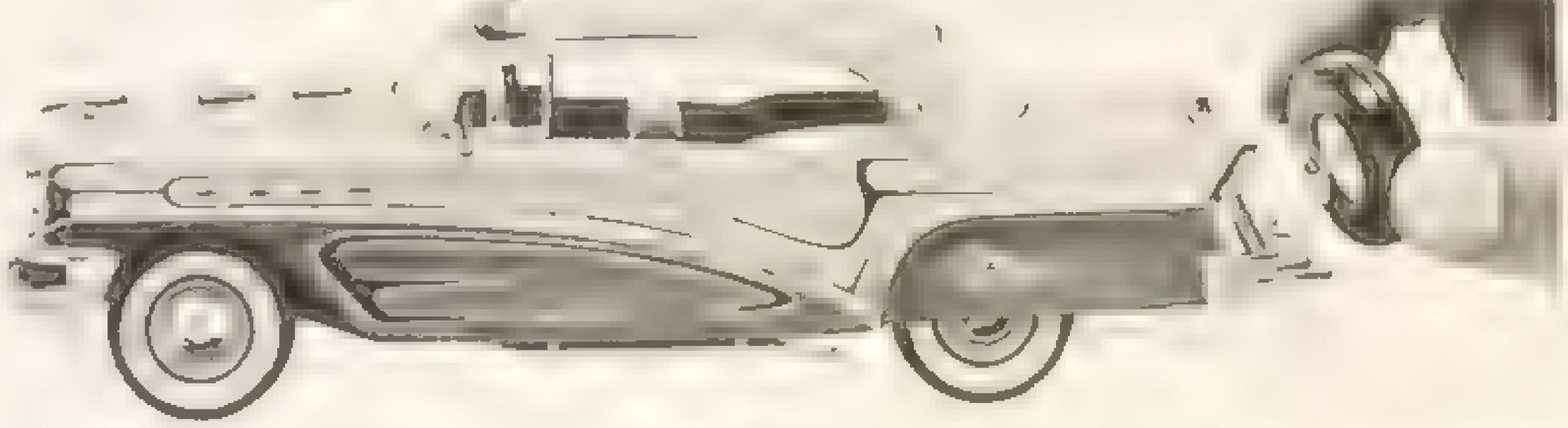
MEMBER F. D. I. C.

CUSTOMIZE IT



ANY WAY

YOU WANT!



NEW! A hobby kit from Revell that lets you design your own car.

Revell

"PEACE MEAL"

This is a Republic F-105 Thunderchief being fed a small part of its daily ration by men of the United States Air Force. "World's most powerful one-man aircraft," the all-weather F-105 Thunderchief is the Tactical Air Command's ready answer to those who would threaten us or our allies.

Responsibility for this country's power to retaliate against aggression rests squarely on the Air Force's combat commands and their allied forces at home and abroad. Their vital job is to discourage enemy aggression in any part of the globe, or in case of attack, to destroy his forces and capability to wage war.

"Home" to the Air Force is aerospace, the operational field for which it is ideally suited by instinct, training and purpose. "On the deck" or limitless miles above the earth, aerospace must be kept as free as the soil man tills.

Air Force pilots flying the all-weather Republic F-105 Thunderchief, are a prime force for keeping the free man's world forever free.

REPUBLIC AVIATION

FARMINGDALE, LONG ISLAND, N. Y.

Designers and Builders of the Incomparable **THUNDER-CRAFT**

STOMPIN' ROCKET

The Hottest Thing Since The Hula Hoop

No Count Down-
Just Stomp
Down

KID TESTED

100's SOLD

$2.49

PLUS BIG REPEAT BUSINESS

79¢

REMPEL

... the mark of a fine toy

Mr. Toy Buyer

Don't pass up your golden opportunity to "MAKE MUSIC" on your cash register RIGHT NOW!!!

The REMPEL "STOMPIN' ROCKET" . . . KID TESTED by the thousands . . . Ages 4 to 80 . . . everyone excited . . . can't wait to buy it!!! Kids love it! No fuss — no mess — no chemicals — harmless — no water . . . JUST PLAIN FUN . . . lots of it . . . always ready.

Buyers from Department Stores, Toy Stores, Jobbers and Chains — all enthused . . . said, "THE HOTTEST THING SINCE THE HULA HOOP."

BE THE FIRST IN YOUR AREA!! SEND US YOUR ORDER TODAY!!

REMPEL MANUFACTURING, INC.

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"REMPEL" Famous for the finest line of "life like" horses in America

- ★ They look like they're racing . . . Legs spell action!
- ★ They're easy to mount . . . Just like a real saddle!
- ★ Extra strong, low-slung frame — insures better ride — correctly proportioned!
- ★ Horse body of latex rubber — durable even wall thickness — long life!
- ★ Easiest to assemble — fewer parts and bolts!
- ★ Coated with flexible Urethane finish . . . keeps horse new-looking always — protects the true coloring!
- ★ Realistic and "Life-Like" in every detail. Designed and sculptured by D. G. Rempel with many years of first-hand experience with all kinds of horses from his childhood.

WRITE FOR CATALOG AND PRICES TODAY!

★ Jan 31, 1959

THE NEW YORKER

Price 25 cents

Picking a New Plant Location?

Choose the FASTEST* GROWING AREA in the United States!

Jack might well have planted his beanstalk in the San Jose Metropolitan Area. It ranks first in the United States by percent of growth since 1950 when these key market indicators are compared.

FIRST in population . . . up 85.2%
FIRST in mfg. employment . . . up 83.2%
FIRST in retail sales . . . up 130%

Located in California's famous Santa Clara Valley, this community combines the advantages of a top market, all-year mild climate, dependable labor supply and plenty of good land for low-cost, single story construction. Over 60 of the nation's leading industries have found here the answer to their plant location problems . perhaps you will, too

*Source. U S Census, SRDS, ABC, California Dept of Employment & Sales Management

TODAY—send for the free booklet, *New Industry Speaks*", packed with helpful information about this market-centered community at the southern tip of San Francisco Bay.

Greater San Jose Chamber of Commerce
Department 16, San Jose, California

SAN JOSE
Santa Clara County
CALIFORNIA

. . . Backers of original labor bill contend it is adequate

would be used by Communists, employer "stooges" and troublemakers inside the unions. The AFL-CIO said that unions which today bar Communists from membership would have to drop their ban under terms of the McClellan amendment. It was argued that unions would be compelled to accept as members convicted felons, even those who had embezzled union funds

Supporters of the original Kennedy-Ervin bill argued that the original bill contained enough protection for the union members

These supporters said that the bill sought to insure that union officers be elected at periodic intervals by secret-ballot votes of the members, that it would require unions to make public annual financial reports, and that there were other sections aimed at insuring "democratic rights" for the members.

Is Hoffa's Power Second Only to Ike's?

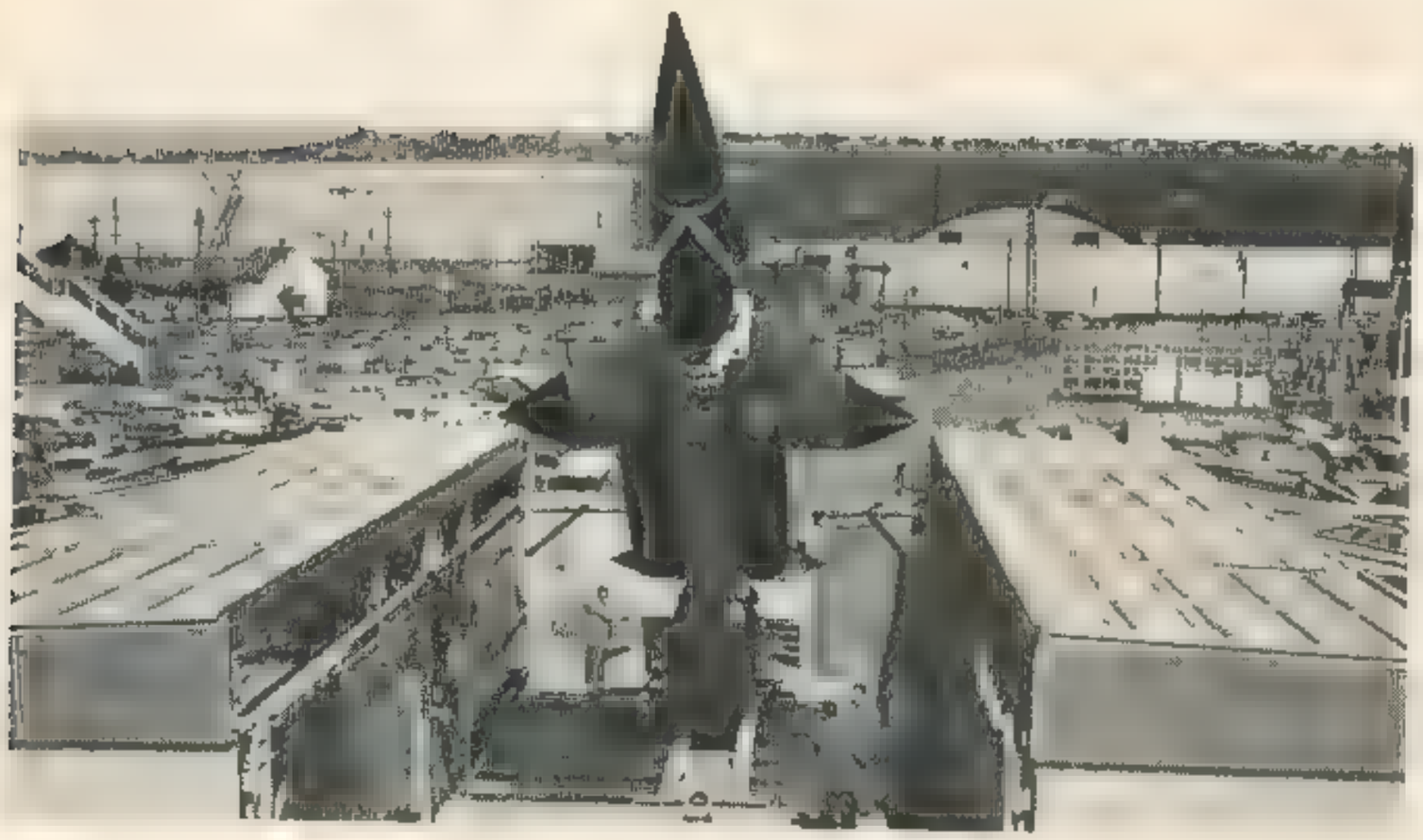
Senate debate on the "bill of rights" for labor on April 22 produced the following exchange between Senator Ervin (Dem.), of North Carolina, and Senator McClellan (Dem.), of Arkansas:

Senator Ervin: "Does not the evidence which has been presented to the McClellan Committee justify drawing the inference that James R. Hoffa, the present president of the Teamsters Union, has more actual power today than any other man in the United States, except perhaps the President of the United States?"

Senator McClellan: "If he gets the power which he is seeking; if he achieves an amalgamation or establishes what he calls a conference—I care not what he names it—if he gets control of all the unions in the transportation industry in this country, he can have the Government at his mercy, and he will have it at his mercy. The Government will have to do his bidding; otherwise commerce will be stifled and industrial plants will be shut down. Someone has said he could starve a city in a few days. Is he making progress? Certainly. . . ."

SUNDSTRAND

ideas at work for industry



Conducting Launching Test on Bomarc Missile

Sundstrand motors on missiles—The constant speed motor is still another Sundstrand product finding acceptance by aircraft and missile manufacturers. A recent application of this compact, lightweight motor has been on the Bomarc Missile made by Boeing. These constant displacement hydraulic units are used as actuating motors

Lower cost, greater accuracy in multiple-hole production—Sundstrand Machine Tool is unveiling a new multiple-spindle precision drilling, boring and tapping machine that permits highly accurate production on workpieces requiring a large number of holes. Machine does not require services of a highly skilled operator, can be changed over to meet shifting job requirements in 15-20 minutes and produces holes that not only are accurate individually but in spatial relationship to each other. Cost of interchangeable work heads is kept to a minimum because they are designed with a unique drive that eliminates need for gearing.

Electric sander announced—A new orbital-type, electrically-powered sander for industrial use is being introduced by Sundstrand's Pneumatic Products department. Performance-wise it has no equal on a broad range of wood and metal finishing operations yet is priced below other units with a similar work range. It's a worthy companion to the line of air sanders that have made the Sundstrand name synonymous with the best in portable finishing equipment for more than 50 years.

"This is Sundstrand Corporation" booklet—A new 20-page booklet describes and pictures products and facilities of the various Sundstrand divisions. Copies of this publication are available to interested persons. Address request to:

SUNDSTRAND CORPORATION, Rockford, Illinois

SUNDSTRAND

Divisions:

Sundstrand Aviation
Sundstrand Machine Tool
Sundstrand Hydraulics
Sundstrand Turbo
Sundstrand-American Broach

. . . Of Treasury's spending, subsidies take 18 per cent

eral subsidies for carrying the mail and the Federal Government spends considerable amounts annually for airport construction and improvements Last year, aid to aviation came to more than 300 millions. The shipping industry also is a beneficiary of Government subsidy, both for building passenger liners and merchant vessels and for operating them as part of the U. S. merchant marine. Aid to shipping runs to more than 100 millions a year The Government also provides more than 150 millions a year to aid navigation This is spent by the Coast Guard.

In the accounting period just ended, federal subsidies for low-cost housing came to 111 million dollars. Then the Government gave cities 76 millions for city improvements under the urban-renewal program. There is increasing pressure to step up subsidies for housing in the face of Mr. Eisenhower's recent veto

Not subsidies, but—. Many other types of federal spending, not counted usually as subsidies, also aid business, farmers and other groups in the country The Census Bureau gathers reams of statistics on population and employment that are valuable aids to market-research activities. The Commerce Department has a division that keeps tabs on income and total output, helping businessmen to make plans. The Weather Bureau provides an essential service to many businessmen and to nearly all farmers as well as others

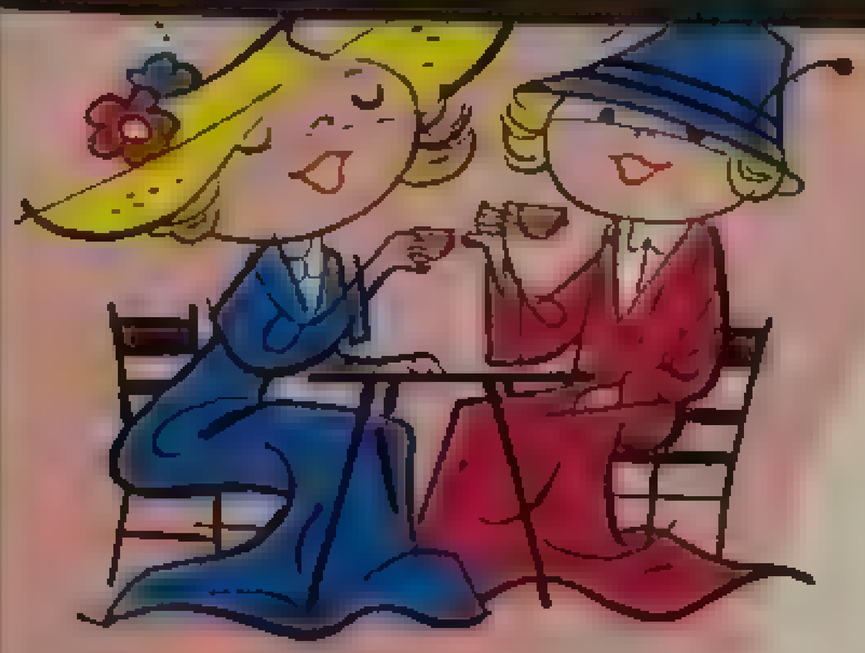
The Government also aids business activity in building highways, which directly helps the trucking industry among others, and in making improvements on rivers and harbors and in conservation programs. Then there are public power projects and developments such as the St. Lawrence Seaway. Most of these programs, however, yield some tangible assets to the Government and probably cannot be classified as subsidies.

Many types of loans. The Government makes loans or guarantees loans for a variety of activities, ranging from home mortgages to industrial developments abroad. These are not counted as subsidies, since a return is expected on the outlay. A form of subsidy also is given to some groups through special tax relief.

The subsidy part of Government, however, has become a permanent fixture and represents a substantial proportion of the annual budget. In the last accounting year, for example, the giveaways shown on the chart amounted to about 18 per cent of total spending by the Treasury.

OHIO ART PRESENTS

TEA and TIMPANI



NO. 355
TRAP DRUM SET

NO. 71-B TEA SET

Featuring
KID-TESTED TOYS

The rat-a-tat-tat of a drum makes every child want one! And every play-house-keeper *must* have a "company" tea set. Meet the demand for these toys in the most profitable way possible – stock Ohio Art Drums and Tea Sets. Yes, they're KID-TESTED for guaranteed customer satisfaction

NO. 94 TEA SET

NO. 74
TEA SET

NO 347
AUTOMATIC DRUM

NO. 344
FIELD DRUM

THE OHIO ART CO. • Bryan, Ohio

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Telephone: CHelsea 2-1432

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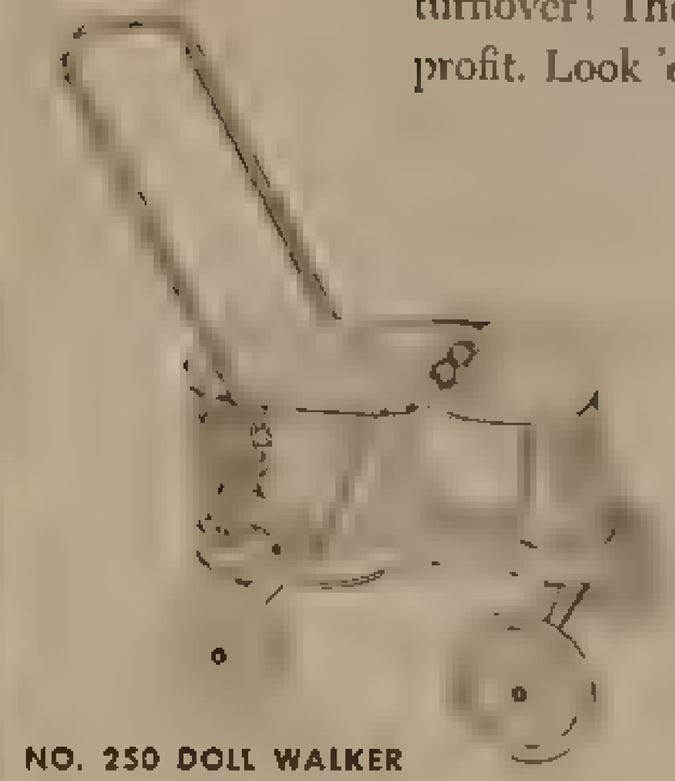
FINEST MADE . . . FASTEST SOLD

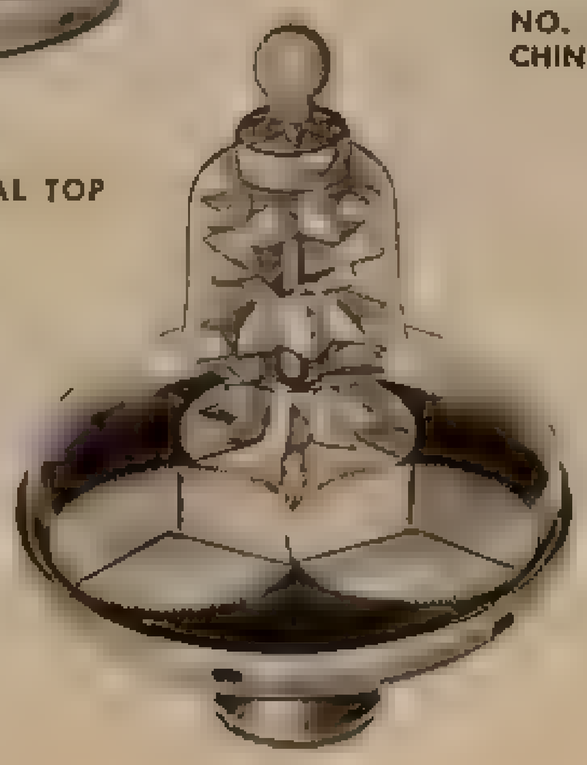
These banner values assure you of a quick turnover! The faster you order the faster you profit. Look 'em over. Each one is a winner!



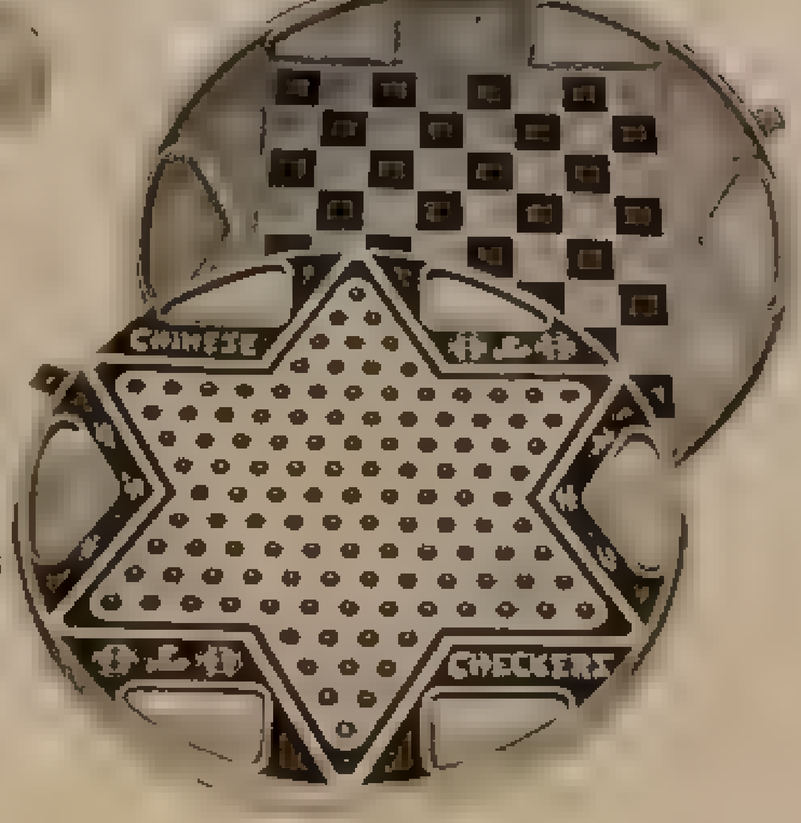
NO. 250 DOLL WALKER

NO. 247 DOLL STROLLER

NO. 44 AUTOMATIC CHORAL TOP



NO. 39 COLOR CHANGING TOP



NO. 538
CHINESE CHECKERS

NO. 537 CHINESE CHECKER SET

THE OHIO ART CO. • Bryan, Ohio

Manufacturers of Lithographed Metal, Flexible Poly and Rubber-Like Vinyl Toys

New York Office
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Suite 852
Telephone: CHelsea 2-1432

PLM-30 PIPER TRI-PACER

True to scale replica of the popular sports plane in smart two-tone high-impact plastic. Rich in detail. Length 11⅛". Complete with 049A "OK" Cub Engine, starter, control handle and lines. Like all Comet Ready-to-Fly models, the Tri-Pacer was designed for maximum flyability—then we chose the best engine for the job $795

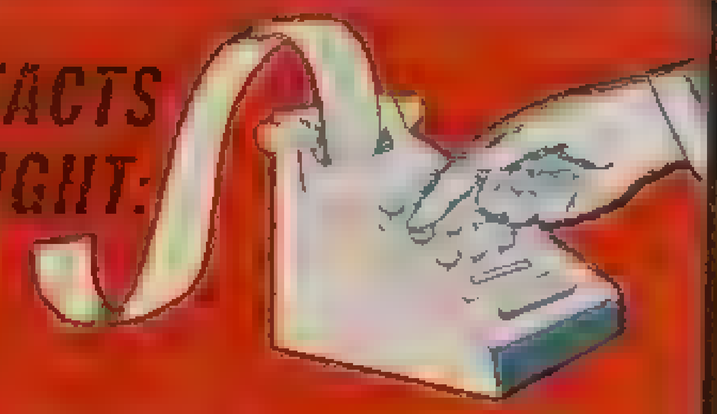
PLM-33 TIGER SHARK P-40D

The famous fighter of the "Flying Tigers" reproduced in a thrilling true-to-scale version with a world of authentic detail. Complete with 049B "OK" Cub Engine, starter, control handle and lines. Length 13⅝". $895

PLM-31 REGULUS SSM GUIDED MISSILE

Adapted from the famed submarine launched missile, modified to permit exciting flights! Complete with .049A "OK" Cub Engine, starter, control handle and lines—and this big beauty is a full 14" long! Typical of the value Comet alone can give at $7.95

LET'S GET THE FACTS STRAIGHT:



COMET'S Piper Tri Pacer is the BIGGEST SELLER in the Ready to Fly Field

No ifs, ands or buts about it—sales figures backed by the every-day experience of retailers all over the country PROVE that Comet's Tri-Pacer is FIRST IN SALES—and hitting new highs

COMET Dominates the Low Priced Ready-to-Fly Field

$7.95 and $8.95 Control Handle and Lines Included

the big volume price [illegible] out its claim to dominance in the low-priced ready-to-fly field

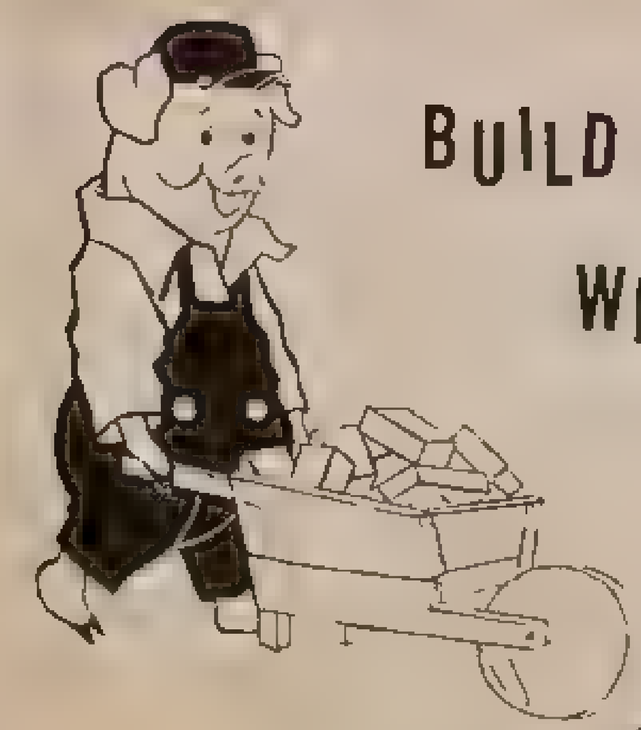
COMET is America's BIGGEST SELLING Ready-to-Fly Line

Comet's $7.95 and $8.95 models are part of an entire line of fantastic ready-to-fly engine jobs—and it's the biggest selection of such models in America! The Sabre at $9.95 the Mustang at $12.95, and the Starfighter and Spark at $14.95 each, round out Comet's line-up of gas models [illegible] growing field, Comet offers most—Inspired design, thrilling [illegible]

In stunning 4-color protective chest

COMET MODEL HOBBYCRAFT, INC.

BUILD A STRONGER BUSINESS
WITH THIS GAME DESIGNED
FOR YOUNGER CHILDREN



THREE LITTLE PIGS

Simple to play, yet full of excitement, fun, and color, with a wonderful new "Puff-Puff" gimmick that no youngster can resist.

$2.00 value

BE SURE YOU STOCK ENOUGH FOR THE BRISK SALES AHEAD!

SEL RIGHT

SELCHOW & RIGHTER CO., 200 FIFTH AVENUE, NEW YORK 10, N. Y.

Buy it by the Deal – Free Goods Included:

NEW MATTEL MUSICAL-TOY DISPLAY DEAL

Stock #644. Retail Value: $89.50

A profit-styled assortment of Mattel's fastest moving musical toys—including the new Mattel-A-Tune Books and Mickey Mouse-in-the-Music-Box. Plus Free Goods for an extra profit-bonus: the Mickey Mouse-in-the-Music-Box, a $2.50 value. The colorful and compact display pictured above displays all the merchandise, and is also included in the deal at no cost to you!

TV-ADVERTISED: on the MICKEY MOUSE CLUB through September... and starting in October, on our own weekly half-hour Matty's Funday Funnies (Sunday 5-5:30 p.m.) over the ABC-TV network.

THE DEAL CONTAINS (1 carton)

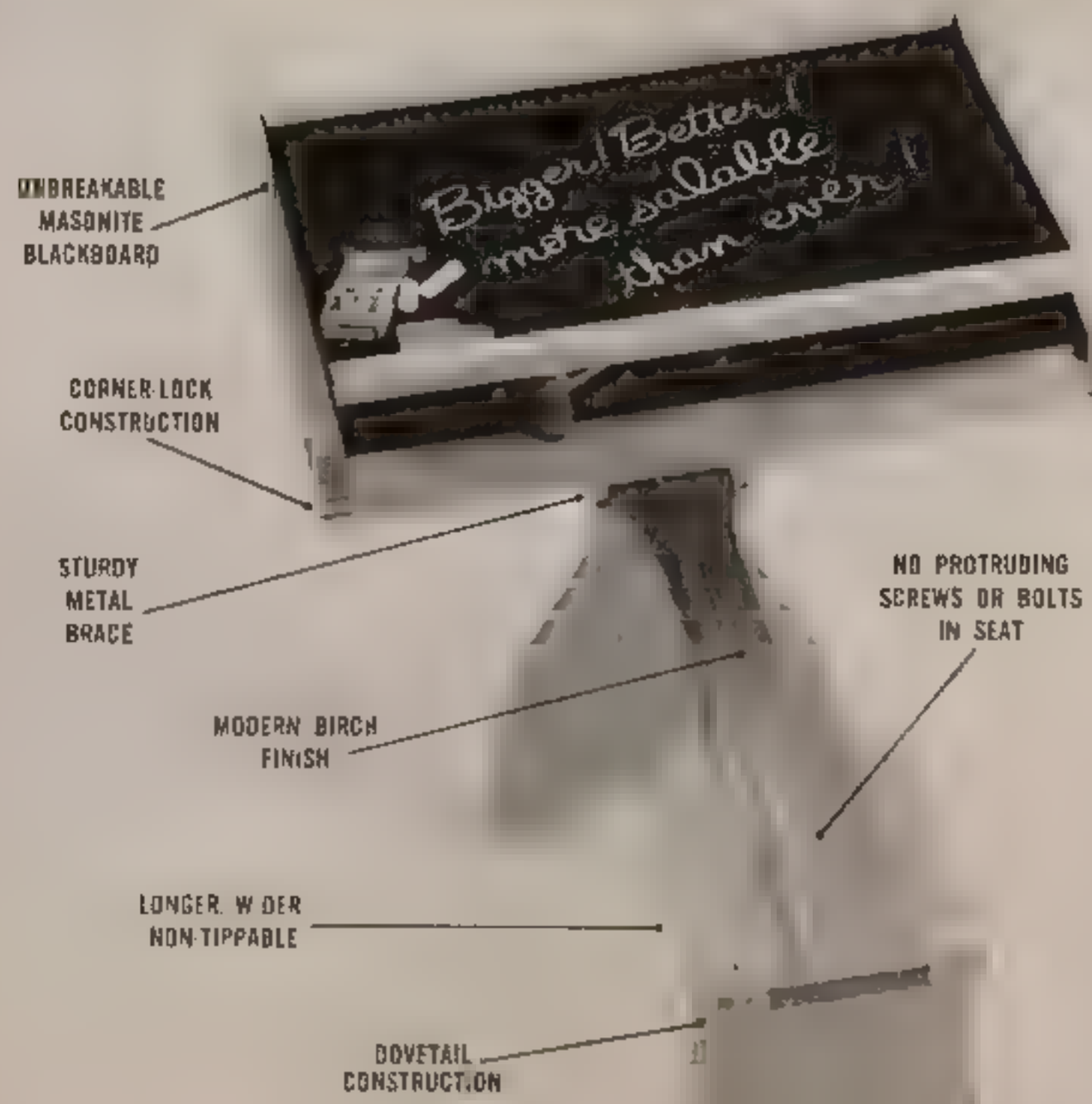
Item	*Name*	*Quantity (each)*	*Suggested Retail (each)*
#421	Cowboy Ge-Tar	4	$ 1.70
#532	Mousegetar, Jr	4	2.00
#575	Popeye Ge-Tar	4	2.00
#507	Jack In The Box	6	2.50
#576	Popeye In The Music Box	3	3.00
#639	Mickey Mouse In The Music Box	3	2.50
#501	Merry Music Box	3	1.20
#579	Monkey-Ola	3	3.00
#490	Music Maker Books	6	1.30
#611	Mattel-A-Tune Books	6	2.00
#639	Mickey Mouse In The Music Box	1 FREE	2.50
	Colorful, compact display	1	FREE
	Total Retail Value		$89.50

Instruction and Retail Price Sheet enclosed
Std. Pack: 1 each, Approx. Wt. 37 lb.

MATTEL, INC. TOYMAKERS

5432 West 102nd Street,
Los Angeles 45, California

ALSO AVAILABLE IN OPEN STOCK



TRANSOGRAM'S '59 TAK-A-PEG DESKETTE OUTFIT

The 1959 Deskette, based on a TRANSOGRAM original, is packed with parent pleasing features for quick, easy sales. Blackboard top swings up to reveal 192 hole peg board Complete with chalk, eraser, hammer, pegs Order from your jobber, or direct Write for new TRANSOGRAM catalog: "Do I— Juvenile—Playroom Furniture

TRANSOGRAM COMPANY, INC. 200 Fifth Ave., New York 10, N Y

Factories Easton Pa • Sturgis Mich. • Sikeston, Mo

[redacted]

Halco BRAND

50TH ANNIVERSARY

HALLOWEEN COSTUMES

FEATURE 27 EXCITING

LICENSED TIE-INS

WITH

. . HARVEY'S MOE HARE, BABY HUEY, LITTLE AUDREY, SAD SACK, TOMMY TORTOISE, LITTLE MAX

. . KING FEATURES' MAGGIE JIGGS, HANS KATZENJAMMER, FRITZ KATZENJAMMER, LITTLE IODINE

MILTON CANIFF'S STEVE CANYON

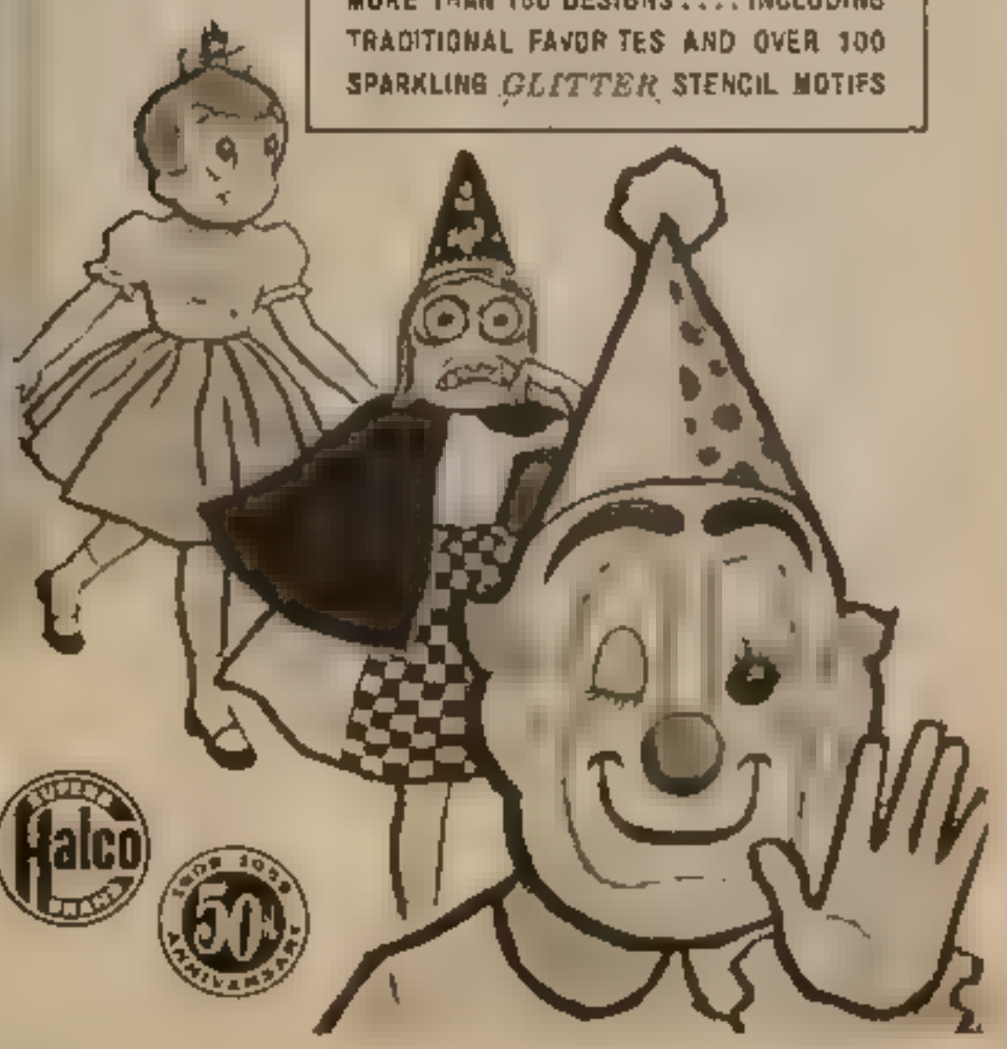
. . MGM'S TOM THE CAT, JERRY THE MOUSE, DROOPY THE DOG, SPIKE THE BULLDOG, BARNEY BEAR

. . CBS TERRYTOONS' MIGHTY MOUSE, TOM TERRIFIC, FARMER ALFALFA, HECKLE & JECKLE

IPA'S CHARLIE CHAN

. . SKY MASTERS

MORE THAN 150 DESIGNS . . . . INCLUDING TRADITIONAL FAVORITES AND OVER 100 SPARKLING *GLITTER* STENCIL MOTIFS



Write FOR
HALCO'S 1959
COSTUME CATALOG TODAY

Make this a Halco Halloween!

J. HALPERN COMPANY
810 PENN AVENUE • PITTSBURGH, PENNSYLVANIA

Halco BRAND — 1909 1959 50th ANNIVERSARY

INTEGRITY IS TIMELESS

MECHANICAL BANK CIRCA 1885

FIFTY YEARS OF PROMOTING TOYS & SPORTING GOODS IN
THE FORTY-EIGHT STATES AND ABROAD

National Factory Representatives
Since 1909

A.H.DELFAUSSE CO.

200 FIFTH AVENUE, NEW YORK 10, N.Y. SUITE 448

[redacted]

P-40 FLYING TIGER

The Year's Major Item in Fully Assembled, Ready-to-Fly Models!

BIG
20" WINGSPAN
15" Fuselage

BIG in beauty, value, and performance! Like a real plane it can be flown in hot, or it can be brought in for a normal 3-point landing, or it can be let down easily on the verge of a stall, at the will of the pilot. By any comparison, the finest performing ready-built model plane ever offered. Yet the price is just

$10.00

A FLIGHT-TESTED MODEL from

Thimble-Drome

L. M. COX MFG. CO., INC., P.O. BOX 476, SANTA ANA, CALIF. *World's Largest Manufacturers of Ready-to-Fly Planes, Engines, Fuel and Accessories*

NAT'L SALES: MILT GREY SALES, 8033 Wilshire Blvd., Beverly Hills, Calif.

a symbol of growth

HALSAM's position in the toy industry is symbolized by their amazing new Skyline Construction Set. Skyline keeps pace with the latest architectural trend and still maintains the high quality standards that have made HALSAM a prestige name.

This quality in HALSAM Toys and Games creates confidence . . . and for 42 years this confidence has been increasing and building repeat sales.

Consistently, THE HALSAM LINE is profitably priced and selectively sold. Add to this, dependable service . . . a fine house to do business with . . . plus year-round consumer promotion in newspapers, magazines and television . . . the unbeatable combination to "The Line that Always Sells Out".

HALSAM PRODUCTS COMPANY

"BASIC TOOLS FOR PLAY"

GENERAL OFFICES AND FACTORY: 3610 Touhy Ave., Chicago 45, Ill

SALES OFFICES AND DISPLAYS: Rooms 350 and 440, Fifth Avenue Bldg. 200 Fifth Ave. New York 10, N. Y

BLOCKS: Hi-Lo Blocks • Disneyland Blocks • Alphabet Blocks • Bags of A-B-C Blocks Blockville

PULLTOYS: Hi-Lo Cruisers **DESIGNING SETS:** Pegboard Playtiles Sleeping Beauty Playtiles

CONSTRUCTION SETS: American Logs • Early Settlers Logs • American Skyline American Bricks

DOMINOS • GAME KITS • ANAGRAMS • CHESS • CHECKERS • CHECKER BOARDS

tootsietoy

more fun! stronger! lasts longer!

2 new skin-packed display deals pay big returns from small space

self-selling, fast moving tootsietoys produce steady year 'round business

Get your share of impulse sales

No. 2990—tootsietoy Revolving Floor Stand Rack

Compact all steel revolving floor stand features fast moving "skin packed" tootsietoys Pays big returns from small space Size 19" wide, 19" deep and 72" high including header card. Weight 82 lbs. Complete deal contains

ITEM NO		QUANTITY	RETAIL	TOTAL
2940	Car & Boat Trailer	12	$1 00	$12 00
2935	Jeep & Cannon	6	1 00	6 00
2930	Playtime Set	6	1 00	6 00
2925	Rocket Launcher	12	1 00	12 00
2920	Auto Transport	6	1 00	6 00
2905	Hook & Ladder	12	1 00	12 00
2810	Tractor & Harrow	12	1 00	12 00
2820	Oil Tanker	6	89	5 34
2700	Scenic Liner	6	79	4 74
2525	Jeep & Plow	12	59	7 08
2420	Tow Truck	12	49	5 88
2400	Cannon & Pellets	12	49	5 88
2330	Construction Set	12	39	4 68
2320	Fire Dept Set	12	39	4 68
2310	Police Set	12	39	4 68
2300	Jumbo Asst	24	39	9 36

Total retail $1 8 32

Here's how to give your sales a lift!

No. 2980—tootsietoy Traffic Stopper display

This counter display stops store traffic and sells 'em award-winning "skin packed" tootsietoys on the spot. An eye-catching 4 color self-seller that yields BIG returns. It's a full profit deal! Size 18" wide, 9" deep, 37" high, weight 42 lbs Complete deal contains:

ITEM NO		QUANTITY	RETAIL	TOTAL
2810	Tractor & Harrow	12	$1 00	$12 00
2920	Auto Transport	12	1 00	12 00
2905	Hook & Ladder	12	1 00	12 00
2925	Rocket Launcher	12	1 00	12 00
2930	Playtime Set	12	1 00	12 00
2940	Boat & Trailer	12	1 00	12 00
			Total retail	$72 00

Mr. Dealer—See your jobber today on Deals No. 2990 and 2980 • *Write for the new 1959 tootsietoy catalog*

DOWST MANUFACTURING COMPANY, CHICAGO 14

the most PUBLICIZED Hobby Horse
in the Whole Wide World...

WONDER HORSE®

The Original Spring Horse

Patented

Hundreds of millions of viewers see the Wonder Horse on their TV screens each year, co-starred with such popu lar personalities as Art Linkletter, Bud Collier and Jan Murray

Readers of Parents' and other leading magazines as well as metropolitan newspapers are exposed to Wonder Horse advertisements regularly

and millions of families see the Wonder Horse featured in all the leading toy catalogs distributed throughout the Nation

CASH IN on this vigorous year-round, nation-wide promotion! Stock the WONDER HORSE—the SALES-WINNING line for '59!

Six models to choose from, for ages 1 to 7

LOOK FOR THE BRAND NAME—The Wonder Horse—often imitated but never equalled

WONDER PRODUCTS CO.
MANUFACTURERS · TELEPHONE UL 3-6242
COLLIERVILLE, TENN. · SUBURB OF MEMPHIS

COMMENDED PARENTS

The Original Spring Horse

NEW! HEAVY DUTY CONSTRUCTION

BLOCK CITY'S

BAT'EM CATCH'EM

Fascinating electronic machine, now with the new "floating motor" assembly. All heavy duty parts . . . rugged – plus super-powered motor with 3 times the power of conventional 6 volt motors

Just flick the switch, and BAT 'EM CATCH 'EM pitches unbreakable plastic balls 30 feet every 10 seconds. Operates on flashlight batteries for indoor or outdoor play

Super BAT 'EM CATCH 'EM

Pitches balls for 3½ minutes without refilling! Big hopper holds 27 balls
No BL16 $15.95, complete with 20 balls

BAT 'EM CATCH 'EM

No BL2 $10.95
Complete with 4 balls

EXTENSION with 4 Balls Makes No. BL2 an 8 ball unit No 150X $1.50.

PLASTIC BLOCK CITY, INC.

1017 W. Washington Blvd., Chicago 7, Illinois • Haymarket 1-3717

Permanent Showroom: 200 Fifth Ave., New York City • 200 E. State St., Chicago

Prestige Toy

everybody's a kid when it comes to tonka toys

No wonder TONKA TOYS sell like crazy. They satisfy kids who yearn to be grown-ups—and fascinate dads, too, with their life-like appearance. TONKA TOYS are made of practically unbreakable steel . . . and get the same paint job that real construction equipment gets—two coats of tough, non-toxic DuPont "Dulux" vehicle enamel. Non-metal accessories are made of unbreakable plastic.

The **No. 44 New Dragline and Trailer** actually scoops dirt like its real-life "big brother." Moves 4 ways: tractor treads move backwards and forwards, cab swivels 360° on base, bucket scoops dirt towards cab by turning crank on side, bucket raises by turning crank on top. Heavy steel construction with durable nylon ropes. 26¼" long, 18" high, 6¼" wide. Packed 4 to a shipper, weight 36 lbs. . . . $8.98.

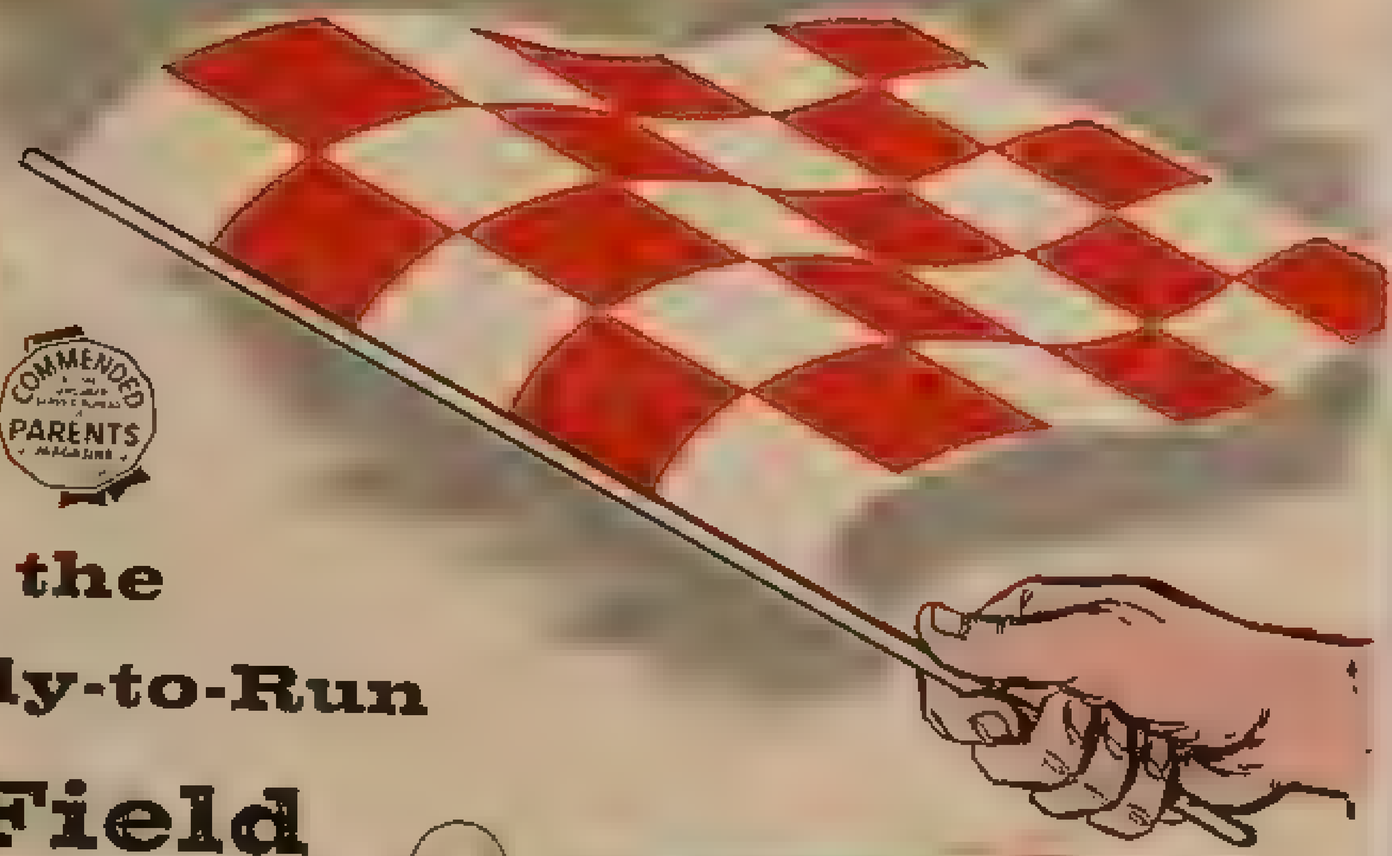
Tonka Toys Inc.

PART OF A CHILD'S WORLD

63

The Winning Entry in the Ready-to-Run Race Car Field

COMMENDED PARENTS MAGAZINE



Winner of the 1957-1958 Indianapolis 500-Mile Classics

11" Long

PLR-3200
$11.95

Complete with Powerful .074 "OK" Sub Engine, Starter, Bridle and Tetherlines

COMET'S Beland AP Special

ALL-PLASTIC True-to-Scale

ENGINE-POWERED

Ready-to-Run

RACING CAR

with "SPEED-EZE" FRICTION CLUTCH DRIVE

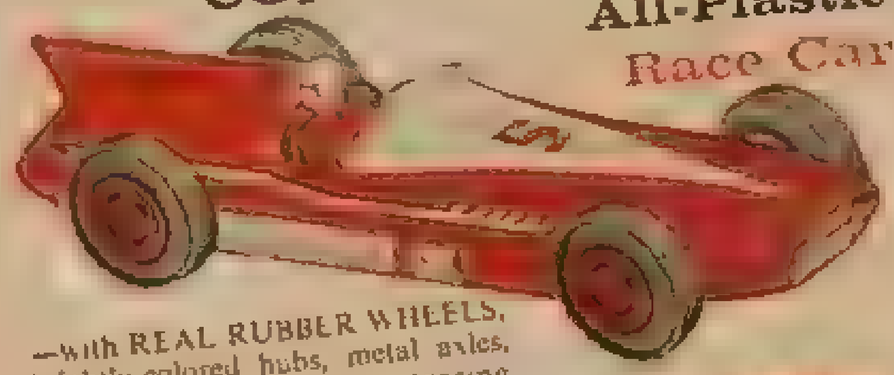
detail fully molded in dazzling yellow high-impact plastic this faithful replica of the famed Beland AP Special is an engineering triumph. Its extra powerful motor assures flashing performance. Genuine rubber tires. Never before such ready-to-run value! A box printed in breath-taking full color!

COMET MODEL HOBBYCRAFT, INC

561 W. 35th St., Chicago 16, Ill. • 200 Fifth Ave., New York 10, N.Y.

Another **COMET** *First!*

CO_2 Powered COUGAR All-Plastic Race Car



—with REAL RUBBER WHEELS, brightly-colored hubs, metal axles, clear windshield, driver, steering wheel, decal. 8⅝" long. Beautiful 4-color box.

Kit No. PL-806 [illegible]

"wait'll I take out the Injun arrows!"

You can't expect a train like the Frontiersman to get through the Western badlands without some trouble from the redmen and maybe even a hold-up or two. After all, incidents like this are all part of the fun.

And fun for kids spells sales for retailers, as every store knows. This year, 70,000,000 boxes of Post Cereals will promote the American Flyer "Frontiersman" in full color. And every dealer will receive, FREE, a $6.98 "Overland Express" Baggage Car with each train — for consumer give-away. Write today for catalog and full details.

American Flyer Trains

THE A. C. GILBERT COMPANY

NEW HAVEN 6, CONNECTICUT

[redacted]

Model Railroading--1850 Style!

American Flyer's "S" gauge Frontiersman has a little brother — the colorful and authentic early Western train of the 1850's scaled to "HO" size.

This die cast, gear-driven beauty is but one of five American Flyer HO train sets in the '59 line, all beautifully packaged and displayed.

All sets except the Frontiersman include a 1 amp AC-DC power pack, complete and ready to run. Retail prices range from $19.98 to $39.98.

FREE "HO" CATALOG
Write for Dept. T
The A. C. Gilbert Co.
New Haven 6, Conn.

AMERICAN FLYER "HO"

The A. C. Gilbert Company, New Haven, Connecticut

Our 25th Anniversary PRESENTATION

NEW *Autographed Western Hats*

FROM THE

"CORONA CORRAL"

Seen On Network TV Regularly —

PRE-SOLD FOR YOU!

1. 100% new felt to retail at $1.29
2. 100% virgin wool felt to retail at $1.98
3. Colorfast Miracle Fiber to retail at 98¢

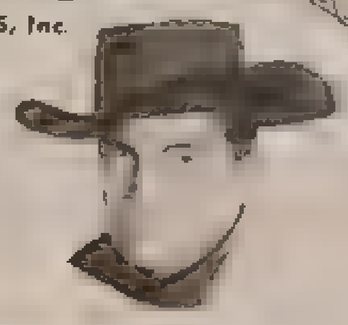
The only Western Hats approved by the fabulous "Harvey Comics" Top Toy Panel to be included in their national Advertising and Promotion Campaign this year, reaching over 6,000,000 readers monthly!

FREE:

Every hat contains the facsimile autograph of each western star

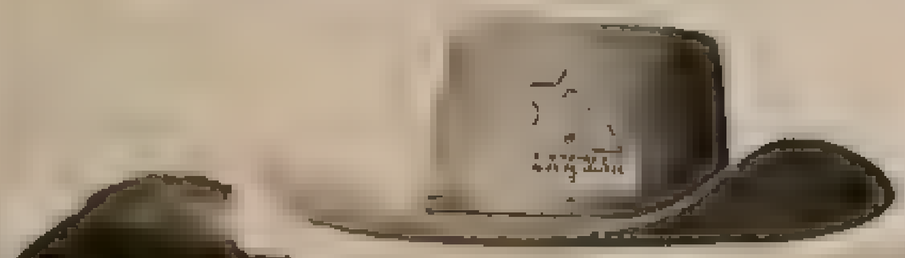
Colorful window streamers!

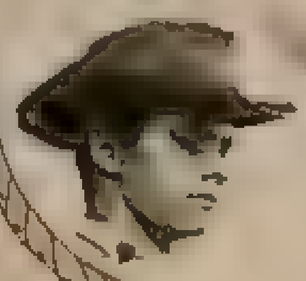
"RAWHIDE"
1959 CBS, Inc.

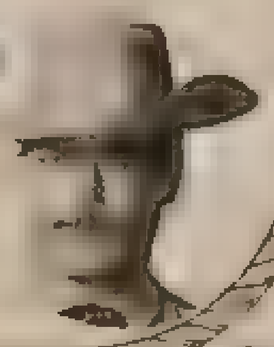


"CHEYENNE"
1959 Warner Bros. Pictures, Inc.

"SUGARFOOT"
1959 Warner Bros Pictures, Inc.







"LAWMAN"
Marshal Dan Troop &
Deputy Johnny McKay
1959 Warner Bros. Pictures, Inc.

We also manufacture a complete line of regular Western & Novelty Hats

CORONA HAT CO., INC. (Manufacturers — Est 1934)
27 WILBUR STREET — LYNBROOK, N Y

AMERICAN TOYS

[redacted]

rope in SALES with . . .

KUSAN TOYS

1. K-Pop Gun Holster Set— Unbreakable hand-tooled holster and K-Pop Gun. Blister packed **No. K-19 retails $ .98.**

2. Kangaroo Gun — A revolutionary, new gun that shoots "boomerangs" 30 to 40 feet Molded of fire engine red plastic. Blister packed. **No. K-100 retails $ .98.**

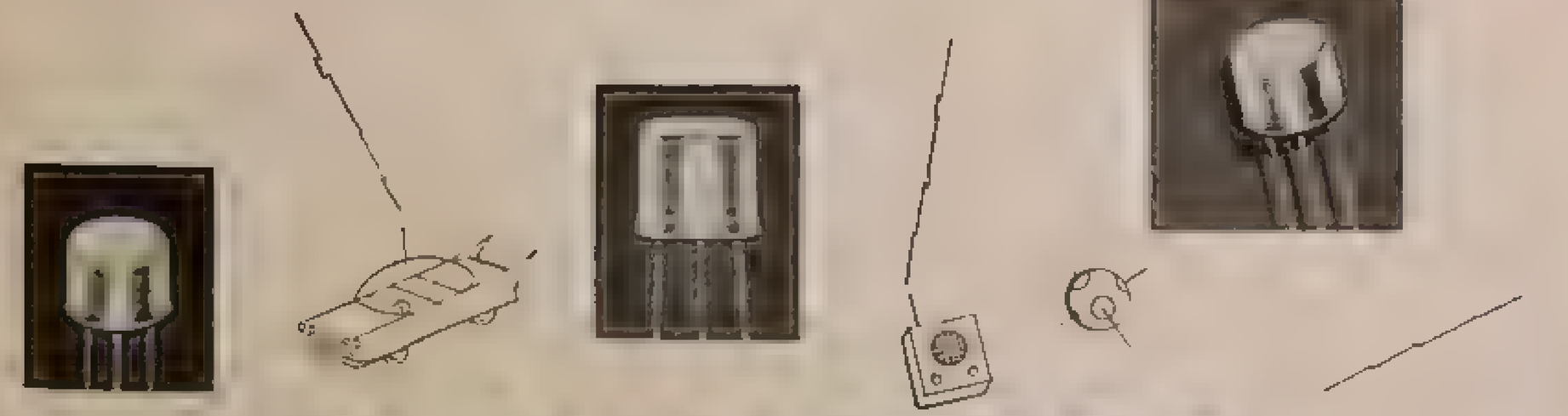
3. Sky Hooks — Launch into space . . . Watch 'em Zoom! Climb! Whirl! Spin! **No. K-40 retails $ .39.**

4. NEW! Whistle 'N' Grips Streamlined handle bar grips with built in horns. Blister packed **No. K-71 retails $ .98.**

5. K-Pop Gun — "Loaded" with play value . . . soft . . . absolutely safe . . . unbreakable. Blister pack. **No. K-69 retails $ .69.**

Order from your favorite Jobber today.

KUSAN, INC., NASHVILLE, TENNESSEE



TRANSISTORS TO UP TOY SALES

New ideas in toys can have electronic glamour and extra sales appeal with Sylvania transistors

Toy electronic organs, non-winding musical dolls and toy radios can use smaller batteries and cost less with Sylvania toy-grade transistors.

Sylvania, one of the industry's leading semiconductor manufacturers, offers a line of toy-grade transistors costing less than transistors for standard electronic equipment. They are available in quantities and at prices compatible with toy manufacturing costs.

Though these new units do not qualify for precision electronic instruments they will perform reliably in toys and similar equipment. In addition, they offer longer performance life for battery-operated items.

To help you take advantage of these new transistors, Sylvania offers you transistor facts for your specific application. Call one of the Sylvania representatives listed for further information on these new toy-grade transistors, or contact the factory directly at the address below.

SEMICONDUCTOR EQUIPMENT SALES OFFICES

[redacted]
M. Grall J. Schiener.....Wells 3-3500
CHICAGO
A. Christiansen D. Eckhardt....M. Luhrs
F. Imore 5-0100
CINCINNATI
D. Smith Plaza 1-8454
LOS ANGELES
W. Weir Raymond 3-5371
NEW YORK
J. Redden Teterboro, New Jersey
Atlas 8-9494
PHILADELPHIA
B. McCarthy Greenwood 7-5000
SAN FRANCISCO
M. Hollingsworth Burlingame, Calif
Oxford 7-3500
[redacted]
R. Johnson...D. McKelvey...Camillus, N.Y.
Orange 2-3161

SYLVANIA

Subsidiary of
GENERAL TELEPHONE & ELECTRONICS

SYLVANIA ELECTRIC PRODUCTS INC
Semiconductor Division
100 Sylvan Rd., Woburn, Mass.

[redacted]

60

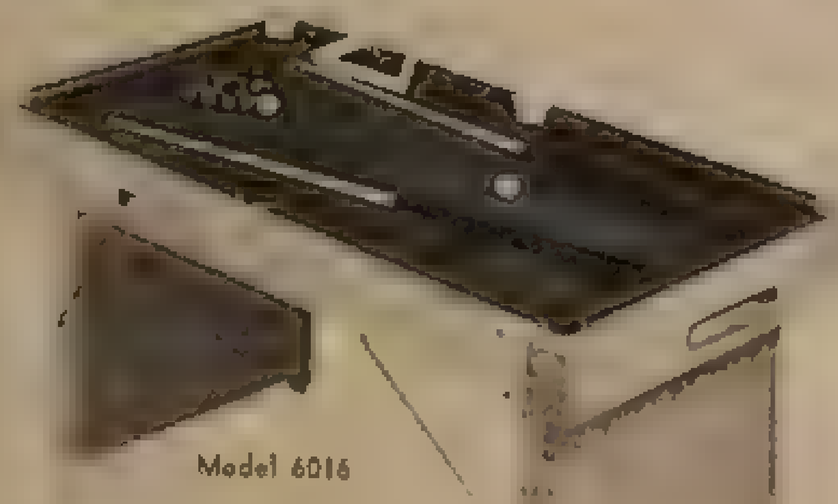
You're sure of getting the best ... when you feature

DEN RICKS

POOL TABLES...

Check These Exclusive Den-Ricks Features

- Removable Cushions!
- Built-in Ball Storage!
- Warp-Resistant "Floating Mount" Installation of Playing Surface!



Model 6016

Den Ricks Pool Tables are even more "wanted" than ever before—that's your cue to settle for nothing but the best — the Den Ricks Line.

For complete information contact .

DEN RICKS inc.

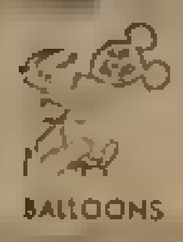
Office- 6519 Nicollet Ave., Minneapolis 23, Minn
Factory: Northfield, Minn.

NEW YORK SHOWRM
1107 BROADWAY
NEW YORK 10, N. Y
Julius Levenson, Inc., Rep

BARR

builds steady, profitable sales in your toy department

COMMENCED PARENTS



The long Barr line is a perfect basis for your toy department. Hundreds of quality items, with high mark-up, good displays and packaging for fast turnover. National advertising pre-sells for you.

Order from your jobber today!

Bar None Barr's Best

The BARR RUBBER PRODUCTS CO.

- Sandusky, Ohio

New York Office, 200 Fifth Ave., New York 10, N. Y

DOLL CLOTHES and DOLL ACCESSORIES

by PREMIER

Popular Priced . . .
Highly Styled . . .
Quality Finished . . .

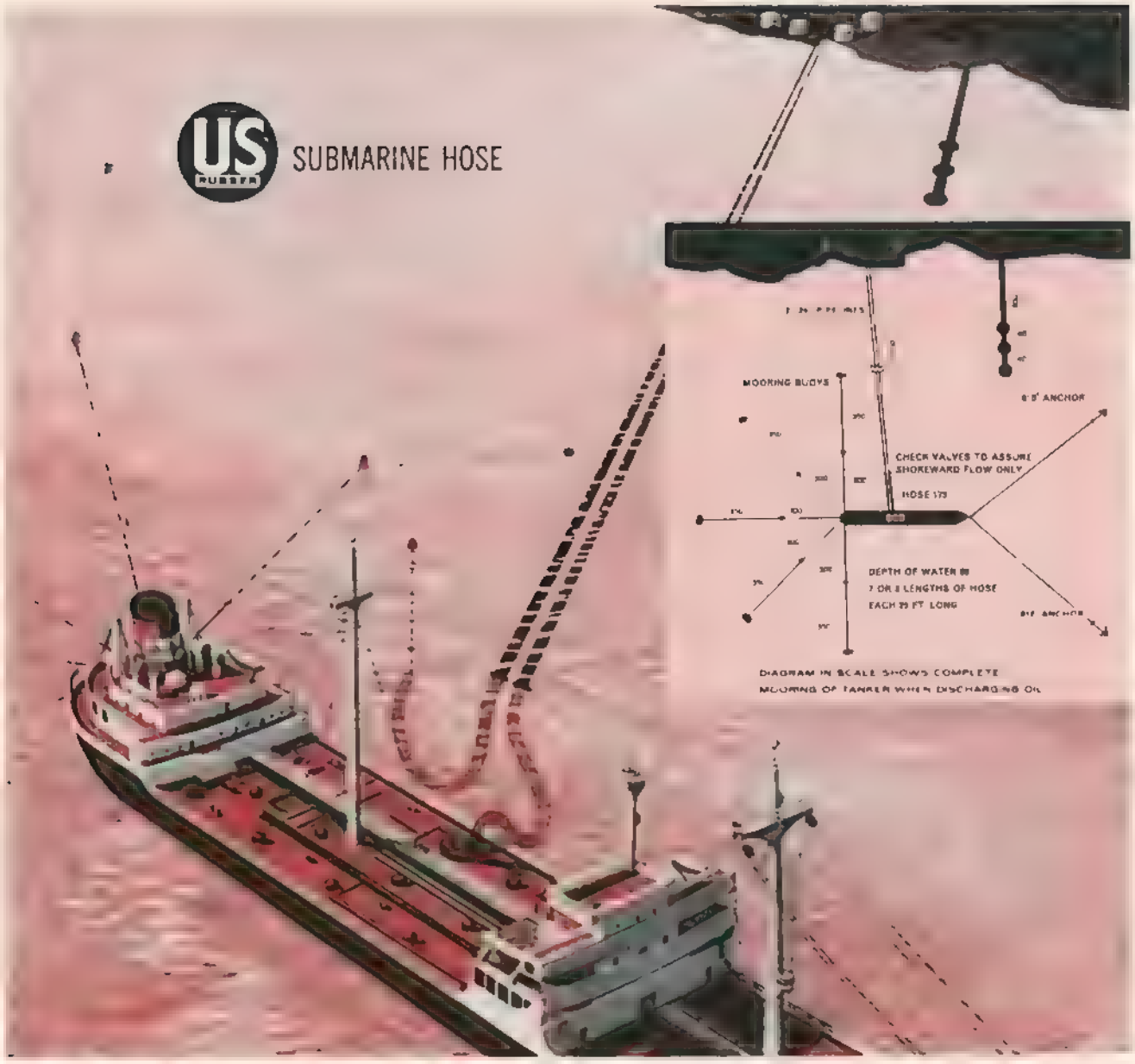
Premier's beautifully designed line of doll clothes and accessories bring you big profits and fast sales.

Premier's line is pre-priced in hangered polyethylene bags for impulse buying on space-conserving racks. 200 doll accessory items—200 clothes styles to fit all 8" to 25" baby and teen girl dolls.

Special Selection for 20" baby dolls
Retailers: Write for Catalog

PREMIER DOLL TOGS, INC.
DOLL ACCESSORIES CO.
168 SEVENTH STREET, BROOKLYN 15, N.Y.
— VISIT OUR NEW SHOWROOM —
SUITE 759—200 5th Ave., New York 10, N. Y.

LARGEST SUPPLIERS TO LEADING DOLL MANUFACTURERS



From tanker to shore...the hook-up is U.S. Amazon Hose

The only submarine unloading point for oil tankers on the East Coast is at the Northville Dock Corp., Long Island, N.Y.

The operators say that submarine unloading would be impossible without hose of this character. Foreign and domestic tankers use this undersea hose (7100 feet offshore) as a hook-up to pipelines discharging heavy and light fuel oil directly into storage tanks on shore. Expensive dock and wharfage facilities are eliminated. *The tankers are moored at sea.*

The U. S. Amazon® Hose H2323 in use here resists the corrosive action of salt water and the turbulent action of swift tides. Its lightness and flexibility enable crew members to make it fast to the deck headers in record time. Also it curves easily from the water to the deck. There is never any sharp bend to impede flow.

Similar installations for other oil companies are located at world-wide points, proving the soundness of the construction features and the over-all quality of U. S. Amazon Hose.

. . .

When you think of rubber, think of your "U.S." Distributor. He's your best on-the-spot source of technical aid, quick delivery and quality industrial rubber products.

Mechanical Goods Division

United States Rubber

WORLD'S LARGEST MANUFACTURER OF INDUSTRIAL RUBBER PRODUCTS

Rockefeller Center, New York 20, N.Y. In Canada: Dominion Rubber Company, Ltd.

West of Chicago

you'll get a real picture of how wonderful train travel can be...

In the Dome dining room you can enjoy wonderful meals plus scenic views of the romantic West. Downstairs are the luxurious main and private dining rooms.

UNION PACIFIC *Domeliners* TO AND FROM THE Pacific Coast

Day after day, more and more people are finding out how pleasant travel can be when they choose our Domeliners from Chicago or St. Louis to and from all the West.

Pictures can only hint at the distinctive beauty and comfort of our Domeliner interiors . . . they cannot portray the variety and roominess of such modern facilities. Pullman and Coach accommodations also reflect the designer's newest and finest effort. There's no finer equipment, or service, on the rails.

Try the Domeliners for safe, relaxing comfort. Enjoy our extra travel features . . . *without extra fare.*

(Right) Dome Lounge Cars, in addition to the main lounge (pictured here) have a Dome room, cocktail lounge and a private card room.

UNION PACIFIC *Domeliners*

"CITY OF LOS ANGELES"
"CITY OF PORTLAND"

—feature Dome Diner, Dome Coach and Dome Lounge Car, plus a Pullman Redwood Club Car.

"CITY OF ST. LOUIS"

—featuring Dome Coach and Dome Lounge Car.

—the only through train between St. Louis and California.

UNION PACIFIC *Railroad*

Freight service at its best
To and from all the West.

LOGICAL LOCATION FOR YOUR PLANT

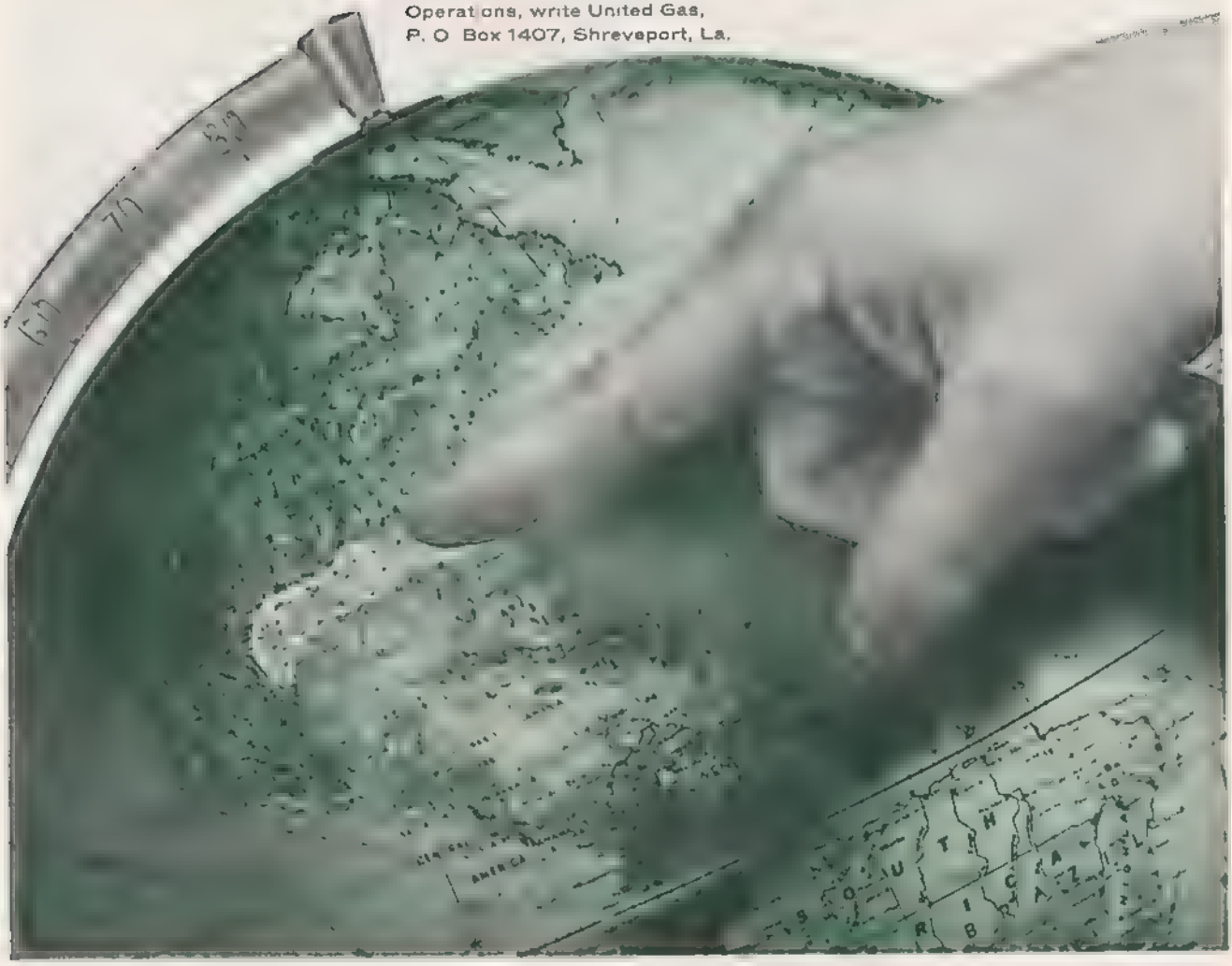
...the GULF SOUTH

Industry is expanding in the Gulf South faster than in any other section of the U. S. Of all the nation's engineered industrial construction now proposed, *one-fifth* is to be located in this dynamic area served by United Gas.* It's only logical to build *your* new plant where others are building ...grow where others are growing. Investigate the advantages the Gulf South offers *your* plant.

*Authority Engineering News Record

UNITED GAS
SERVING THE Gulf South

If Fuel is a Factor in Your Operations, write United Gas, P. O. Box 1407, Shreveport, La.



UNITED GAS CORPORATION • UNITED GAS PIPE LINE COMPANY • UNION PRODUCING COMPANY

Your freight moves *fast* on United States Lines ships

Most ships...most sailings...United States Lines is the thruway for freight!

Ship to or from Europe, Hawaii, the Far East and Australia via United States Lines

● For the *right* ship to or from the *right* port at the *right* time, specify United States Lines. It offers you.

Largest fleet of company-owned ships in the American Merchant Marine sailing from Atlantic Coast ports: 55 vessels, including the superliner UNITED STATES, world's fastest ship; her popular running mate s.s. AMERICA; nine 20-knot Mariners, world's largest and fastest freighters; and 44 fast, modern C-2 type ships

Greatest frequency of sailings—an average of one a day the whole year 'round. 5 sailings every week to Europe; the only direct weekly service to Germany; a Mariner sailing every 10 days to the Far East; a sailing to Australia almost every two weeks. All ships have accommodations for up to 12 passengers.

Over half a century of shipping experience; offices and agents throughout the world.

Consult your Freight Forwarder. His knowledge, experience and contacts can save you time, work and worry in arranging overseas shipments

For further information, write United States Lines, One Broadway, New York 4, N. Y. Tel.: DIgby 4-5800.

Your freight moves *fast* on United States Lines ships

Most ships...most sailings...United States Lines is the thruway for freight!

Ship to or from Europe, Hawaii, the Far East and Australia via United States Lines

● For the *right* ship to or from the *right* port at the *right* time, specify United States Lines. It offers you:

Largest fleet of company-owned ships in the American Merchant Marine sailing from Atlantic Coast ports: 55 vessels, including the superliner UNITED STATES, world's fastest ship; her popular running mate s.s. AMERICA; nine 20-knot Mariners, world's largest and fastest freighters; and 44 fast, modern C-2 type ships.

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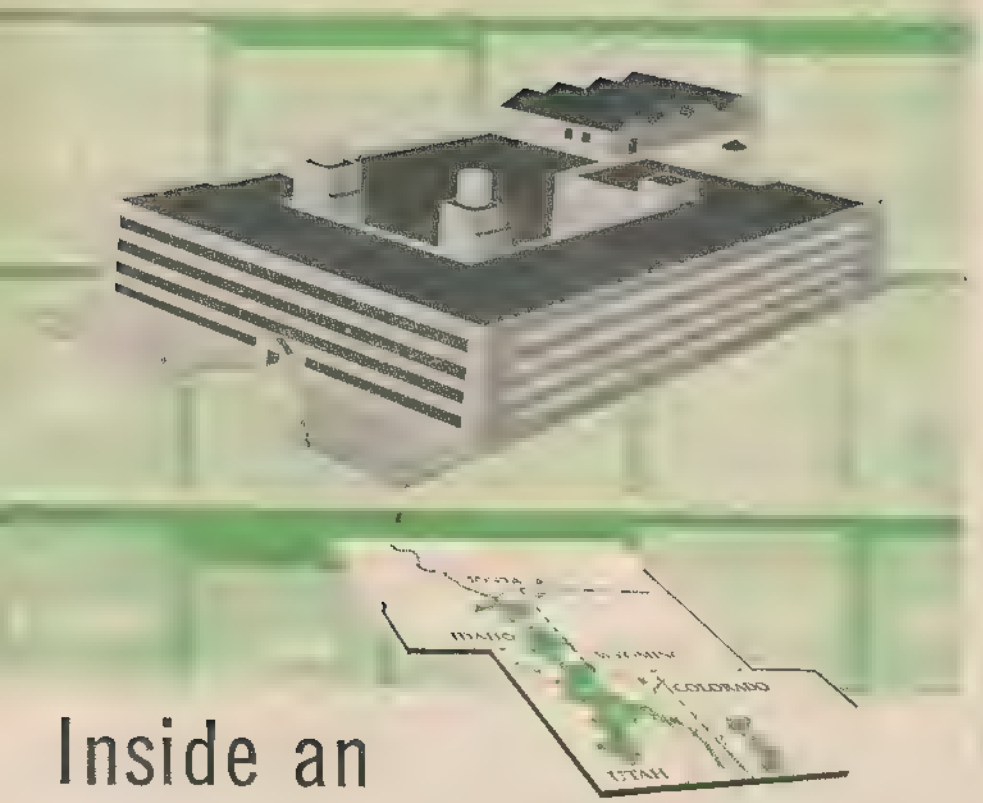

Inside an inexhaustible storehouse

What industry needs, industry finds in Treasure Chest Land. It is like having your plant inside a gigantic storehouse filled with inexhaustible supplies of raw materials. The vast four-state area served by Utah Power & Light Co. and subsidiaries, Telluride Power Co., and The Western Colorado Power Co., is catching the eye of more and more growth-minded managements interested in stores of basic wealth, low-cost fuel, water and power, unlimited elbow room, and location with reference to dynamic and expanding markets.

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. . . WHERE THERE'S A GROWTH SITE FOR YOUR NEW PLANT

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The truck route that isn't on your road map!

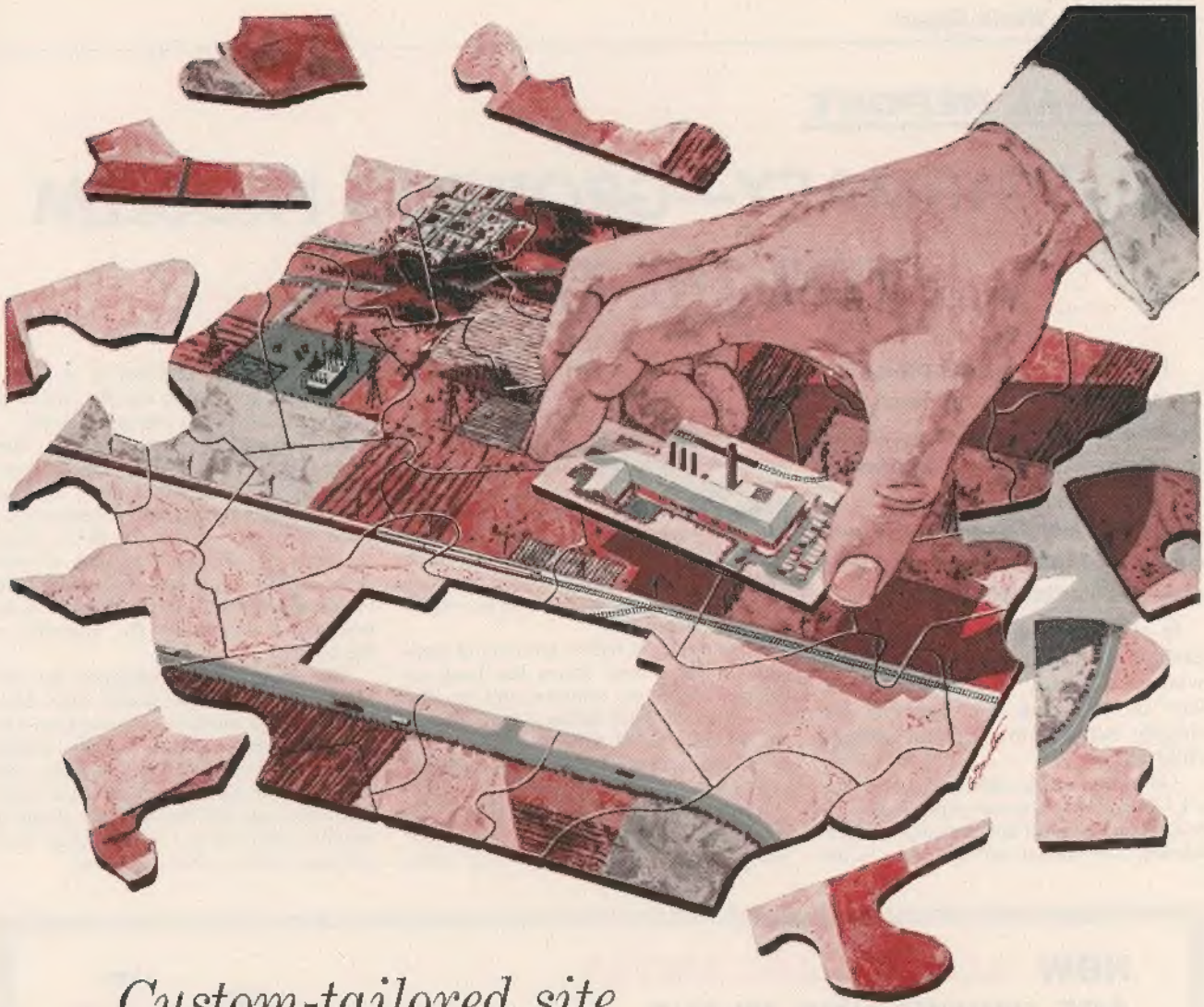
A few months ago some of these truck-trailers were crawling up the grades and bucking the traffic on the main highway routes over the High Sierra. But with the growth of Western Pacific's piggyback operations, more and more of them are taking the train . . . traveling over WP's low altitude, all-weather route between Salt Lake City and Northern California.

Western Pacific has recently expanded its loading ramp facilities at key points along the main line; has purchased more piggyback flat cars; and has become a member of the Trailer Train organization. Providing fast, flexible, piggyback service for shippers, truckers and freight forwarders is part of Western Pacific's policy of anticipating our customers' needs and gearing our operations to meet their particular requirements.

General Offices: 526 Mission Street, San Francisco 5

WESTERN PACIFIC

Route of
HIGH SPEED FREIGHTS



Custom-tailored site solves plant location puzzle!

No two companies have identical plant site requirements. Your problems are unique. We know this and are therefore prepared to "custom-tailor" a site that in size, shape and location will meet your particular specifications. Further, Western Pacific's Industrial Development Department can usually arrange to have all utilities installed and road improvements made before you start construction. This, too, will be done to fulfill your company's specific requirements in every respect.

For confidential information about the numerous Northern California plant site locations on the lines of Western Pacific and its subsidiaries, get in touch with F. B. Stratton, Director, Industrial Development Department, Western Pacific Railroad, 526 Mission Street, San Francisco, California.

WESTERN PACIFIC

ROUTE OF THE VISTA-DOME *California Zephyr*

1933—Fire stilled all life in Oregon's Tillamook forest, leaving only blackened tree trunks and drying streams.

1959—Artificial reforestation is restoring life to the Big Burn, increasing stream flow and again providing a suitable habitat for wildlife. Intensive fire prevention and protection measures safeguard the new tree crops.

restoring life to a forest killed by carelessness...

Reforestation by aerial seeding and hand planting is restoring the Tillamook Burn to productivity. Almost all natural seed sources were destroyed by the raging fire.

The time was high noon, August 14, 1933. A hot east wind greedily drew the moisture from ferns, bushes and fir needles. The humidity dropped to an explosive level. One of Oregon's finest stands of virgin timber, the vast Tillamook forest, lay in the shadow of death.

One careless act ignited the inferno. In eleven days, 270,000 acres of timber burned. Thousands of birds and animals perished and myriad streams lost the protective forest cover that sustains them year after year.

Today, growing trees again cover much of the Big Burn. Oregon's State Board of Forestry, supported by the people and industry of the state, has made excellent progress in rehabilitating the seared land. Yet, the loss already suffered and the herculean task still ahead should serve as a warning to people everywhere to be careful with fire in the woods.

Help Keep America Green and preserve our nation's many forest benefits...wood, water, wildlife, recreation and payrolls.

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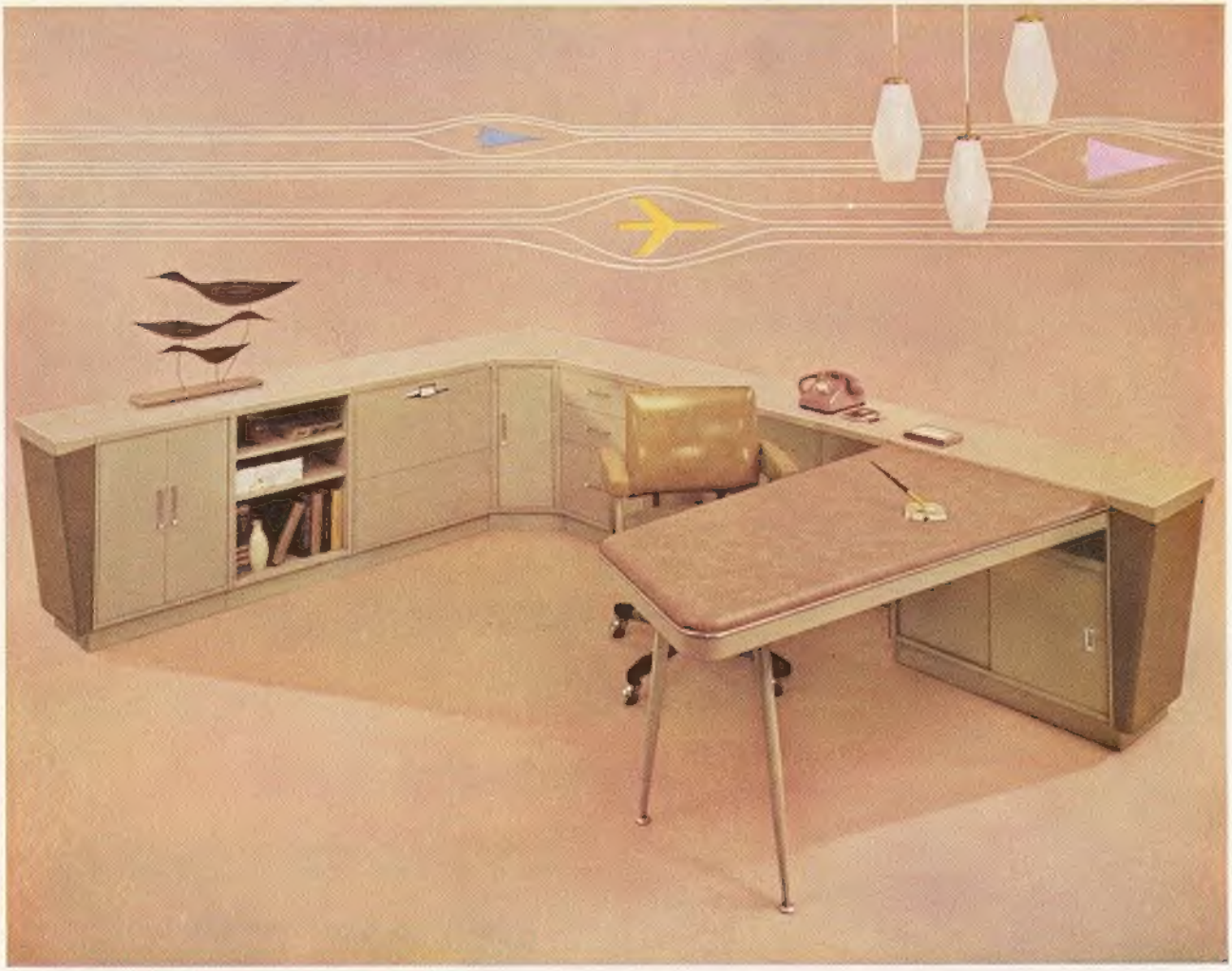

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EXEDRA with the "air-stream" styling of the Tapered Touch, pliable plastic top coverings and rich, colorful finishes can be tailored to your office, to your work problems.

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